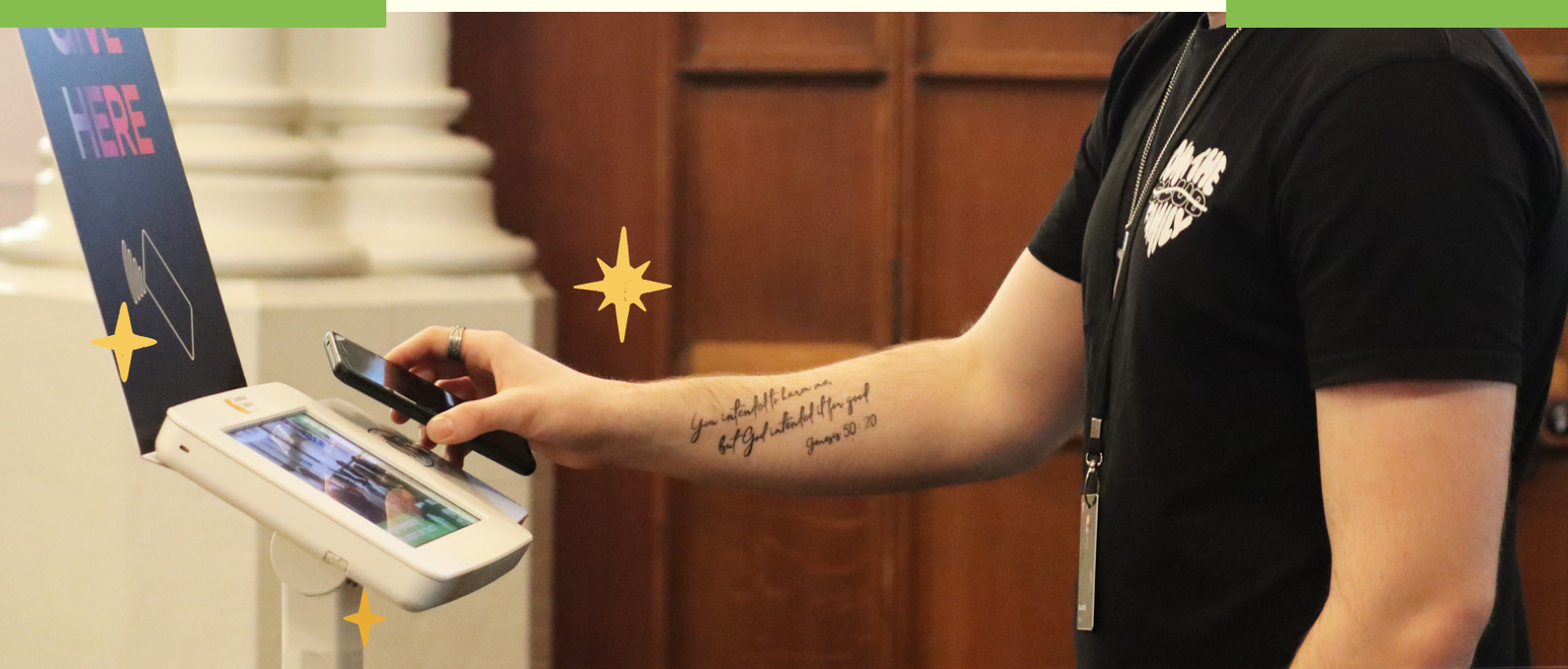


CHRISTMAS 2023

NEWSLETTER

November 2023




Hello!

Welcome to the [Church of England's Digital Giving Rollout](#) November Newsletter. We hope this will be a helpful source of information, top tips, and guidance for getting the most out of online and contactless giving.

As we get stuck into November, many of you will have been preparing for Advent and Christmas for weeks if not months. This season is a time when we may well find ourselves inviting new people into our churches, as well as welcoming the regulars. In this edition we offer tips and ideas on how to make the most of digital giving amongst the hustle and bustle of Christmas.

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Contents

-  **How to theme your digital giving this Christmas** p. 1
-  **Top tips: Carol Services** p. 2
-  **Case studies** p. 3
-  **Spotlight on: Canva** p. 4

How to theme your digital giving this Christmas ✨

ADVENT AND CHRISTMAS

Along with all your preparation for sermon series, school nativities, choir rehearsals, carol services, Christingle and more, have you taken a moment to think about how giving and generosity might be different in this season?

There might be many seasonal visitors walking through your doors who aren't familiar with ways to give in your church. Have a think about how it might be helpful to promote your giving mechanisms during Advent and Christmas—and even whether to give your contactless device a festive twist! Read on for inspiration and resources...



