



Digital Giving

SUPPORTING PARISH MINISTRY

Outline of this session:

- Importance of digital giving
- Using Online Giving & QR Codes
- Introduction to Contactless Giving
- Devices available through Parish Buying
- Getting the most out of digital giving

Importance of digital giving

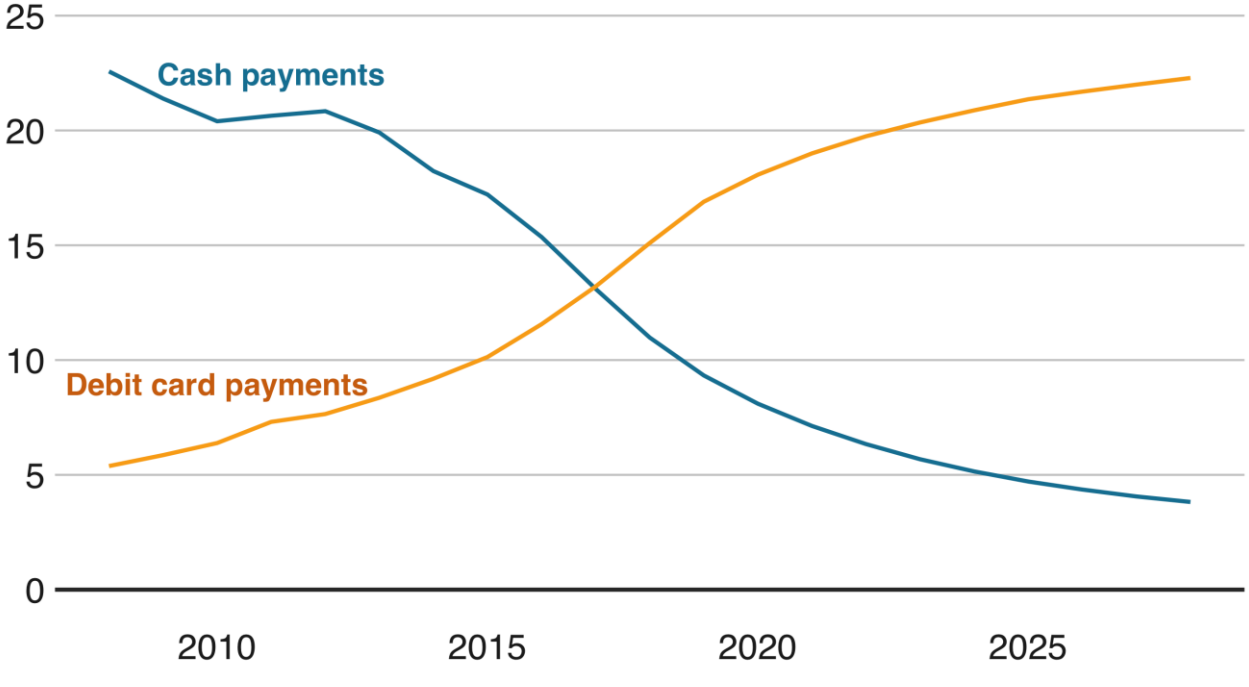
Importance of digital giving

- On average, giving accounts for **75%** of a church's income.
- Need to have the **right mechanisms** in place for people to give
- We live in an **increasingly cashless society**
- '**Digital giving**' (donations made either online or using a contactless device) are therefore an important way for churches to receive gifts
- Online and contactless donations are also typically **higher than cash donations**

