

SUMMER 2023

NEWSLETTER

August 2023



Hello!

Welcome to our first Digital Giving newsletter! Whatever stage you're at in the Church of England's Digital Giving Rollout, we hope this will be a helpful source of information, top tips, and guidance for getting the most out of online and contactless giving.

In this edition, we're focusing particularly on using digital giving over the summer months. We know all churches are different and we'll be highlighting this variety in the editions to come to make sure there's something for everyone, whether you're a busy urban church, a rural church popular with tourists, or anything else in between. If you have any top tips you'd like to pass on, please get in touch!

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How to get the most out of digital giving this summer

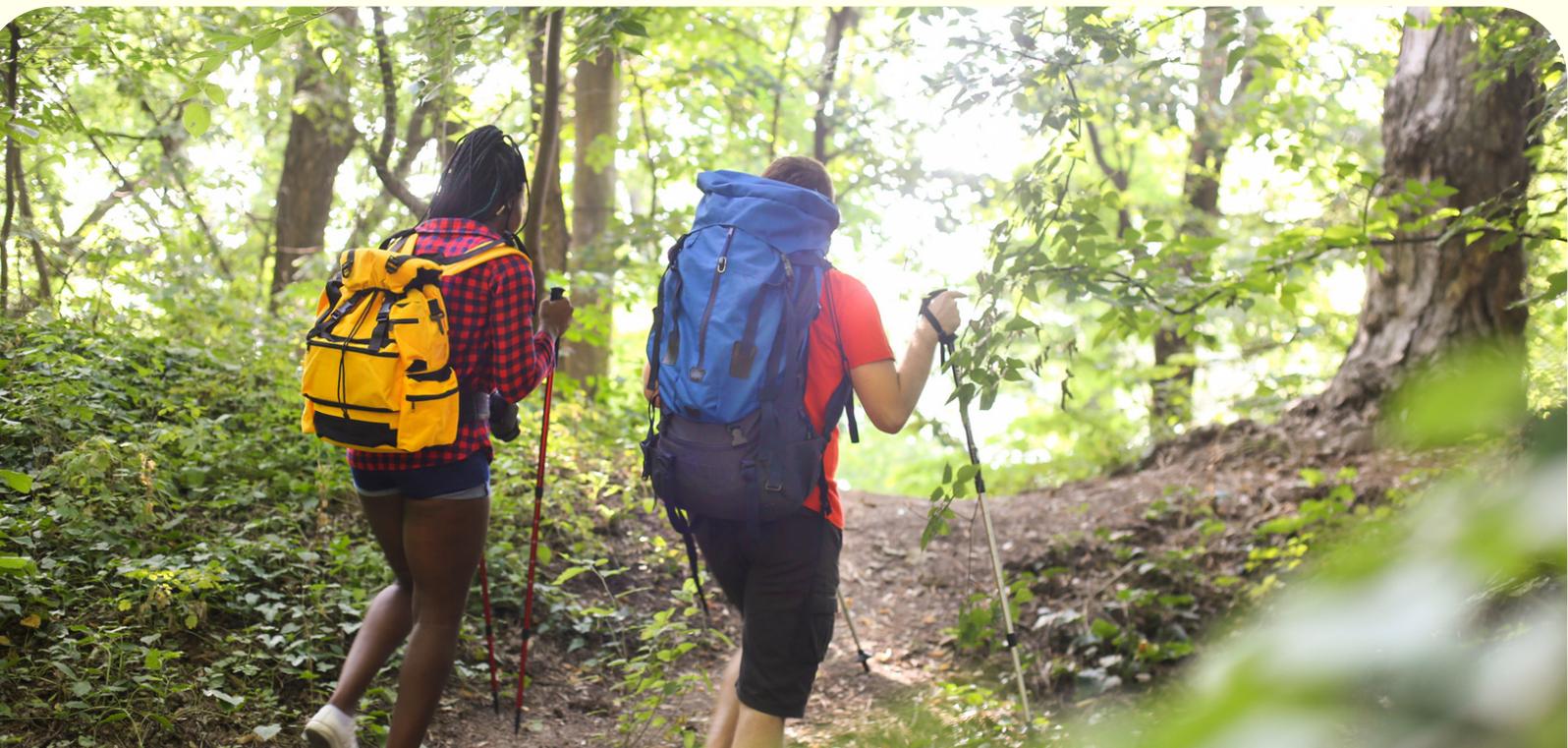
SUMMER HOLIDAYS

The summer holidays is a period when you may have more people visiting your church than usual: maybe it's parents dropping off their children at a summer club, walkers seeking a quiet moment on their hike, or people dropping by for a summer fete. Whatever your church is open for during the summer months, it is worth thinking about how to promote your contactless and online giving options for those who might like to give.

