



THE CHURCH
OF ENGLAND

Digital Giving

in the

Diocese of Liverpool

Your guide to the
contactless, online,
and QR code giving
rollout in 2022



Diocese of
Liverpool

Hello,

I am Liverpool Diocese's new Digital Giving Advisor and my role has been generously funded by National Church. My role involves supporting and encouraging churches in Liverpool Diocese with digital giving mechanisms such as; contactless donation systems, social media and website strategy, and developing generosity through digital streams.

In just over a month of being in post, it has become evident to me that expanding contactless giving options is a necessary step in encouraging generosity and sustaining giving in order to see a bigger church make a bigger difference.

As part of the resources team at the diocese, we are keen to iterate these main points about contactless giving:

1. Contactless donations will radically cut down the work treasurers have to do in order to reconcile Gift Aid and count up cash donations
2. Contactless giving devices are here to partner with the likes of Parish Giving Scheme, not replace regular committed giving.
3. Contactless donation devices give non-churchgoers, like those attending occasional offices and civic services, the chance to show generosity towards the church in a way that is convenient, familiar and safe for them to do so.

I am looking forward to working with you and seeing the Kingdom of God expand through this work, and the generosity of the people of Liverpool. Please join me in prayer that this project encourages a new generation of generous givers, begins to sustain current and future ministry and creates a bigger church that makes bigger difference.

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Introduction

People like to give in different ways and for different reasons to churches across the country, and **many churches are indebted to the generosity** of those who have chosen to support its presence in a local community. As we increasingly move towards being a cashless society, it is important that churches can receive gifts in the way people find it easiest to give.

With **card** having overtaken cash as the **preferred form of payment** in society generally in 2017, we know that having the ability to accept **digital donations** is going to be key for many churches in the years to come.

Last year alone, churches across the country received **digital donations of almost £4m**. That's why the Church of England's National Giving Team is embarking on a **three-year project** to help **thousands more churches** get started with digital giving.



What is digital giving?

Digital giving refers to **donations made using a bank card or smart device**, such as a mobile phone, either via a **contactless donation unit** or through an **online giving page** accessed through a web browser or QR code.

Many of us will have got used to recent changes in technology that mean paying for something with a card in a shop often means **simply tapping the card** against a reader, rather than inputting your PIN, or even making the payment on a device using Apple Pay or Google Pay. Similarly, it's often an option to pay online using **Apple Pay or Google Pay**, rather than manually inputting one's card details.

Pilot schemes

Last year, we ran **four pilots with dioceses across the country** to test out different types of devices and ways of training churches. Taking on board everything we learned from that experience, this year we're beginning to **rollout a streamlined approach** to helping churches get going with digital giving with the aim of working with **each diocese in the country by the end of 2024**.



What are the benefits of digital giving?

Enabling people to give to churches using digital mechanisms makes it **easier for people to give** when they wish to do so—and in many cases could be what allows that person to make a donation in the first place given **they may not be carrying cash**.

Safe and secure

Digital giving mechanisms are also a **safe and secure** way to receive donations. Funds can often be settled into your church's bank account the next day and **no personal data** is stored on contactless donation devices, meaning both the person giving and you as the church receiving the gift can have a **high level of trust** in the donation process.



Average annual income per device
Contactless - **£1000**
Online - **£680**

Average donation per device
Contactless - **£9**
Online - **£40**

Higher donations

The level of donations your church might receive through digital giving will depend on the context of your church (not least **how many people visit your church** in some capacity), where you are in the country, and **how well your digital giving mechanisms are promoted** within the church and wider community. It is also difficult to say whether this is all new giving, but we suspect much of it is because of the reasons given earlier about **contactless donations typically being higher than cash**.

The average contactless donation is typically **three times** that of a cash donation, indicating that not only is the **ability** to make a contactless donation important but that people also tend to **give more generously** when this option is available. In our experience, the **average contactless donation is about £9**. Similarly, giving online tends to result in much higher donations, with the **average gift being around £40**.

In our experience so far through the pilot schemes, which have taken place in a number of different dioceses, churches are, on average, likely to raise around **£1,000 in their first year of using contactless giving** with many churches on track to take significantly more than this. In terms of **online giving**, the average amount donated to a church across the course of a year is around **£680**. These figures should be taken as a **guide rather than a guarantee** but give some indication of the value that digital giving mechanisms can have.

