Contents
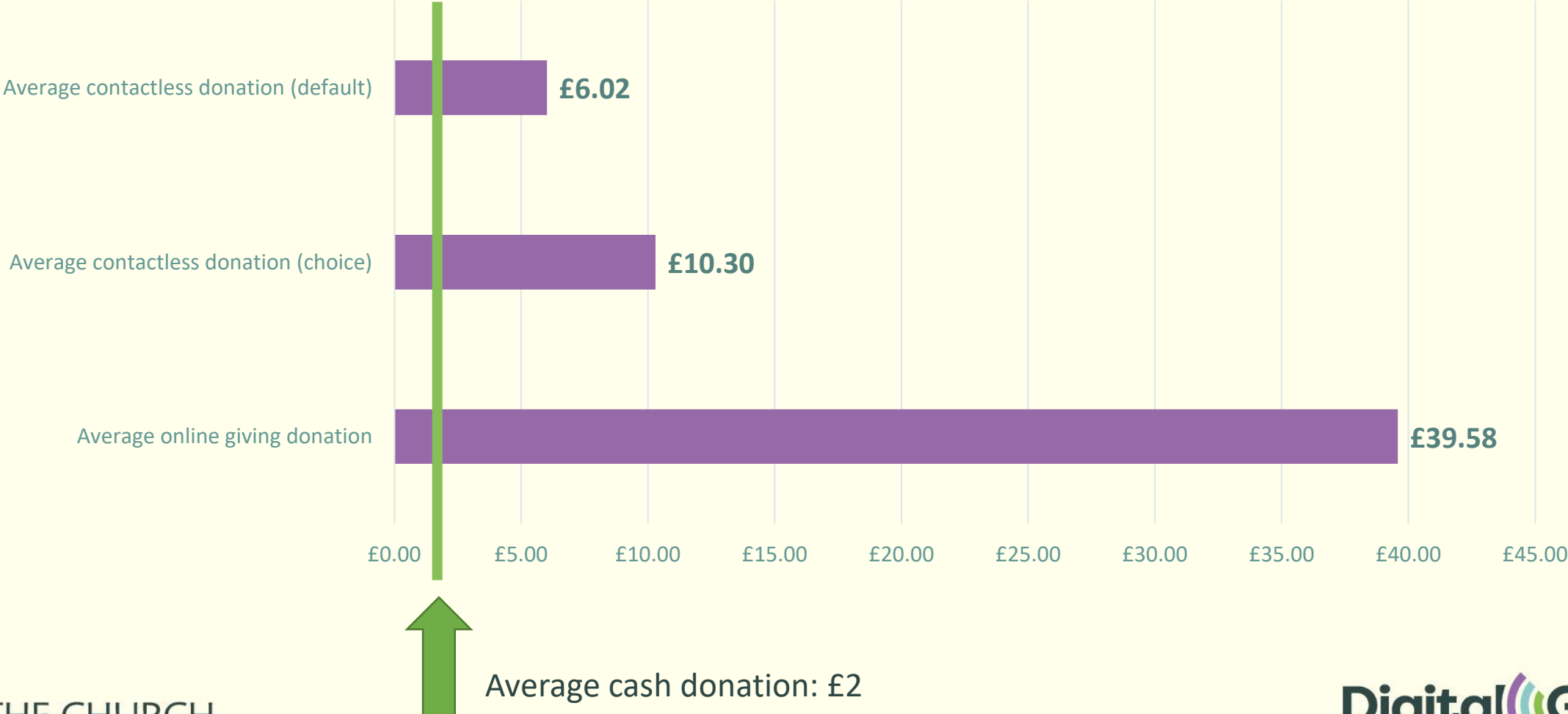
- Importance of digital giving
- Introduction to contactless giving
- Devices available through Parish Buying
- Getting the most out of contactless

Importance of digital giving

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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**. Contactless devices that offer a choice of donation amounts (rather than a default amount) also tend to receive higher donations on average (see chart on next page).

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Importance of digital giving

Average contactless donation (default) — £6.02
Average contactless donation (choice) — £10.30
Average online giving donation — £39.58

Average cash donation: £2

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Importance of digital giving

- In addition to exploring contactless, **online giving** is free and quick to set up.

- If you don't currently have an online giving provider, take a look at our guide to online giving on Parish Buying by clicking here.

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Introduction to Contactless Giving

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Introduction to contactless giving

- What is it?

