



Four features to help you encourage giving online!

The Church of England have four exciting new resources to help parishes encourage giving and make the use of our new digital age. As more and more churches are conducting their worship, communication and social gatherings via digital channels, video calls and streaming services we are having to adapt how we encourage people to give generously to church and how we ask people to give.

Please have a look at how these could help your parish encourage giving.

1. Use this short giving animation video to encourage generous giving!

A short-animated giving video has been produced especially for churches to share alongside an online giving web address.

Try using this video in virtual services, on social media, church websites and anywhere else your church has an online presence.

If you'd like to use this video without personalising it for your church, please find it here on [Vimeo](#) for sharing and download. There are several versions of different lengths for use on social media too.



You can customise this video for your church using the [video generator on A Church Near You \(ACNY\)](#). You'll be able to add any of the following:

- your church name
- information about your church,
- your online giving platform to the video and
- a short message at the end of the animation.

If you'd like to use the script instead it's [here \(pdf\)](#) or [here \(word doc\)](#)

Plan when you will use this video, and how often. Why not test different times and audiences? Sometimes we can find it hard to talk about giving but our experience is that people are content to think about their giving at challenging times, and this is an easy way to share key principles in a thoughtful way. You could include it as part of a service in a 'virtual offertory' at the point you might usually collect in the offering.

Clapham Holy Spirit (CHS) customised the script with some PowerPoint images and produced their own video - you can see it [here on YouTube](#). Nick Jenni, from their congregation writes "*Our parish is badly hit from the loss of cash and contactless donations during services, and a near-total loss of rents from the Contact Centre, our church hall. It is too early to establish whether we are replacing all these losses through online giving, but we have gained six new direct debit regular givers as well as received significant numbers of one-off donations.*"

2. New deal with "Give a Little" app with SumUp for online donations!

The Church of England, through Parish Buying, have a new deal with SumUp who provide the app "Give A Little" to develop an online giving platform for churches to use.

They have also negotiated **free Premium membership - so parishes can collect Gift Aid declarations automatically - until the end of 2021**. Many parishes already have SumUp machines so do consider this additional feature even if you already have an online facility.

There are only 3 simple steps to set up online giving for your church:

1. To start using the online giving platform you will need a registered SumUp account. If you already have a SumUp account the offer will automatically be added to your account, so there is no need for you to do anything. If you do not have a SumUp account you will need to set one up. You can choose whether or not to buy the little machine for £19.
2. To set up your online giving account login to the link provided on the Online Giving page with your SumUp login details - you will need to do this even if you are already using the Give A Little contactless donations app.
3. Create your campaign in your new Give A Little account.

All the instructions on how to do this, including explainer videos, are detailed on the Online Giving page on Parish Buying [here](#).

If you have decided to **set up an online giving account for the first time** or are already using one, please have a read through of this guidance on [Parish Resources](#) covering all aspects of how to encourage online giving have worked with contactless donations. They also have a [list of providers](#) with current rates and benefits.

The Church of England's communications team is running There is a **Lab Learning Webinar on "Receiving Online Donations"** on [May 12, 2020 01:30 PM](#) (click on the link to register): "In this one-hour webinar, we'll cover setting up and receiving online donations, encouraging online donations, communicating with your community, as well as providing an opportunity to ask questions which will be answered live."

3. Receiving Donations on A Church Near You (ACNY)

[Activating your Donations Button](#) - Many churches have set up an account with a digital giving platform to enable online donations to be received. Visitors to your church page can be directed to your giving platform, with ACNY's 'Donations Button'.

This facility is particularly useful if your church does not have its own website. You can set an online platform and ask people to give via ACNY.

4. Making it easy to register for Online sites - A Church Near You certificate for your church

Smaller churches which don't have to register with the Charity Commission sometimes struggle to provide proof of their name and address, and charitable status, to financial companies.

A growing number of companies, including JustGiving and Charities Trust now accept your church code instead of a charity number and the certificate you can download from www.AChurchNearYou.com.

It is now possible to generate a certificate on A Church Near You which will be accepted by JustGiving and Charities Trust as proof of your church's charitable status - [this video](#) will guide you through the steps.

In addition to providing your church code and certificate, you will need to provide the names and details of two members of the PCC to carry out their AML (anti money laundering) processes. [Click here for tips on what you need to have to hand](#).

For more information on any of these resources please contact [Gabby Parikh, Head of Giving](#)