Importance of digital giving

Cash versus debit cards

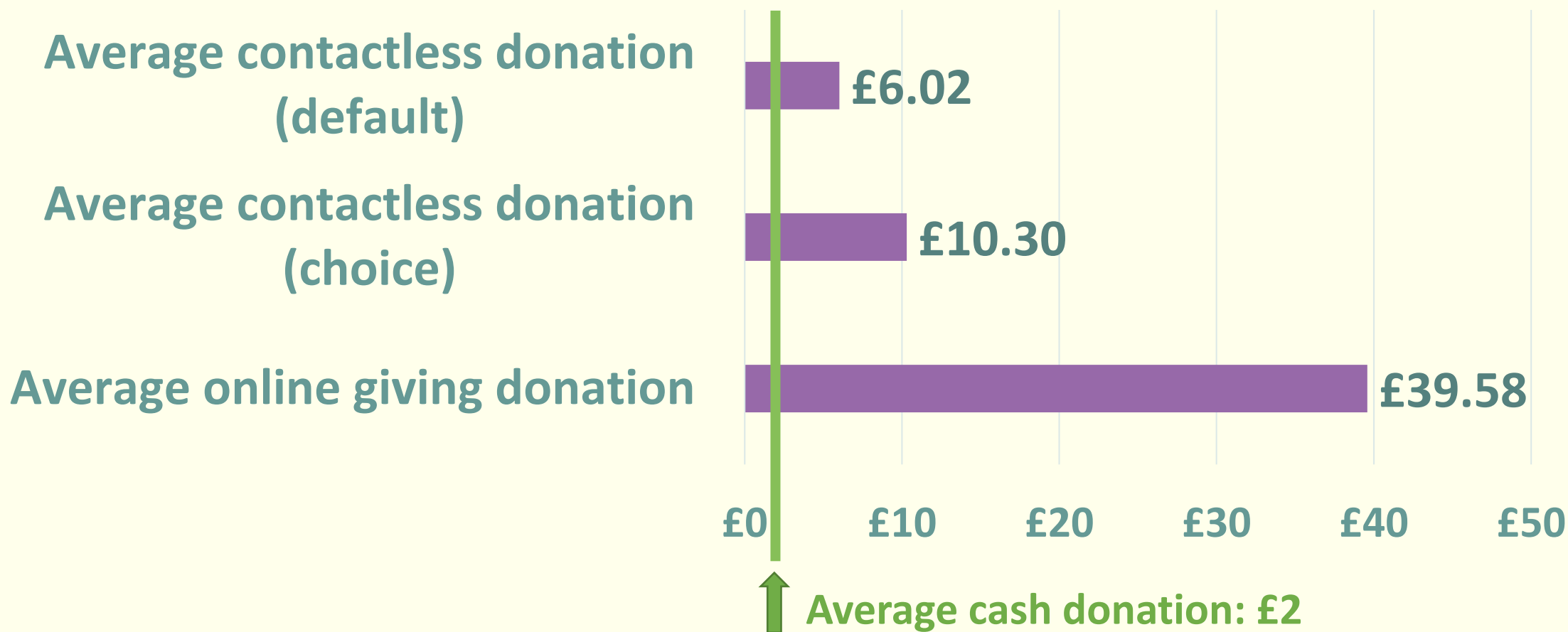
UK payments 2008-2018 and forecast to 2028 (billions)



Source: UK Finance



Importance of digital giving



Introduction to Online Giving & QR Codes

Online Giving

- Donation via a web browser, whether on a phone/tablet or laptop/desktop computer.
- In lieu of physical cash or contactless collections.
- Makes it easy to give in church physically or online, including online services.
- Ideal for fundraising and visitors, as it's so familiar for many.
- Share the link to your giving page on your church website, A Church Near You, social media, mailing lists, and through QR codes.

How does it work?

Software
provider

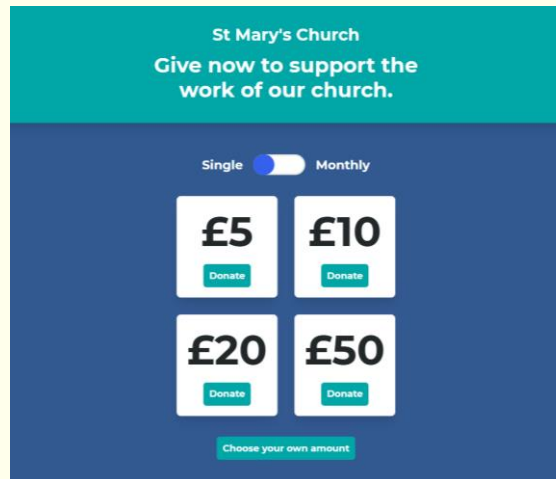


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Merchant
account
provider

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THE CHURCH OF ENGLAND A CHURCH NEAR YOU THE ARCHBISHOP OF CANTERBURY THE ARCHBISHOP OF YORK

a church NEAR YOU THE CHURCH OF ENGLAND

A Christian presence in every community Safeguarding Editor Login

St Michael & All Angels

St Michael and all Angels' is a friendly multicultural church located in the heart of Walthamstow, very close to the vibrant high street.

We are currently in interregnum at St Michael's but are looking forward to our new full-time priest very, very soon.

We would like to thank Fr. Alex Summers and his family for their hard work and for bringing the community together in the 6 years they were with us.

Please pop in and join us at one of our services. You can also follow us on Facebook and Instagram @stmichaelstow.

