Digital((Giving

SUPPORTING PARISH MINISTRY

# Getting Started with Give A Little
Online Giving

If you do not yet have a Give A Little account, please first start with the instructions on the [Online Giving page](#) of Parish Buying.

Setting up a web campaign for online giving

Step 1: Log in

Once logged in to Give A Little (http://www.givealittle.co/parishbuying), click on 'Campaigns'. Click on 'Add new' in the top right-hand corner.
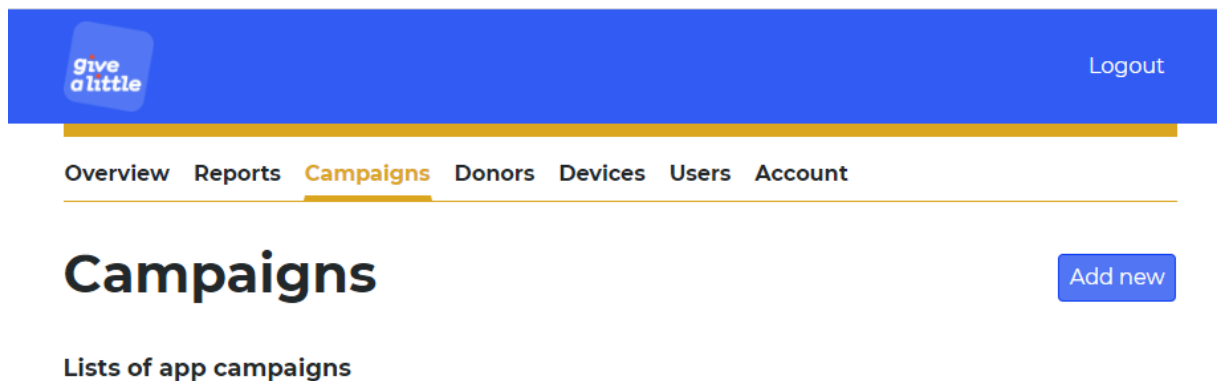
Step 2: Select campaign type

Select 'web campaign' and then 'Next'.

*What is a 'list' of web campaigns?*

When you have more than one app or web campaign and you'd like your giver to choose what to give to, you can create lists. Lists display different campaign titles on the same page, giving the donor the option to choose which campaign to donate to. This can be useful if e.g., you have a general giving campaign, but you are also fundraising for a specific project and you'd like visitors to select which campaign they give to. Bear in mind that money raised for a specific cause must be spent on that cause (i.e., it becomes restricted funds). Setting up a list page follows a similar process to the steps below, but you will need at least two campaigns of the same type (i.e., web or app) to create a list.

Step 3: Select layout

Here you can choose a layout: there are four options for how you want your campaign layout to look, with the 'Banner' and 'Background' options allowing you to include images, or select 'Campaign colours' to choose a plain colour background. *NB: you won't be able to change the campaign layout once you finish setting up your campaign, so it is worth thinking about whether you want to include an image or not at this stage.*

Add web campaign
Select a layout

Basic

Campaign colours

Banner

Background
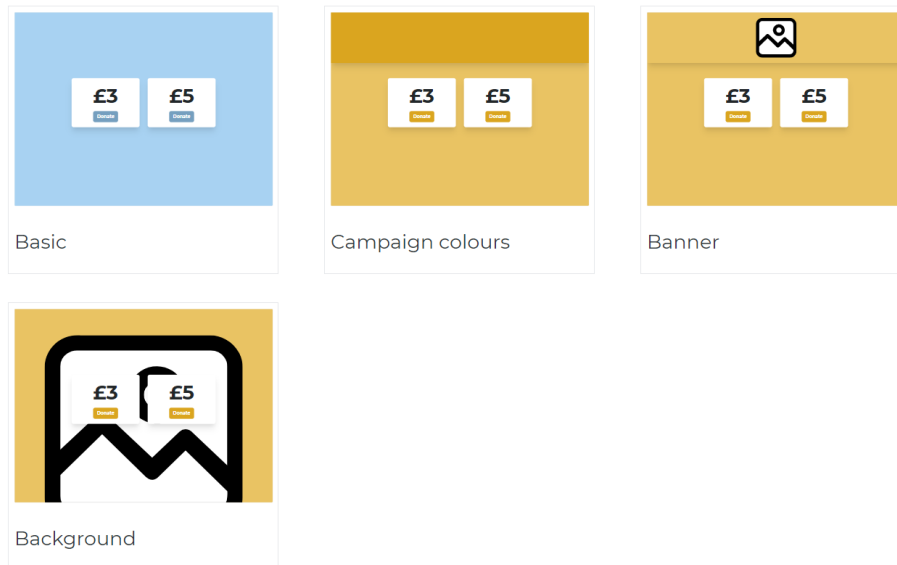
Step 4: Add text, colours, and images

