

INCREASING GIVING ANNUALLY USING THE REGULAR GIVING INITIATIVE (RGI)

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The Diocese of Manchester



WHAT ARE THE BENEFITS TO MY CHURCH?

- Regular real terms increase to giving
- Reduced need to run annual giving and/or stewardship campaigns
- Gifts uploaded to Gift Aid Lite software
- Less admin for Gift Aid Secretaries and Treasurers
- Claimed via Gift Aid, if applicable



**KEEP
CALM
AND
DO
LESS**

WHAT IS REGULAR GIVING?

- No sign up/membership fees
- Easy to switch from envelope, Standing Orders or open plate
- Variety of giving frequency options (e.g. monthly and quarterly)
- Gifts can be increased by incremental percentage amount
- Incremental level is set by the PCC

WHAT IS REQUIRED?

- Gift Aid Lite membership
- Use of Data Developments' My Giving Online software
- Online sign ups only
- Donor's email address
- Church web or 'A Church Near You' site
- Donor's willingness to increment



WHY DIRECT DEBITS?

- 9 in 10 consumers use Direct Debits regularly
- It is a trusted and well established payment method
- In 2020, Direct Debit payments had an overall value of £1,178 billion
- Standing Orders are less well used
- In 2020, there were 557 million Standing Orders

Volume of direct debit payments



4.5 billion

Direct Debit payments in 2020

COMPARING STANDING ORDERS AND DIRECT DEBITS

Donations			Standing Orders			Incremental Direct Debit (year 1) +		
Monthly Donation *	Annual Donation *	Annual Donation Gift Aid	Yearly Fees **	Annual Donation	Annual Donation Gift Aid	Annual Donation	Annual Donation Gift Aid	Yearly Fees +
£	£	£	£	£	£	£	£	£
5.25	63.00	78.75	0.00	63.00	78.75	63.00	78.75	3.03
10.30	123.60	154.50	0.00	123.60	154.50	123.60	154.50	3.64
20.40	244.80	306.00	0.00	244.80	306.00	244.80	306.00	4.85
30.50	366.00	457.50	0.00	366.00	457.50	366.00	457.50	6.06
40.60	487.20	609.00	0.00	487.20	609.00	487.20	609.00	7.27
50.70	608.40	760.50	0.00	608.40	760.50	608.40	760.50	8.48
60.80	729.60	912.00	0.00	729.60	912.00	729.60	912.00	9.70
70.90	850.80	1063.50	0.00	850.80	1063.50	850.80	1063.50	10.91
81.00	972.00	1215.00	0.00	972.00	1215.00	972.00	1215.00	12.12
91.10	1093.20	1366.50	0.00	1093.20	1366.50	1093.20	1366.50	13.33
101.20	1214.40	1518.00	0.00	1214.40	1518.00	1214.40	1518.00	14.54
202.20	2426.40	3033.00	0.00	2426.40	3033.00	2426.40	3033.00	26.66

* Presumes the donor is covering the cost of transaction fees as part of their donation

** This assumes a PCC is not being charged by their bank for Standing Orders

*** Illustration assumes an annual increment of 2.5% - percentage can be set at the Parish's own discretion

+ The fees are 1% plus 20p per donations, up to a maximum £4 (whichever is least) charged monthly on Direct Debit processing by GoCardless

WHAT DIFFERENCE WILL THIS MAKE?

Donations			Incremental Direct Debit (year 2) +				Incremental Direct Debit (year 3) +			
Monthly Donation *	Annual Donation *	Annual Donation + Gift Aid	Monthly Donation ***	Annual Donation	Annual Donation + Gift Aid	Yearly Fees +	Monthly Donation ***	Annual Donation	Annual Donation + Gift Aid	Yearly Fees +
£	£	£	£	£	£	£	£	£	£	£
5.25	63.00	78.75	5.38	64.58	77.72	3.05	5.52	66.19	82.74	3.06
10.30	123.60	154.50	10.56	126.69	154.76	3.67	10.82	129.86	162.32	3.70
20.40	244.80	306.00	20.91	250.92	308.85	4.91	21.43	257.19	321.49	4.97
30.50	366.00	457.50	31.26	375.15	462.94	6.15	32.04	384.53	480.66	6.25
40.60	487.20	609.00	41.62	499.38	617.03	7.39	42.66	511.86	639.83	7.52
50.70	608.40	760.50	51.97	623.61	771.11	8.64	53.27	639.20	799.00	8.79
60.80	729.60	912.00	62.32	747.84	925.20	9.88	63.88	766.54	958.17	10.07
70.90	850.80	1063.50	72.67	872.07	1079.29	11.12	74.49	893.87	1117.34	11.34
81.00	972.00	1215.00	83.03	996.30	1233.38	12.36	85.10	1021.21	1276.51	12.61
91.10	1093.20	1366.50	93.38	1120.53	1387.46	13.61	95.71	1148.54	1435.68	13.89
101.20	1214.40	1518.00	103.73	1244.76	1541.55	14.85	106.32	1275.88	1594.85	15.16
202.20	2426.40	3033.00	207.26	2487.06	3082.43	27.27	212.44	2549.24	3186.55	27.89

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POINTS TO CONSIDER

- Donors not incrementing annually should stay with their existing giving method
- The transaction fees are per donation
- As a result, if possible, encourage donors to donate monthly, quarterly etc.