How and when might our church use digital giving?

Churches have found many creative ways to incorporate digital giving into their everyday worship and ministry. Online and contactless giving are particularly well-suited to donations your church might receive from **one-off visitors**, though many churches also find that members of their congregation like to give via these mechanisms too.

Does your church receive **visitors throughout the week** who drop in to look around the building?

Or does your church host a **variety of events** that might have visitors attending, for example: life events, summer fetes, carol services, parent and toddler groups, or tea and coffee mornings?

These are all opportunities where enabling people with **convenient ways to give** can result in **donations that your church might not otherwise have received**.



Multiple solutions

The key to success with digital giving is to **promote how to give in the right context**. This might look like a contactless donation device situated in a prominent location in your church, with signs elsewhere that mention **where** the device is and what the **impact of giving** is for your church. Or it could look like printing a **QR code on an order of service** used at a wedding, which visitors are invited to scan on their smartphone. Doing so would then take them to your church's online giving page, where they could make a donation.

Both the National Giving Team and your diocesan giving team are here to help you **get the most out of digital giving** and we will be providing lots of resources and training during the course of this project.

Experiment

Simply having these mechanisms in place does not automatically mean your church will start receiving donations, but having a **range of mechanisms that are clearly signposted** ensures it is as easy as possible for those who wish to support churches to do so.

The average amounts you receive will vary depending on **where your church is, how many people come to your church, and what sort of device you have**. You may want to experiment with your digital giving setup to find the most effective way of offering people the opportunity to donate.

Ascension

Balham



Ascension Church in Balham received a contactless donation unit as part of a contactless pilot with Southwark Diocese in **June 2021**. Over the following six months they managed to raise around **£2,500** through the device with the vast majority of this being ‘new donations’ that they previously would not have expected to receive.

The church is situated just off the main road through Balham and draws large numbers of visitors thanks to the excellent ‘Parish Coffee’, a **community coffee shop** in the main building of the church serving high quality hot drinks and food five days a week. Alongside the coffee shop, further activities such as **toddler groups and drop-ins** are run, making use of the welcoming atmosphere and comfortable space. The contactless device is situated near some **further information about the church** and gives a gentle encouragement for people to give as they move around the church building.

“We’ve been **really encouraged by the generosity** of people in giving to the church through the contactless device. We have **hundreds of people** come into the church each week and most of them are already buying a coffee or a cake from us, so we weren’t sure how many would then want to part with more of their cash, but what we’ve seen is that people have been really generous. The device gives people that opportunity. It’s not in your face, it’s nice and contemporary, we’ve put our branding on the screen so **people know it’s part of what we do**, and people have responded. It’s been great!”

Revd Marcus Gibbs

St Peter’s Martindale



St Peter’s Martindale is a **rural church in Cumbria** that has a small congregation but is popular as a stop-off for walkers exploring nearby fells in the Lake District. Despite being in a **remote location**, they were able to set up a **high-gain antenna** to access mobile signal which connects their contactless donation device to the internet but also enables visitors to the church to access signal too. St Peter’s received their device in May 2021 as part of the first pilot scheme run with the Diocese of Carlisle. To date, they’ve **raised over £1,100** through contactless giving, which has been a valuable stream of income for the church amidst the challenges of the pandemic.

Janet Hornby, from St Peter’s, said that the device has “**proved to be a lifeline**. With such a small congregation, **keeping going during the pandemic has been tough**, but having this device has meant that we’ve been able to continue ... From my home, with the daily reports I receive, I know that it is up there, in the hills, **working away for us in our beloved church**”.



Project information

The Diocese of Liverpool has **30 contactless donation** devices to allocate to churches thanks to its partnership with the National Giving Team on a digital giving project. This section explains more about the **particulars of the project**, the **types of devices available** and **key information** about them, and the **timescales of the project** that each church taking part will need to be able to meet.



Applications will be assessed based on:

- The **likely suitability of the church** for a device, taking into account **estimated visitor footfall** across services and events.
- What **impact** the church anticipates contactless giving will make for them.
- Aiming for a **reasonable balance of devices geographically** across the diocese.