Give now

Support our ministry and mission

Donate →

St Michael's, Walthamstow

Support the work & ministry of the parish of St Michael and All Angels

Single Monthly

£5 Donate

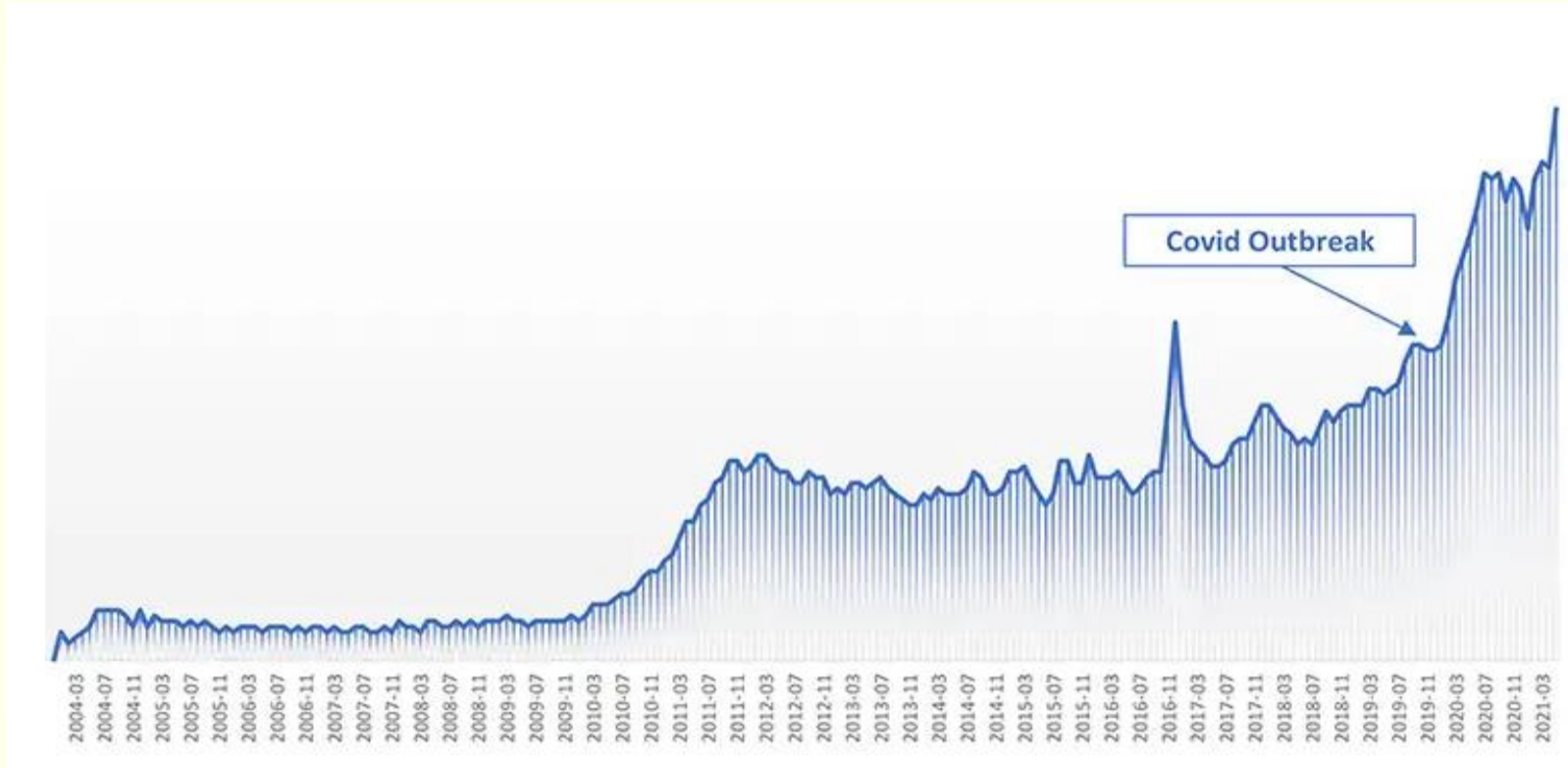
£10 Donate

£15 Donate

£20 Donate

£25 Donate

QR Codes & Online Giving



QR Codes

Enable smartphone users to easily access a web page by scanning the code using their camera app. They are becoming a valuable part of the online donation offering.

There are lots of places you can add a QR code to direct people to your giving pages.

- Orders of Service
- Postcards
- Book Marks
- Newsletters
- Invites and Posters

WELCOME TO ST MARY'S

Thank you for visiting St Mary's today. We are proud to be the heart of our village community, a place of peace and sanctuary, proving a space to encounter God in all walks of life.

We hope you have enjoyed your visit. If you have any questions, please contact XXXXX.

Gifts to our church are a response to God's generosity to us, and enable us to live out Christ's story in our local community.

If you would like to give a gift to St Mary's Church, please scan here:

Alternatively, if you would like to give directly to our church, our details are:

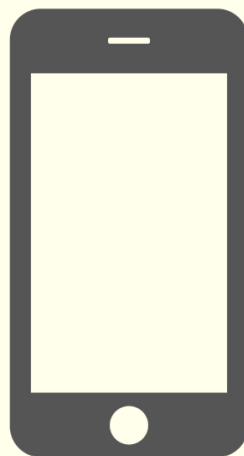
XXX
XXX
XXX

Thank you for all you're able to give.