RESOURCES PROVIDED

- Leaflets on the following topics are provided:
 - Parochial Church Council guide
 - Donor guide
 - Frequency asked questions guide
 - How much should I give to my Church
- Annotated PowerPoint presentation



WHAT TO REQUEST BEFORE DONORS SIGN UP

- Ask a donor to increase their giving when signing up to regular to include at least:
 - **First year's increment**
 - OR**
 - **Pay the first year's transaction fees**
- This encourages them to increase their giving incrementally from the start
- Also 'kick starts' earlier the incremental benefits received by your Church

GETTING READY

- A GoCardless account for your Church is required
- Regular Giving in My Giving Online will be set up automatically
- Choosing donation amount and frequency options
- Computer coding provided to create the 'regular donation' button
- Add the button to Church's web or 'A Church Near You' site

WHO ARE GOCARDLESS?

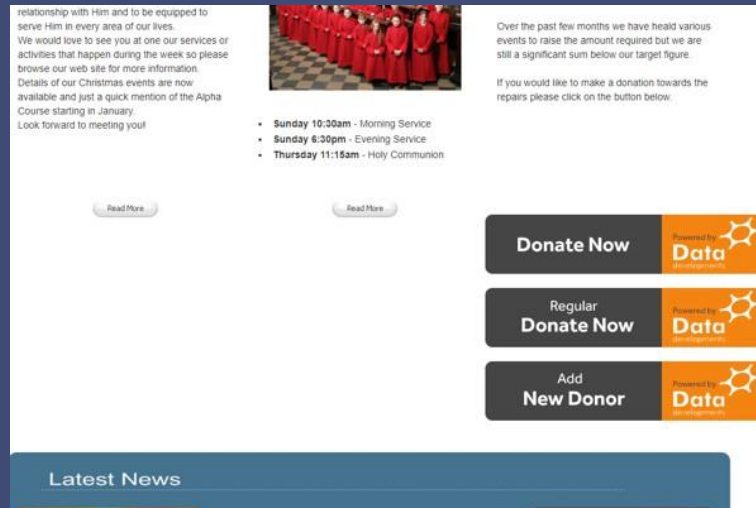
- An international payments network set up to rival credit and debit cards
- Each year GoCardless processes US\$30B billion of payments across more than 30 countries
- GoCardless is headquartered in the UK

The GoCardless logo is displayed within a dark blue rectangular box. The text "GOCARDLESS" is written in a white, bold, sans-serif font, with the "G" being significantly larger than the other letters.


GOCARDLESS

HOW DOES IT WORK?

- Promotion of Regular Giving to your donors
- They'll visit your web or 'A Church Near You' site
- Click on the 'Regular Donate Now' button



relationship with Him and to be equipped to serve Him in every area of our lives. We would love to see you at one of our services or activities that happen during the week so please browse our web site for more information. Details of our Christmas events are now available and just a quick mention of the Alpha Course starting in January. Look forward to meeting you



- **Sunday 10:00am** - Morning Service
- **Sunday 6:30pm** - Evening Service
- **Thursday 11:15am** - Holy Communion

Over the past few months we have held various events to raise the amount required but we are still a significant sum below our target figure. If you would like to make a donation towards the repairs please click on the button below.

[Read More](#) [Read More](#)