Churches who are successful with their application will be required to:

- **Set up an online giving page** if they do not already have one, using Give A Little—the National Giving Team's preferred provider for online giving.
- **Set up an account** with the provider of their allocated contactless donation device.
- Attend a **digital giving webinar**.
- Attend an **in-person training session** to collect their device.
- **Some may also need to make** a financial contribution towards the cost of their device; ; see page 18 for the costs associated with each unit.

Next steps

Complete application form

You will find the link for the application on Parish Buying [here](#). Guidance on how to complete the form can be found in the next section of this guide.

by 31st March

Register for a contactless and online giving account

In the notification email you receive you will be sent instructions on how to set up an account with the provider of the contactless donation device you have been allocated. You will also be sent instructions on how to set up an online giving page, if your church does not already have one.

by 18th May

Attend an in-person training session to collect your contactless donation device

We have found that churches see most success from using their devices after receiving in-person training on how to set their device up.

on 22nd or 23rd June

on 8th April

Notification of application outcome

In this email your church will be told whether or not you have been successful in applying for a contactless donation device and, if you have, which device you have been allocated. If applicable, you will also be given the details to make a financial contribution towards your device. If your church is not successful in applying for a device, you will be sent some tips for exploring digital giving and informed of any other schemes available in the diocese that you can access.

27th April (6pm), 9th May (1pm), or 13th May (12pm)

Attend a one-hour webinar on digital giving

When you receive your notification of outcome email, if successful you will be asked to register for a webinar on digital giving. It is important that you attend this and we would encourage more than one person from your church to attend if possible.

Ongoing

Follow up

Your diocesan giving advisor will be able to see aggregate donation values for your device on a weekly basis. If your device appears to have long periods of no or low activity, they will be in touch to check if you need any support. Churches that consistently fail to engage with their giving advisor may be asked to return their device so that it can be given to a church who will make better use of it.

What devices are available?

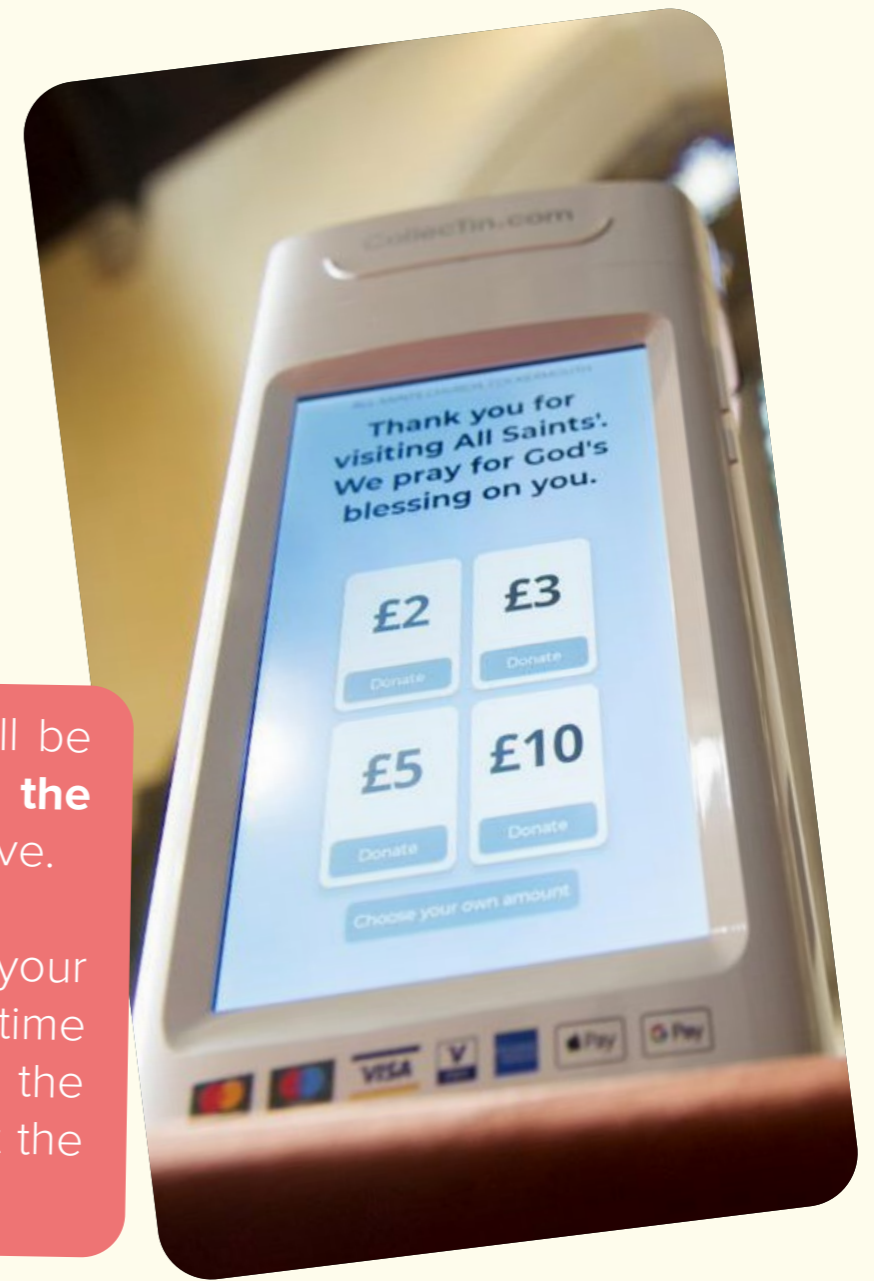
There are **four types of contactless donation device** being given out in this project: CollecTin More, Payaz GivingStation, GoodBox Core, and GoodWith Device (Skinny). Each of these devices have different features making them suitable for different types of churches. These devices are shown in more detail on the following page.

