

## WEBSITE DONATE BUTTON

Donate buttons lead people to a secure giving page. The key design features are:

- *Simplicity*
- *Prominent location (e.g. top right hand corner)*
- *Contrasting button colour (8% men colour blind)*
- *Short compelling message*
- *Clear language*
- *Pre-filled donation amounts*
- *Option for recurring donation*

## SMARTPHONE QR CODE DONATIONS

Scanning a unique QR code links a smartphone to your church's online giving page and saves individuals from needing to type in the website address of your giving page. You can share the QR code via social media, posters, parish magazine, and order of service.

## DONATE AS YOU SHOP

If your church is registered with shopping websites, your parishioners can nominate your church as their charity so that you receive a percentage of their spending at no extra cost to themselves or the church.

### EXAMPLES:

**Amazon smile:** <https://smile.amazon.co.uk/charity?orig=%2F>

**eBay:** <https://www.charity.ebay.co.uk/charity/>

**Give as you Live:** <https://www.giveasyoulive.com/>

**Easyfundraising:** <https://www.easyfundraising.org.uk/>

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# Making Giving Easier

*Each of you should give what you have decided  
in your heart to give, not reluctantly or under  
compulsion, for God loves a cheerful giver.*

2 CORINTHIANS 9:7

*As churches we rely on donations  
to continue our ministries and share  
the gospel with the communities  
in which God has placed us. The  
easier we make giving and the  
more ways we provide, the more  
likely people are to give.*

## BIG PICTURE

A 2021 Church of England survey<sup>1</sup> of active members showed:

33%	Don't give
40%	Are never asked to give
47%	Are never asked to review giving
49%	Would give more if impact explained
20%	Are never thanked for giving

Therefore, before relating how to give, it is vital to paint the big picture:

<b>VISION</b>	God has given you for your church and community
<b>IMPACT</b>	Giving will have on your ministries and community
<b>TRUST</b>	How you ensure gifts are used wisely and effectively
<b>GIVING</b>	Honours God and strengthens faith
<b>EXAMPLE</b>	Model generosity as a church
<b>ASK</b>	Invite your congregation to give regularly
<b>REVIEW</b>	Remind givers to review giving once a year
<b>THANK</b>	Thank givers at least once a year

## INTENTIONAL

*On the first day of every week, each one of you should set aside a sum of money in keeping with your income, saving it up, so that when I come no collections will have to be made.*

1 COR 16:2

A good way of facilitating intentional and planned giving is by automated transfers such as standing orders and direct debits.

### REFERENCE

<sup>1</sup>Anglican Giving Survey Report <https://tinyurl.com/5s49vvnv3>

## STANDING ORDERS AND DIRECT DEBITS

- Enable people to give regularly without remembering
- Provide a steady income throughout the year
- Reduce workload for volunteer counters
- Result in increased generosity

**STANDING ORDERS:** Individuals instruct their bank to pay a fixed amount regularly to your church. The payment's frequency and amount remains the same unless the individual changes their instructions. The church is not charged.

**DIRECT DEBITS:** On receiving a signed direct debit mandate from an individual, the church sets up a direct debit from an individual's bank using the bank's sort code and the individual's account number. The amount and frequency of payments can be altered. The church is not charged.

## TEXT-TO-GIVE

This enables small one-off donations (e.g. £5, £10, £20) via a smart phone using a unique code to your church account with the donation being added to the giver's phone bill. Individuals receive an automated acknowledgement with a link for Gift Aiding.

## CONTACTLESS GIVING

Card readers enable individuals to make contactless donations as well as by chip and PIN or by Apple Pay or Google Pay. They may be either stand-alone (unattended) or paired with a smart phone and need supervision.

**Useful Church of England advice:** <https://tinyurl.com/4cm5shwx>

## DIOCESAN GIVING RESOURCES

The following leaflets can be found on the diocesan website:

**Generosity Initiative:** <https://tinyurl.com/2u4p8h6p>

**Legacy Giving:** <https://tinyurl.com/2p9y8sev>

**Giving in Memory:** <https://tinyurl.com/2p8hrwe4>