Next, you will see a range of options for adding text and changing the default colour settings/uploading image files (not for the Basic layout). Once you're happy with how you have customised the look of your campaign, click 'Next'.

Add web campaign
Campaign details

Heading

St Agatha's, Anytown

10 characters remaining

Message

Please give to support the ministry and mission of our church.

8 characters remaining

St Agatha's, Anytown
Please give to support the ministry and mission of our church.

Primary colour

e9c363

Accent colour

daa51f

Cancel   Next

Step 5: Customise donation amounts

Now you can choose what amounts you want to suggest for donation, how many, and also whether to offer an option for the donor to choose their own donation amount (usually worthwhile).

Step 6: Gift Aid, frequency, and contact options

On the next screen, you have three options to toggle on or off. We recommend switching on the first two; these allow donors to make an on-screen Gift Aid declaration at the end of their donation, if they would like to, which you can later process with HMRC in the usual way. The other allows the donor to set up a monthly donation if they wish rather than making a one-off gift.

Sliding the toggle on for the final option adds an additional step after donating whereby donors can give they email address and consent to be contacted by your church. You may wish to have this feature on if you have e.g., a regular email newsletter that gets sent out. However we would suggest having a clear plan for how you will use and manage this data, if you enable this option. More information about data protection practices for churches can be found on this webpage.

Add web campaign

Donor Premium options

⬤ Capture donor Gift Aid details

⬤ Allow recurring donations

◯ Offer contact opt-in

Cancel   Next

Step 7: Customise the thank you screen

During this step, you can customise the thank you message and upload an image if you wish. You can also choose to offer the donor a receipt for their donation; this is automatically generated by Give A Little and is not something you have to manage.
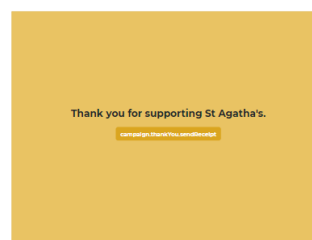
Add web campaign

Thank you screen

Thank you message

Thank you for supporting St Agatha's.

43 characters remaining

Thank you position

◯ Top
⬤ Middle
◯ Bottom

⬤ Offer donation receipt

Thank you background

Choose file No file chosen

Upload an image or video. For details on size and format see our guide.

Cancel   Next

Step 8: Name and publish your campaign

Finally, give your campaign a name (for example, 'St Agatha's General Giving') and click 'Save'. Click 'Publish' on the next screen that appears.

St Agatha's General Giving

Delete   Publish

Template   Campaign colours

St Agatha's, Anytown
Please give to support the ministry and mission of our church.

When asked to confirm, click 'Yes, I'm sure'. Your campaign page is now live. Click on 'Campaigns' in the header, scroll down to 'Web campaigns' and you will see your new page listed there.

St Agatha's General G...   Download QR code   Copy link   View

Clicking on 'Copy link' will copy the campaign page's URL to your clipboard. If you open a new tab in your browser and paste the link, you will be able to view your new online giving page.

Now it's time to share the link to your online giving page! You might include it on your church website, social media channels, online or hybrid services, and in email newsletters. You could also share it in the form of QR codes: see the next section.

Downloading a QR code

Once you have set up a web campaign in Give A Little you are ready to download a QR code.

A QR code is a type of barcode that can be scanned used a smartphone's camera (some older phone will require a QR card reader app, but most can scan a QR using the normal camera app). Once scanned, a notification will appear with a web address. To find out more about how QR codes work, watch the video on this webpage.