You do not select the device you would like when applying; rather, once all the applications have been assessed, **the diocesan and national giving teams will decide which device they think is best suited to your church**, if you have been successful with your application.

All devices have **colour screens** and can display **multiple donation amounts** that the person giving can choose from. With the exception of the GoodBox Core, they can also all accept **on-screen Gift Aid declarations** (which can then be processed with HMRC in the usual way). The GoodBox Core is able to **accept donations offline**, making it a good option for churches with unreliable or non-existent internet access.

You or someone from your church will be expected to be able to meet all **of the requirements** listed in the section above.

This is to ensure you receive your contactless donation device on time and have been able to access all the necessary training enabling you to get the most out of digital giving.



It is important that devices are given to churches who will get the **most use out of them**. Part of this is due to visitors coming into contact with the church, but there is also an **investment of time** that needs to be made in terms of **training up various members of the church to operate the device**, considering **where it is best placed** and at **what events it might be used**, whether some **additional signage** is needed around the device, and so on.

We expect churches receiving a device to take an **active responsibility** to promote the use of their device and ask for support if they encounter problems or need help.

It is for that reason that if churches consistently do not use their device, or only rarely use it, **we may ask them to return it** so that another church can benefit from contactless giving instead.



You will be **informed of the costs** associated with a device when you are notified about the outcome of your application. If you would like to have a conversation in advance of this date about the likely contribution from your church if successful, **please contact your diocesan giving advisor.**

We will assume that at the point you are offered a device, if successful, that **everyone** from your church who needs to agree this level of spend has done so before the deadline for setting up your contactless giving account.

Clicking on the links for each device name will take you to their respective pages on Parish Buying, where you can find out a bit more about the unit in question.

GivingStation

by Payaz

No upfront contribution or ongoing monthly fees. If you require the use of a SIM card (see p. 26 for more details), this will cost £42+VAT a year with the pre-supplied SIM (or you are welcome to source your own).



CollecTin More

By CollecTin



No upfront contribution or ongoing monthly fees. If you require the use of a SIM card (see p. 26 for more details), this will cost £42+VAT a year with the pre-supplied SIM (or you are welcome to source your own).

Skinny

By GWD

No upfront contribution; £12.50 monthly fee. If you require the use of mobile internet (see p. 26 for more details), we will discuss the annual cost of this with you.