The Church of England Christmas 2023 theme is *Follow the Star: Join the Song*.

For more information about the theme and how to use it

[CLICK HERE](#) ✨

Download the resources (logo, backgrounds, and colours)

[CLICK HERE](#) ✨

Please note, you will need an A Church Near You login.



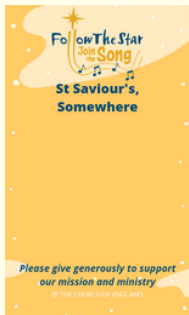
CANVA TEMPLATES

Canva is a great resource for making eye-catching backgrounds for your **Give A Little** campaigns, posters and pew cards to put in church.

We have created some **templates** that you can use in your church, or as inspiration for your own designs.

If you have a GWD device, don't forget you can send them photos of your church in the snow, or adorned in Christmas decorations to use in your attract loop during the season.

Brand new to Canva? Read about setting up a free account in our guide [here](#). You will also find advice about editing and downloading the design.



Follow The Star Template

This can be used as an app campaign in your Give a Little account.

[Click here](#) to access the template which you can then edit, copy, and download to use when you create the app campaign.

[Click here](#) for the web campaign version.

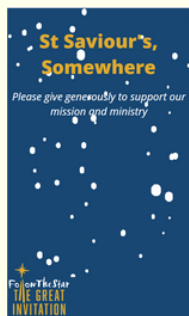
[Click here](#) for a non-animated version.



General Christmas Template

As a simpler design, this can also be used as an app campaign in your Give a Little account.

[Click here](#) to access the template



Animated Christmas Template

An extra special bit of Christmas magic! Download this design as an MP4 and when you upload it to Give a Little, the snow will fall.

[Click here](#) to access the template



Special fundraiser

You can use this template if you're holding a Christingle service in aid for The Children's Society, or as inspiration to create your own!

[Click here](#) to access the template



Christmas Pew Card

For printed resources, this template has a space for your online giving QR code, as well as photos of your church.



Personalise the template, edit the introductory text, and download it to print and put in your church. Visitors to your church can take them away and make a donation via your web campaign.

[Click here](#) to access the template.



Christmas Poster

To add your QR code, personalise, and put up in church.

[Click here](#) to access the template.



Don't forget to embed the link to your online giving page in all the invitation emails to your services and e-Newsletters, as well as on your website and social media.



Carol Service Digital Giving Top Tips

1. We want some figgy pudding!
Offering refreshments after the service? Why not create a campaign with suggested donation amounts for mulled wine and mince pies?

2. We three Kings of QR...
Put your online giving QR code onto the carol sheets so that if people take them away as a keepsake, they can give once they get home. Don't forget to add information on how and why to give.

3. Do you hear what I hear...
Mention the ways to give in the sermon, during notices or at the end of the service. For many this will be their only church service, so explain why their generosity matters.

4. Follow the star...
And follow the crowd. Think about where people will congregate before and after the service, make sure your contactless device is easy to access and can't be missed!



Case studies

Each newsletter will highlight churches that have received a device through the rollout. We hope sharing these experiences will encourage you to keep thinking about how digital mechanisms can be used in your churches. Furze Platt is a church in the suburbs of Maidenhead that received a CollecTin in the Digital Giving Rollout in Oxford in November 2022. They share some top tips on making the most of the device.

St Peter's with St Mark's, Furze Platt, Maidenhead

£3,487 raised so far!



Our top tips

“Experiment with the best position for the machine to optimise visibility with adequate privacy when giving.

We usually put the terminal in a corridor, but in an area where people usually circulate during coffee after the service. This means it is always visible, and therefore a reminder after the service, with people using it at convenient moments. We found that putting it immediately near the door out of which people stream when they leave a service, meant that many people just swept past it... For events with many visitors who are not staying, such as special services, we do however put it outside of the nave doors. **Positioning needs careful thought for each type of service.**

Use 'Fast Mode' to reduce required level of interaction. It can be very painful to see people trying to enter text, such as email addresses, or names etc. on the small screen. This process is also very slow, during which the opportunity for others to use it is lost.

Encourage regular ad-hoc givers to use the online system, or regular giving system, where submitting gift aid details etc., as this does not block the terminal.

Despite having instructions near the terminal, have someone available to help if required, or if someone is seen to be struggling.”



Spotlight on:

WEBINARS

Want to dig deeper into using digital giving at Christmas? Join us for our webinar:

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](#).

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