

Making the Most Out of Online Giving



CREATE A QR CODE

A QR code enables givers to use their phone to scan the code and be taken straight to your giving page. Each Give A Little campaign has a QR code available to download and share.

Find out more about QR codes [here](#).



PROMOTE

Publicise your giving page as much as you can. Include a link or a QR code on your church website, A Church Near You, Facebook page, Instagram, newsletters, emails, posters and other printed materials.

Watch this [short film](#) to find out more.

EXPLAIN THE NEED

It may not be enough to just put your giving page link online. You could explain why giving is needed, explaining how much it costs to run a warm space, welcome tea & cake or youth group activities.



TELL A GOOD STORY

Talk about your church on Facebook or on your printed leaflets and invite people to donate. Those who may not often attend church like to support local community causes or historic buildings.



'DIGITAL LITURGY'

Make online giving part of your 'digital liturgy', and include a regular form of words to invite people to give. You could include a Giving slide in the notices slot, or at the beginning or end of a service.



SAY THANK YOU

Alongside any notice about giving or any document including a link or QR code to a giving page, it is important to add a note of thanks. When creating an online giving campaign you can include a page to say thank you after the donation is given, it is important to include this.