Core

By GoodBox

No upfront contribution; £12.50 monthly fee (currently set to rise to £17.50 after the first year).



Application form guide

Over the following pages you will find some guidance notes for completing the application form for a contactless donation device. If you have any further questions about how best to answer a particular question, please contact your diocesan giving advisor, whose details are on the last page of this pack. **Please be aware that you cannot save partially completed applications.**



Section 1: Personal details

This section asks for a number of personal details from the person completing the application form.

This information will be visible to the National Giving Team and also your diocese for the purposes of contacting you with respect to your application. To view our privacy policy for the project, please [click here](#).

For the most part, the application form assumes you are applying on behalf of one church, though it may be that you are applying on behalf of a multi-church parish or benefice where you intend to share the device between several churches.

Where this is the case, **we would encourage you to discuss this in advance with your diocesan giving advisor** to talk about who will primarily be responsible for the device and redirecting donations to multiple bank accounts, where applicable.

You will be directed to answer some of the questions according to the church where the device is likely to be situated most of the time, and others based on the parish or benefice as a whole.



Section 2: Project details

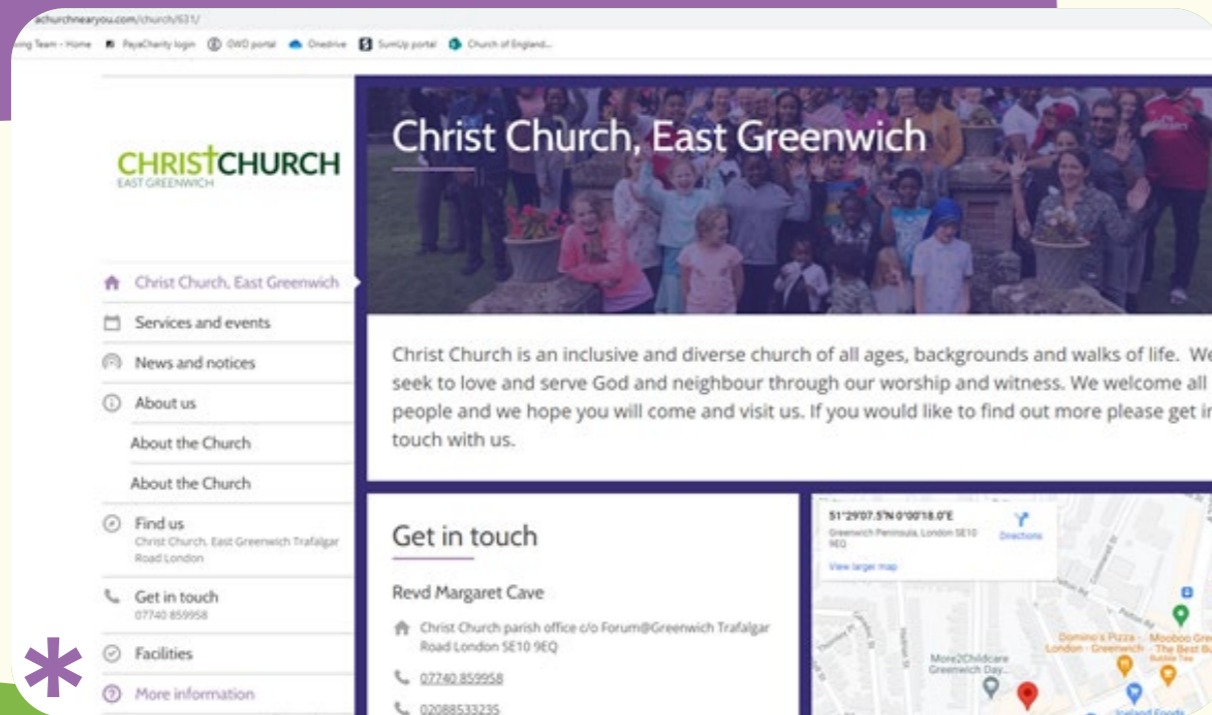
This section asks you to confirm that **you or someone from your church** is able to meet the expectations for churches taking part in the project, as detailed in the previous section.

It also asks you who the person is from your church who will take **primary responsibility** for the device, which might be you or could be somebody else.