Using QR codes makes it easy for smartphone users to quickly navigate to your church's online giving page and make a donation. A QR code is an image file than can be downloaded and then incorporated onto posters, pew cards, order of services, and so on (see the example to the right).

To download a QR code for a pre-existing Give A Little web campaign, login to Give A Little, go to 'Campaigns' and scroll down to 'Web campaigns'. Find the campaign you want to generate a QR code for and click on 'Download QR code'.

St Agatha's General G...   Download QR code   Copy link   View
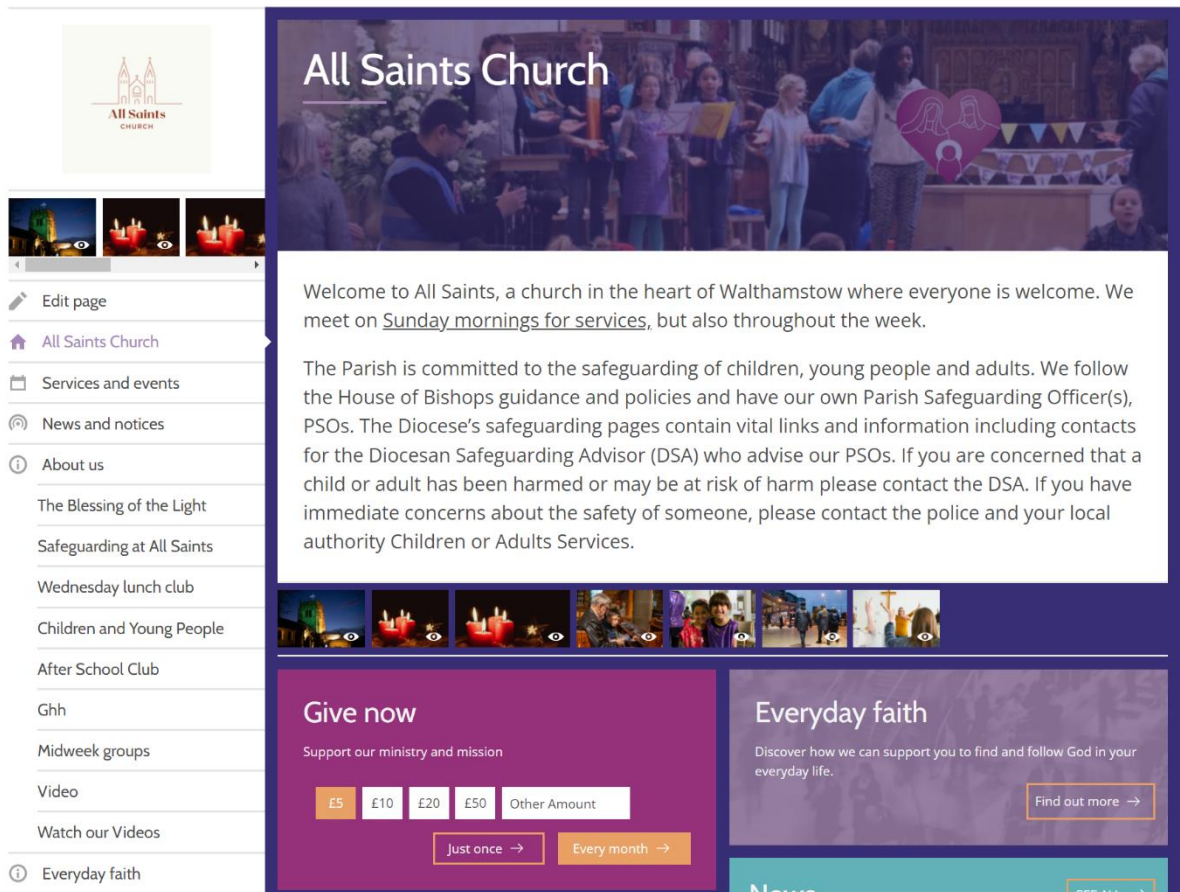
And that's it! Now you're ready to share your QR code.

Connecting Give A Little with A Church Near You

A great place to display online giving is on your church's A Church Near You page. Connecting your Give A Little account with you're A Church Near You means you can have a box displaying different donation options on your church's page (see below). This gives visitors to your church's page a really easy way to give.