What is your church open for during the summer months?

For example, if you have lots of walkers dropping in over the summer, make sure your contactless device is easily visible as people enter or exit the building. Signage can help point visitors to where to give if they'd like to, as well as letting people know why their generosity matters.

For some, the summer holidays can be a difficult time of year—reliance on food banks often increases over the summer, for example. Perhaps your church could use its digital giving mechanisms to run a special appeal raising money in support of a local cause. If you do, have a think about how this is best promoted and how you'll keep track of donations raised for this purpose; having a dedicated campaign (Give A Little devices) or cause (GWDs) is a good way to do this.



Top tips: weddings

Wedding season is here! If your church has weddings coming up, you'll likely have lots of visitors who might not otherwise come to your church. Digital giving mechanisms are a really easy way for visitors to give to your church, if they'd like to.

Here are a few suggestions for incorporating digital giving options at upcoming weddings:

- 1 Personalise**
If you have a Give A Little device, why not create a campaign that names the couple, or even has a photo of the couple as the background?
- 2 Location**
Have a think about where your contactless device is best situated for a wedding; do people come in through a different door to usual?
- 3 QR codes**
You could print QR codes on pew cards that direct people to your online giving page—or even ask the couple to include the QR code on the order of service.
- 4 Making the ask**
Be sure that people know how to give if they'd like to; the person officiating could mention this before the service starts while guests are waiting.
- 5 Split plate**
It may be that the couple would like to have a split plate (whether a physical and/or digital collection "plate") to support a charity they're passionate about. If this is the case, make sure it's clear where any donations will be going.

Case studies

Each newsletter will highlight churches that have received a device through the rollout. This is a way of sharing experiences which we hope will encourage you to keep thinking about how digital mechanisms can be used in your churches. In this edition we hear from a church in the Diocese of St Edmundsbury & Ipswich; next time we'll be hearing from a church in the Diocese of Liverpool.

St Mary Magdalene, Debenham

"Installation was quite straightforward and the device was up and running from the end of September 2021. We did have to boost our internet signal inside the church so the machine would work properly.

We have raised nearly £6k via the contactless giving directly in the church from 475 donations averaging out at £11.77 per donation.

Our web campaigns have been equally as successful with £5,390 being raised for various causes, e.g. Ukrainian Appeal, Pilgrimage for Kagera, a new flagpole for the church and purchasing lap tops for Debenham Primary school. These are very effective and quite straightforward to set up. Our flagpole campaign raised nearly £1,500 in under a week!

We are very pleased to have raised over £11k in total since we started. Our church is open from 8.00am till 5.00pm every day and we are blessed with many visitors to our beautiful church."

**Richard Blackwell, Treasurer for St Mary Magdalene,
Debenham**

St Mary Magdalene's
flagpole



Spotlight on:

WEBINARS

We hold regular webinars to cover the basics of Digital Giving from Contactless to Connectivity. They are suitable for churches new to these mechanisms and also an opportunity for others to ask questions and expand on their knowledge. Please register at the Zoom links below.

If you can't make it to any of the webinar dates but would like to receive the recording, please get in touch at digitalgiving@churchofengland.org.

Getting Started with Contactless

Discover the Contactless Devices and opportunities for your church to make the most of cashless giving. It will be helpful for newcomers to contactless giving, and an opportunity for all to ask questions.

3pm, 16th August: [book here](#)

3pm, 8th November: [book here](#)

Introduction to Online Giving

Take the first steps in setting up online giving for your church, including QR codes, web campaigns, accessing reports, and gift aid data.

3pm, 11th October: [book here](#)

2pm, 22nd November: [book here](#)

Understanding Connectivity

Find out about the connectivity options available to your church, how to get your contactless devices connected, and what to do if you have none at all.

3pm, 13th September: [book here](#)

3pm, 6th December: [book here](#)

Christmas Digital Giving

How to optimise your digital giving mechanisms over the Advent and Christmas period, when you may have higher footfall, festive services and special Christmas appeals.

3pm, 23rd November: [book here](#)

Keep up to date on Digital Giving webinars [here](#).