Section 3: About your church

Section 3 asks for **various identifying details** for your church as well as **demographic details**; for example, how often you hold services and how many people typically attend.

You will be asked to input your **church code or benefice ID**, depending on which is most appropriate for your application. You can find these details on your church's **A Church Near You page**. Start by navigating to your church's ACNY page, and scrolling down to select 'More Information' from the left-hand menu.



Scroll down to the '**Location Information**' section, where you will see the church code and benefice ID details which can then be copied across onto the application form.

You can also watch a video that walks through these steps [here](#).

Location information

* CHURCH CODE:	637217
DIOCESE:	Southwark
ARCHDEACONRY:	LEWISHAM and GREENWICH
DEANERY:	CHARLTON
BENEFICE:	East Greenwich
* BENEFICE ID:	37-098BL

For the questions relating to service and event frequency and visitor numbers, we appreciate that life for many churches looks different now to what it did pre-pandemic. For example, you may find you have had less people returning to in-person services but still have a number of people attending online, if you stream services.

Do your best to answer these questions thinking about what the '**new normal**' is for your church rather than how things have been in the past. If you have a fairly consistent number of people that attend services or events online, do count them in your answers.

The last few questions ask about your church's income levels in 2021 and how this compares to normal years pre-pandemic. This is to help us assess the impact of introducing digital giving into churches across the life of the national project and enables us to give other churches an idea of the difference digital giving might make for them.



Section 4: Digital giving

This section asks a number of questions about what your church has currently tried with respect to digital giving.

If you are applying on behalf of a multi-church parish or benefice, please give details for either the lead church or the parish/benefice as a whole, if the latter is more appropriate for the way the churches relate to one another (e.g., you primarily make use of a shared bank account).

You will be asked whether or not you already have a contactless device. Please do say here if you already have a card reader of some kind (e.g., SumUp Air or iZettle), but note that this does not prohibit you from applying.

We see card readers as a **great first step** into contactless giving and want to recognise the initiative of churches who have got going with this mechanism already, but are conscious that they are quite different to the sorts of contactless donation devices we are making available through this project.



If you already have a device the same as or similar to those being offered through the project, you are welcome to still apply but **will need to make a good case as to why you should be considered for another device.**

There is an opportunity on the form for you to state this.

Section 5: Connectivity

Some devices require a connection to the internet at the time a donation is made; others can store donations offline and then upload them later when an internet connection is available. This means **you do not need to have an internet connection in your church building**, but if not, someone will be required to take the device to a place that does have a connection (ideally at the end of each day that the device has been used) to upload stored donations (e.g., at home to connect to your WiFi network).

All the devices being offered through this project **can connect to the internet via a SIM card**, like the ones in a mobile phone. Therefore even if you do not have WiFi in your church building you may still be able to access the internet via a SIM card that comes with the device.

You will need to confirm whether you have good mobile signal in the part of your building where you intend to locate the device so that we know whether this is a suitable connectivity option for you. The best way to check signal strength is to run a mobile internet speed test. **Load this speed test** on a smartphone in your church building and press 'Go'.

You may find it is helpful to try running the speed test on devices connected to **different mobile network providers**.



All the SIM cards offered with the devices are **multi-network**, meaning they can connect to any available network. Therefore as long as you have reasonable signal strength for one network you should be able to use a SIM to connect your contactless donation device to the internet.

If you have any questions about how to do this, or the results of a speed test, please get in touch with your diocesan giving advisor.

Section 6: Anything else

This section gives you the opportunity to enter any other information you think it would be helpful for us to know when assessing your application and church's suitability for a contactless donation device.

Once you click submit on your application, you will be able to download a copy of your responses.

Contact details

For most queries your first port of call should be your diocesan giving advisor. They will then be able to point you in the direction of anyone else who may be suitable to contact depending on the question you have. From summer 2022 there will be a national digital giving support desk that will be able to field all concerns you may have with your device. Further information about this will be sent when it is up and running.

For queries and more information on this and any other generous giving topics, please do get in touch.

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FAQs

A wide range of additional information can be found on our FAQ page on the following website:

<https://www.churchofengland.org/digital-giving-rollout>

Digital Giving



Diocese of
Liverpool