  - Donation made at a contactless donation device, using a bank card or some kind of smart device (e.g., Apple Pay on iPhone)
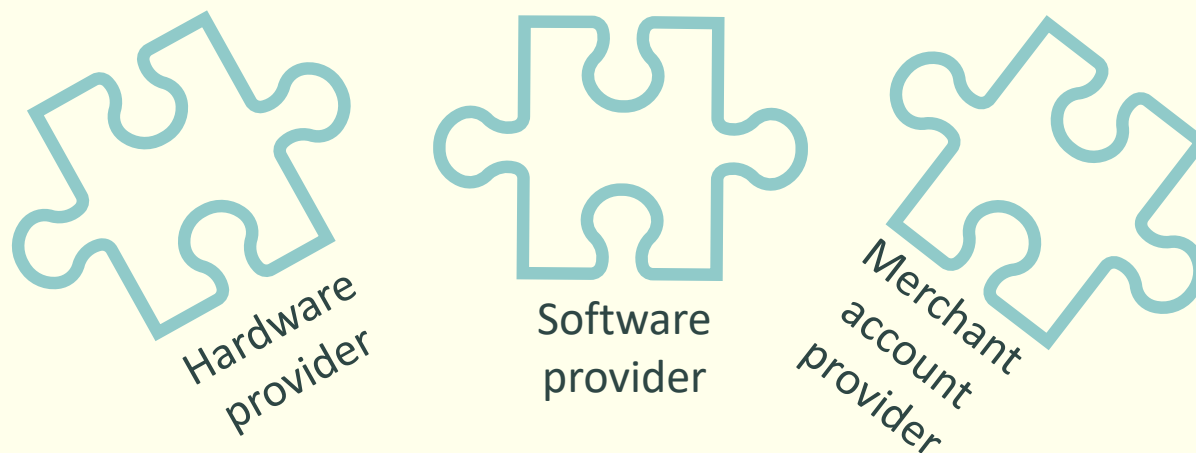
Considering connectivity

- 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 here on the Church of England website and here 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 equal broadband. Consider:
  - WiFi extenders
  - SIM cards
  - Mobile broadband routers

What is a 'merchant account'?

- A merchant account is a bit like a bank account; it is what allows you to accept donations/payments and have them settled into your church's bank account.

- Each contactless donation device provider will require you to set up a merchant account. Some providers manage this process; some just sell the hardware.

Hardware provider

Software provider

Merchant account provider

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Questions to ask

- Does our church have connectivity?

- Do we want to also take payments?

- 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?

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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 are 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).

- Starting point for a contactless device: register with Parish Buying, if you're not registered already.

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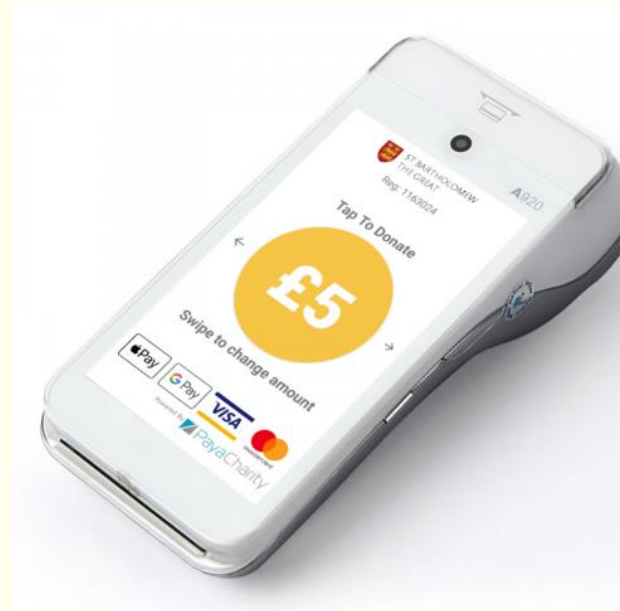# No connectivity needed

GoodBox Mini

GoodBox Core
Also comes with SIM

PayaCharity A920 Plus
Also comes with SIM

PayaCharity Payter

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REMEMBER: NEVER GO DIRECT, ALWAYS GO TO PARISH
BUYING FOR BETTER PRICING

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Connectivity needed

CollecTin More – using Give A Little app

Payaz GivingStation – using Give A Little app

GWD Slim

GWD Midi/Skinny/Maxi

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Works out the box v user-configured

GoodBox Mini

GoodBox Core

PayaCharity A920 Plus

GWD Slim

GWD
Midi/Skinny/Maxi

PayaCharity Payter

Works out the box

User-configured

CollecTin More

Payaz GivingStation

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Taking payments

SumUp Air
useable when paired with a phone or tablet

SumUp online store – allows sale of tickets, hall hire or any other products or services

QR code linking to online store item

SumUp Solo – useable by itself to take payments

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Payments v donations

- We generally advise using a SumUp card reader for processing payments, rather than putting them through a contactless donation device.

- This is to ensure there is no confusion over what funds are eligible for Gift Aid reclaim.

- Having a device for payments also allows you to pre-set values for certain things e.g., cup of coffee, in a way that is smoother than trying to use a donations device to take payments.

- Some donation devices also use SumUp, which is instead paired with the Give A Little app for taking donations. This means you only have to set up one merchant account to receive both donations and payments.

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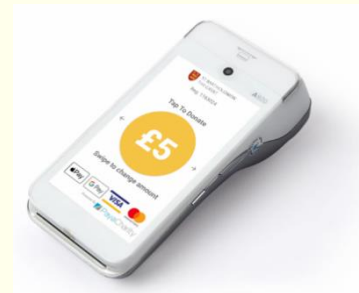# Tap-and-go v engaged donation experience

Left to right spectrum

PayaCharity Payter

GoodBox Mini

GoodBox Core

PayaCharity
A920 Plus

CollecTin More

Payaz GivingStation

GWD
Midi/Skinny/Maxi

GWD Slim

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Portable/securable/freestanding

Freestanding

Portable

PayaCharity Payter

GoodBox Mini

PayaCharity A920 Plus

CollecTin More

Securable

GoodBox Core

CollecTin More

GoodBox Mini

Payaz GivingStation

GWD Slim

GWD Midi

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Same provider for online and contactless

give a little **+** sumup ®

Contactless

CollecTin More

Payaz GivingStation

Online

St Mary's Church
Give now to support the work of our church.

