

BILTON ST JOHN THE EVANGELIST

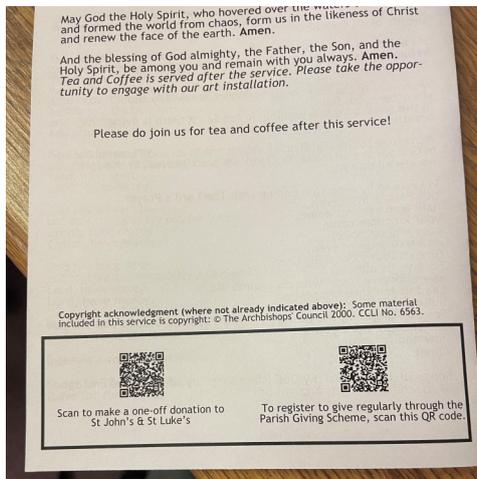
Case Study: Gill (Parish Administrator)



Diocese of Leeds

Top Tips for Encouraging Donations through the Online Giving Page:

- Don't be afraid to have the posters/QR codes out there for everyone to see
- Make sure your donation button is prominent on your website
- Add QR codes to your service sheets



Why did you consider setting up an online giving page in the first place?

I looked into the possibility of getting a card reader as another option for making payment in an increasingly cashless society. There wasn't a huge amount of choice at that time and when I phoned around local churches for advice no one was using one. With the finance committee, we looked at the options through Parish Buying and decided to get a SumUp device.

Using the Give a Little online site, I found that the device was very easy to set up and it meant I could add a link to our website so people could donate directly through there if they wished.

After Covid, cash giving almost entirely stopped, it was really only those giving through envelopes that kept doing it. So I started with a QR code poster on the way into church and one by the refreshment stand too. Getting a [CollectIn More](#) digital device last year has been great, it means people can give even if they are just visiting and it doesn't need anyone to be there to man it.

Why do you think this online giving has worked so well for you?

We recently launched an appeal to raise funds to keep our Young People's Worker post going and we set up a specific QR code for that which has been extremely successful. I have also put our QR code onto every service sheet so if they wish to give they can scan it on Sundays.