

# SHIPLEY ST PAUL

Case Study: Jenny (Church Administrator)

## Top Tips for Encouraging Donations through the Online Giving Page:

- Try creating a time-specific, clearly focused web campaign, which raises money for a much-needed cause.
- Keep people involved in the story through regular in person/social media updates, which include the money raised to date and possibly, how much more you would still like to raise.
- Be clear in your communications and offer a wide variety of options to enable donations.



### Why did you consider setting up an online giving page in the first place?

We decided to set up an online giving page to offer an alternative way for people to sponsor Revd Brian Greenfield's recent 'Sponsored Bike Ride', which has raised money for children and youth work at St Paul's.

We recognise the social changes and behaviours in terms of how people now pay for things, so wanted to offer a variety of options to enable donations towards this cause.

Alongside our online giving page, we also set up an app campaign on our [Collectin More](#) donation device in church for in-person contactless donations. However, it is interesting to note that approximately 80% of donations have come via the online giving page, compared to just 20% via the donation device in church!

### Why do you think this online giving has worked so well for you?

We believe that online giving has worked well because we have been able to share both the link and QR code for the campaign across a wide range of media platforms – both electronic (website, social media channels, email communications, PowerPoints, livestreamed services) and paper-based (posters, flyers, news sheets). Links and QR codes offer portability and transferability across such platforms, enabling a wider audience to be reached.