Step 1: Log in to A Church Near You

If you already have an A Church Near You account and have been approved as an editor for your church page, visit the A Church Near You login page and once logged in select the church page that you would like to set up online giving for.

If you are not yet an editor for your church's ACNY page it is easy to become one. Follow the steps on this page to request editor access and then log in and navigate to your church's page.

Step 2: Go to Marketplace

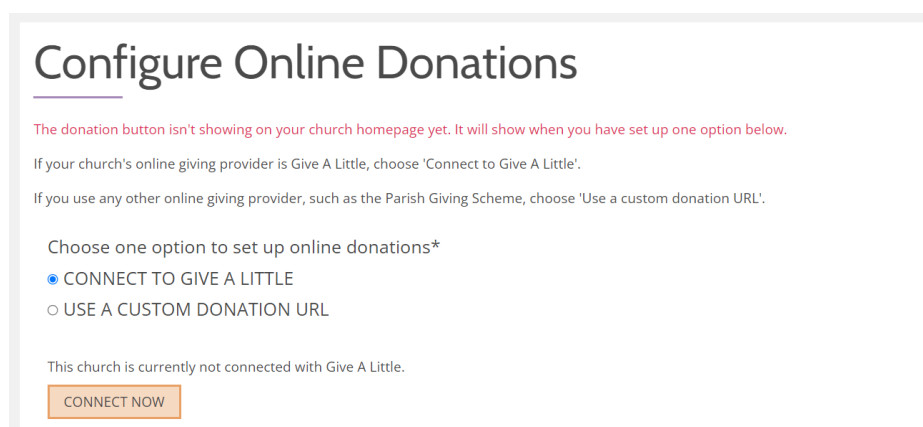At the top of the page, click on 'Marketplace'.
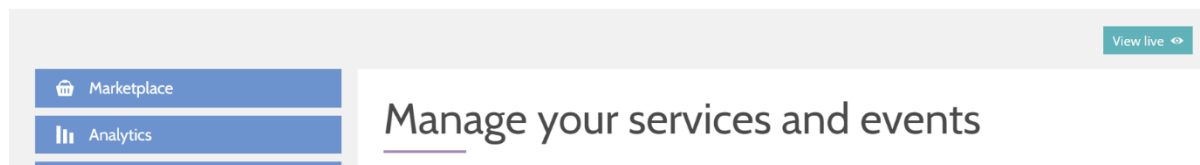
Once in the Marketplace section, scroll down and click the slider next to 'Enable online donations' so that it turns blue. Then click on 'Configure donations'.
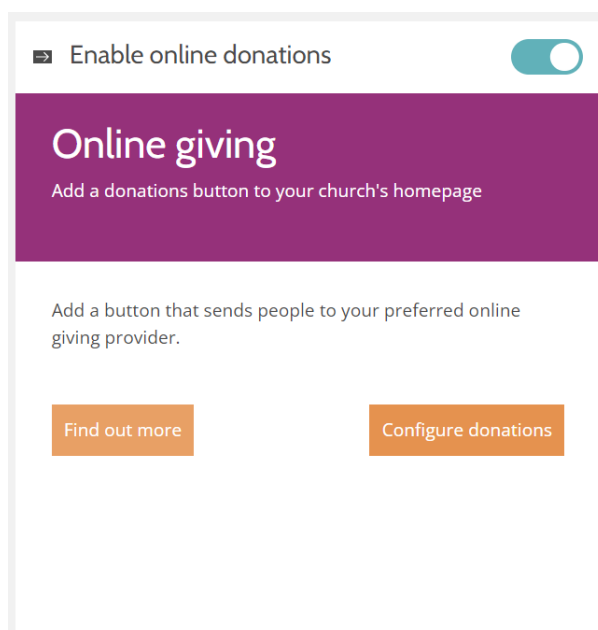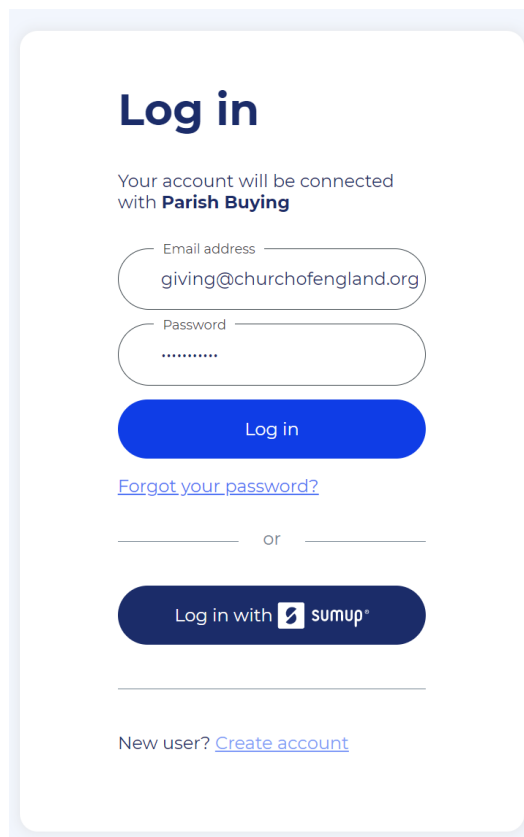