Single   Monthly

£5   £10
Donate   Donate

£20   £50
Donate   Donate

Choose your own amount

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Budget
Left to right spectrum

PayaCharity A920 Plus
£99 upfront + £9.95 a month (lease basis)

GoodBox Mini

CollecTin More

Payaz GivingStation

PayaCharity Payter

GoodBox Core

GWD Slim

GWD Midi/Skinny/Maxi
£750+ upfront + £12.50 service fee a month

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Cost overview

Device	Upfront cost	Ongoing monthly fee	Transaction fee
PayaCharity A920 Plus	£99	£9.95	1.29% or 10p
GoodBox Mini	£118.75	£17.50	1.5%
CollecTin More	£244	—	1.1–1.3%
Payaz GivingStation	£349	—	1.1–1.3%
PayaCharity Payter	From £305	£12.95	2.49%
GoodBox Core	£350	£17.50	1.5%
GWD Slim	From £715.50	From £13.50	2.95%
GWD Midi/Skinny/Maxi	From £675	From £13.50	2.95%

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Functionality overview

Device	Connectivity	Compatible merchant account for payments?	Works out the box?	Tap-and-go?	Portable/securable/freestanding	Online giving?	Hardware provider	Merchant account provider	Software provider
PayaCharity A920 Plus	Works offline; includes prepaid SIM		Yes		Portable	Yes	Managed by PayaCharity	PayaCharity	Managed by PayaCharity
GoodBox Mini	Works offline		Yes	Yes	Portable/securable		GoodBox	AIB, managed by GoodBox	GoodBox
CollecTin More	Requires internet; can accept SIM	Yes			Portable/securable	Yes	CollecTin	SumUp	Give A Little
Payaz GivingStation	Requires internet; can accept SIM	Yes			Securable	Yes	Payaz	SumUp	Give A Little
PayaCharity Payter	Works offline		Yes	Yes	Portable/securable	Yes	Managed by PayaCharity	Elavon or Charities Trust, managed by PayaCharity	Managed by PayaCharity
GoodBox Core	Works offline; includes prepaid SIM		Yes	Yes	Securable/freestanding		GoodBox	AIB, managed by GoodBox	GoodBox
GWD Slim	Requires internet		Yes		Securable		GWD	Monek, managed by GWD	GWD
GWD Midi/Skinny/Maxi	Requires internet		Yes		Securable/freestanding		GWD	Monek, managed by GWD	GWD

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 so they can understand how important their giving is and regularly communicate 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.

- **Digital giving** is a fantastic mechanism but to truly make the most of it you will need to demonstrate the impact of a gift made this way, the need for people to give and grow trust with your givers.

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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. Be sure to include people who regularly open and close the church and are there for life events. Having your device on and ready for people to use is the first step to taking donations.

- **Location, location, location:** set your device up in the perfect location where people can easily see the device and conveniently stop to donate. You will also need to take into account practical factors like access to a plug point and an area with good internet connection, if applicable.

- **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. You could also display a poster by the device which explains how to make a donation so that it is easy for givers to use.

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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

- How will you promote how to give in these contexts?

- How can you demonstrate the impact of a gift, the need for it, and why your church can be trusted with the donation?

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Demonstrating impact

- Alongside your donation device include leaflets or posters that show the kind of things a donation could help fund.

- Don't be shy about sharing the great things your church does and remember these don't have to be large scale activities. Simply having the building open or providing funeral ministry will have an impact on your local community.

- Many people struggle to engage with number or statistics so short stories, quotes, and pictures are great ways of communicating impact.

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Demonstrating need

- The Church of England is seen as a wealthy organisation and many people do not know that local churches and ministry is normally funded by local people.

- Including wording such as 'this church is funded by the generosity of local people' in supporting material both in church and online can help to combat these perceptions. You may also want to include how much your church costs to run each year.

- It is important to demonstrate the impact of gifts and talk about the need to give hand in hand so givers can understand the difference their gift could make as well as the financial need to make the gift.

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Building trust

- Thanking people for their gift makes them feel their gift matters and builds trust. You can express your thanks for the gifts received in any promotional materials you have to support contactless or online giving. You can also personalise the thank you message that is shown once a donation is made.

- Think of other times that you thank people who give to your church such as after the offertory or at the APCM and be sure to include gifts made digitally within that.

- Operate within good practice by correctly claiming Gift Aid, being aware of when the device may have been used to take payments rather than donations and if running a specific campaign ensuring gifts are only spent on this.

- Include digital giving when you share with your congregation where income has come from and what it will be spent on.

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Questions?
Email digitalgiving@churchofengland.org

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