Donate Now Powered by Data

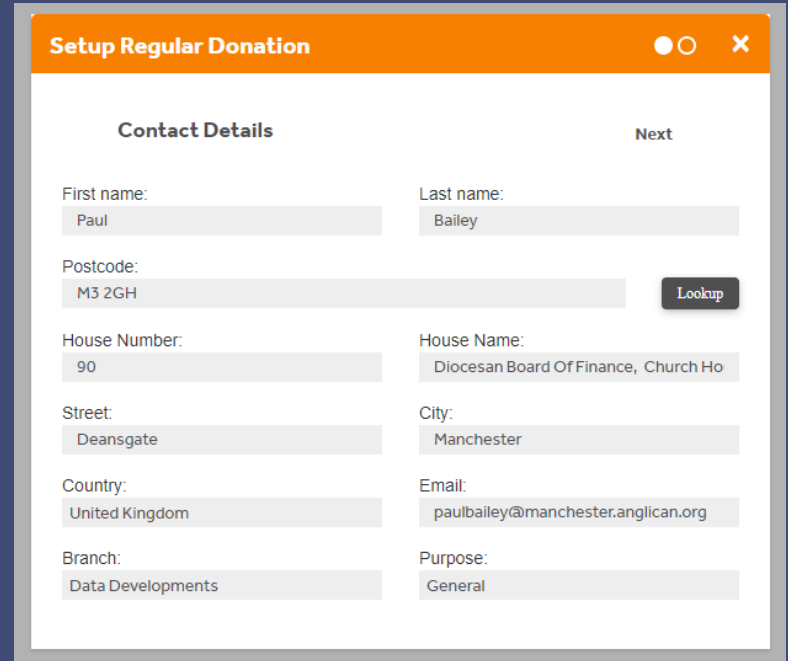
Regular Donate Now Powered by Data

Add New Donor Powered by Data

Latest News

STEP 1

- Inputting their contact details
- Your Church will show automatically in the branch box
- The charitable purpose will be pre-set (e.g. General)



The screenshot shows a web form titled "Setup Regular Donation" with an orange header. The form is divided into two columns. The left column is titled "Contact Details" and the right column is titled "Next". The form contains the following fields:

Contact Details		Next	
First name:	Paul	Last name:	Bailey
Postcode:	M3 2GH		<input type="button" value="Lookup"/>
House Number:	90	House Name:	Diocesan Board Of Finance, Church Ho
Street:	Deansgate	City:	Manchester
Country:	United Kingdom	Email:	paulbailey@manchester.anglican.org
Branch:	Data Developments	Purpose:	General

STEP 2

- The donor can select their own donation amount and frequency
- These options can be chosen by your Church
- Optional annual increase tick box
- Ability to Gift Aid donations

Setup Regular Donation

Choose amount Prev

Select GoCardless subscription plans

#	Amount	Frequency	Opt In Annual Increase
<input type="radio"/>	<input type="text" value="10.00"/>	Monthly	<input type="checkbox"/> 2.00 %
<input type="radio"/>	<input type="text" value="5.00"/>	Weekly	<input type="checkbox"/> 2.00 %
<input type="radio"/>	<input type="text" value="20.00"/>	Monthly	<input type="checkbox"/> 2.00 %

I want to Gift Aid my donation

giftaid it

For more information on your Gift aid declaration please [click here](#)

[Continue](#)

STEP 3

- Gift Aid declaration is completed digitally
- All tick boxes required to become eligible

Setup Regular Donation

Choose amount Prev

Select GoCardless subscription plans

#	Amount	Frequency	Opt In Annual Increase
<input type="radio"/>	<input type="text" value="10.00"/>	Monthly	<input type="checkbox"/> 2.00 %
<input type="radio"/>	<input type="text" value="5.00"/>	Weekly	<input type="checkbox"/> 2.00 %
<input checked="" type="radio"/>	<input type="text" value="20.00"/>	Monthly	<input checked="" type="checkbox"/> 2.00 %

I want to Gift Aid my donation

This donation is my own money and has not come from anyone else.

These are not proceeds from the sales of goods or provision of services e.g. cake sale, auction, care wash.

I am not receiving a benefit from this donation e.g. ticket to an event, raffle

For more information on your Gift aid declaration please [click here](#)

[Continue](#)

giftaid it

STEP 4

- Your Church's name will appear at the top of the bank account page
- The donor needs to add their sort code, account number and address

More than one person is required to authorise Direct Debits

If more than one person is required to authorise Direct Debits on this account, we will need all signatories to sign a paper version of the Direct Debit mandate. We'll give you instructions on how to do this after you complete this form.

Note: if it's a joint account but you can authorise payments on your own, you should untick this box.

Data Development

Set up a Direct Debit with Data Development

Data Developments

First name

Paul Bailey

Last name

Bailey

[Click here to use a company name](#)

Email

paulbailey@manchester.anglican.org

Your sort code

e.g. 10-20-30

Your account number

e.g. 12345678

[Click here to enter IBAN](#)

Billing address line 1

Billing address line 2

Town or City

Manchester

Post code

[Click here to find your address](#)

More than one person is required to authorise Direct Debits

 Set up Direct Debit

STEP 5

- The Church's name will appear at the top of this confirmation screen
- There is an option to change the fields, if incorrect
- Click on the confirm button to proceed

Data Development

Check your details are correct

Account holder name	P BAILEY		
Customer or company name	PAUL BAILEY		
Your sort code	200000	Your account number	55779911

[Change](#)

Confirm

STEP 6

- A thank you message appears summarising the donor's regular gift

Thank You for Subscribing.