Introduction to Contactless Giving

Introduction to contactless giving

Contactless donations are donations made at a contactless donation device, using a bank card or a variety of smart devices (e.g., Apple Pay on iPhone)



Considering connectivity

- You don't need an internet connection for all devices to work at the point of taking a donation.
- Lots of guidance about installing an internet connection available on the Church of England website and on Parish Buying.
 - But you will need to upload the donation later via the internet (e.g., connected to home WiFi).
- Connectivity does not have to through a broadband connection. It can also be:
 - WiFi extenders
 - SIM cards
 - Mobile broadband routers



Questions to ask

- Does our church have connectivity?
- Do we want to also take payments, in addition to donations?
- Do we need something that works out the box? Or would we like to be able to manage the device ourselves?
- Do we want a tap-and-go option? Or engaged donation experience?
- Do we want a portable, securable, or freestanding device? Where will it go in our building?
- Do we want to use the same provider for online giving?
- How much budget do we have available?

Devices available through Parish Buying

What is Parish Buying?

- Website and service provided by the national church.
- Range of goods and services for churches available: anything from energy to audio-visual equipment.
- Suppliers have undergone due diligence and provide good value, reliable services for churches.
- Free to use and more than one person from your church can register.
- You must go via the pages on Parish Buying to get the discounts available to churches (rather than going to providers direct).
- **The starting point for a contactless device, and online giving is to register with Parish Buying, if you're not registered already.**

No connectivity needed

- Due to changes with suppliers, we currently have limited options suitable for churches that have no WiFi or 3G/4G signal.
- GWD's Donation Station (the tablet that is part of all their devices) is due to have offline capability from November 2022.
- This is likely to be most suitable in the form of the GWD Midi (pictured) so that the device can be taken away from its main location and connected to WiFi in another location.
- We hope to offer more offline options again shortly.



GWD Midi

REMEMBER: ALWAYS GO TO PARISH BUYING

Connectivity needed



Collectin More – using Give A Little app



Payaz GivingStation – using Give A Little app



GWD Slim



GWD Skinny



GWD Midi with integrated cashbox

REMEMBER: ALWAYS GO TO PARISH BUYING

Works out the box v user-configured

Works out the box



GWD Slim



GWD Midi/Skinny

User-configured



Collectin More



Payaz GivingStation

Cost overview

Device	Upfront cost	Ongoing monthly fee	Transaction fee	Mobile Data Cost
CollecTin More	£244	—	1.1–1.3%	£42
Payaz GivingStation	£379	—	1.1–1.3%	£42
GWD Midi	From £675	£13.50	1.99% + 5p	£95 upfront + from £7.50 per month
GWD Slim	From £715.50	£13.50	1.99% + 5p	£95 upfront + from £7.50 per month
GWD Skinny	From £895.50	£13.50	1.99% + 5p	£95 upfront + from £7.50 per month
GWD Midi with Integrated Cashbox	From £1275	£13.50	1.99% + 5p	£95 upfront + from £7.50 per month

All prices are exclusive of VAT

Manchester Contactless Rollout

- Between November '22 and March '23 Manchester Diocese and the National Giving Team are running a joint project to grant 50 contactless devices to churches across the Diocese.
- This is part of a national programme which aims to grant around 2,000 devices
- At present the devices we are granting are;



Collectin
More



Payaz
GivingStation



GWD Midi



GWD Skinny

To make sure you know when to apply for one of these devices, email paulbailey@manchester.anglican.org with the subject line '**Contactless Rollout 2022**'.

Getting the Most Out of Contactless

Getting the most out of contactless

To create the best environment to encourage giving we need **good mechanisms** that allow people to easily give to our church. Alongside this we need to explain the **need** for people to give and the **impact** of their gifts on the mission and ministry of the church. Finally **trust** must be built so that people have confidence that the church will spend their gifts wisely.



Getting the most out of contactless

- **Make it a team effort:** show a few people within your church how to switch the device on and off and how to connect it to the internet.
- **Location, location, location:** set your device up in the perfect location where people can easily see the device and conveniently stop to donate.
- **Promote:** an eye-catching poster will help draw people's attention to the opportunity to give. You may also want to put signs up in other parts of the building to let people know where they can make a contactless donation.
- **Explain:** make sure that people know how to give and the benefits of contactless giving. Perhaps someone could give a short notice about the device with a demonstration of how to give when you first get your device, or remind people it's there during the notices

When to use contactless

- Think about when and where you can use contactless and online giving, such as:
 - Sunday services, online services
 - Life events: weddings, baptisms, funerals
 - Mid-week groups e.g. Messy Church
 - Fundraising events
 - Visitor donations

Questions?

Email digitalgiving@churchofengland.org