✓ Success
You are successfully subscribed

Your personal details

Name	Paul Bailey
Email	paulbailey@manchester.anglican.org

Your subscription details

Donation Amount	10 (GBP)
Start Date:	
Frequency	Monthly
Opt In Annual Increase(2.00 %)	Yes

STEP 7

- The donor will receive a confirmatory email from GoCardless
- It contains a Direct Debit mandate as an attachment

Reply Reply All Forward

GL GoCardless Ltd <help@gocardless.com>
You've set up a Direct Debit

To Paul Bailey

i If there are problems with how this message is displayed, click here to view it in a web browser.

mandate.pdf
43 KB

This email was sent from our Sandbox (testing) environment.
No payments will be sent and no money will change hands.

Dear Paul Bailey,


Important: confirmation of the setup of your Direct Debit Instruction to GoCardless Ltd.


Data Development can now collect payment(s) from you by Direct Debit.


We will notify you 3 working days before any new payments, subscriptions or changes to subscriptions.

Payments will be debited from your bank account 20-00-00, *****11 (BARCLAYS BANK PLC) via Direct Debit, and will appear on your bank statement as **GoCardless Ltd, ref: DATADEVELOPM-D4M2N**.

Please check the details above - if they are incorrect or there are any other issues with this Direct Debit, please contact Data Development







You have the right to cancel your Direct Debit at any time.
View the Direct Debit Guarantee in the document attached.

Payments provided by GoCardless. Read the updated GoCardless [Privacy Notice](#) to learn more about how they use personal data.

STEP 8

- A Direct Debit mandate is sent as an email attachment
- PDF format



GoCardless Ltd

Sutton Yard, 65 Goswell Road, London,
EC1V 7EN, GB

Instruction to your bank or building society to pay by Direct Debit

Customer Name or Company name

Paul Bailey

Service User Number

2 7 5 0 6 9

Name(s) of account holder(s)

P BAILEY

Reference

DATADEVELOPM-D4M2N

Bank/Building Society account number

*****1

Instruction to your Bank or Building Society

Please pay GoCardless Ltd Direct Debits from the account detailed in this instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction may remain with GoCardless Ltd and, if so, details will be passed electronically to my bank/building society.

Branch sort code

-

Name and full postal address of your Bank/Building Society

BARCLAYS BANK PLC, 1 CHURCHILL
PLACE, Leicester, Leicestershire, LE87 2BB

Date

2020-02-21

Banks and building societies may not accept Direct Debit Instructions for some types of account

The Direct Debit Guarantee

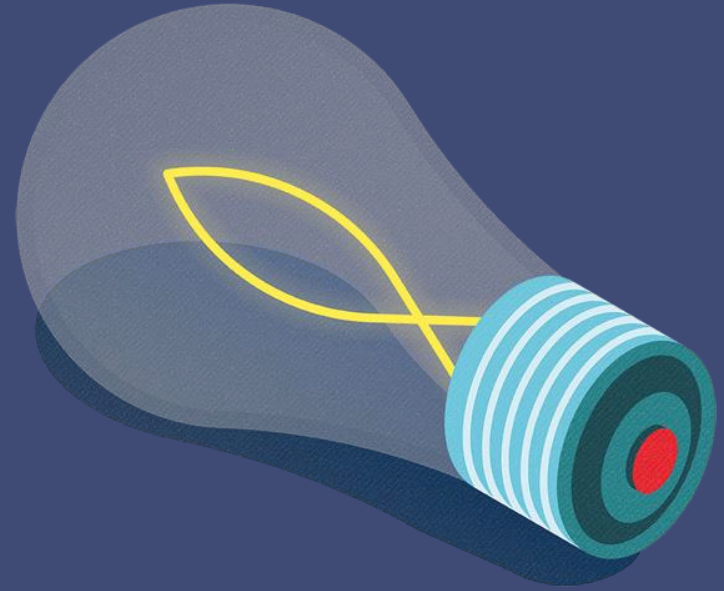


- This Guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits.
- If there are any changes to the amount, date or frequency of your Direct Debit GoCardless Ltd will notify you 3 working days in advance of your account being debited or as otherwise agreed. If you request GoCardless Ltd to collect a payment, confirmation of the amount and date will be given to you at the time of the request.
- If an error is made in the payment of your Direct Debit, by GoCardless Ltd or your bank or building society, you are entitled to a full and immediate refund of the amount paid from your bank or building society
 - If you receive a refund you are not entitled to, you must pay it back when GoCardless Ltd asks you to.
- You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify us.

AUTHORISING THE ANNUAL INCREMENT

- Email sent by GoCardless approximately 2-4 weeks from anniversary of first gift
- **Donors have to agree to the suggested increment for their giving to increase**
- GoCardless website will be used for this
- Increment options will include:
 - PCC recommended amount
 - Larger or smaller than recommended
 - No increase

**ANY
QUESTIONS?**



**WE ARE RECRUITING
CHURCHES FOR A
REGULAR GIVING
TRIAL**

**ARE YOU
INTERESTED?**