Step 3: Connect to Give A Little

On the next screen, ensure 'Connect to Give A Little' is selected and then click on 'Connect Now'.

Step 4: Log in to Give A Little

When prompted, log in to Give A Little (or log in with your SumUp details if that's how you set your account up).
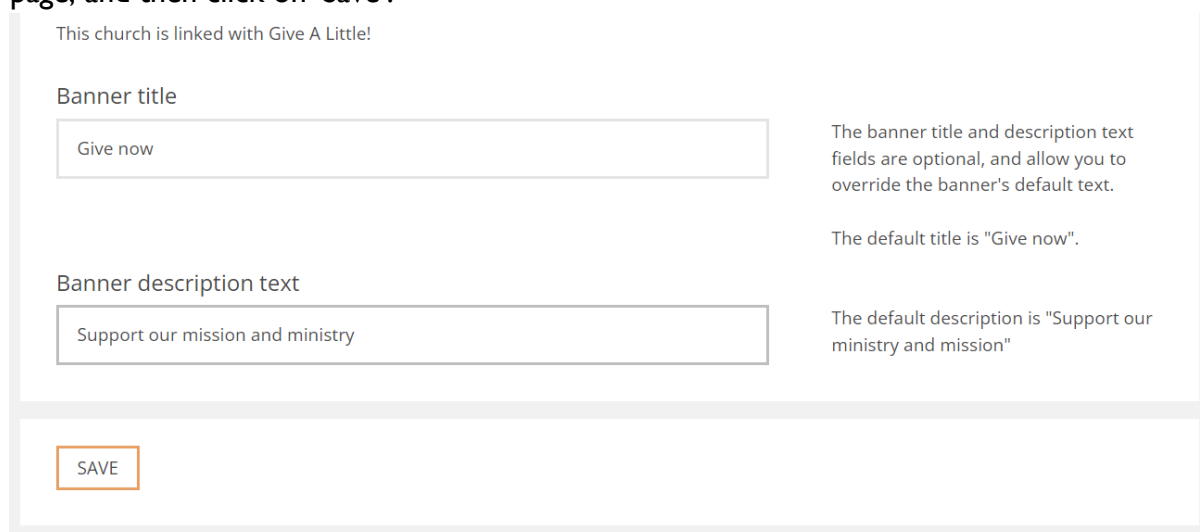
Step 5: Customise the banner title and description text

Once successfully logged in, you will be taken back to A Church Near You and will see a message to say you have successfully connected to Give A Little. Customise the title and description text you would like to display alongside the donation buttons on your church's page, and then click on 'Save'.

Step 6: View your donations box

To see the donations box live on your church's page, click again on 'Marketplace', then 'View live', and you will see the donation box will be visible. Selecting an amount will take the donor straight through to a payment page that has been automatically populated with your church's name.

Connecting your Give A Little account with A Church Near You automatically creates a special type of web campaign. It will be visible in your Give A Little account (click on 'Campaigns', then scroll down to 'Web campaigns'). You will be able to change the donation amounts displayed, but because the payment page is only accessed from A Church Near You there is no option to amend other layout details.

Reporting

All donations are reported via the Give A Little online portal, available to your account holder. Give A Little provide reporting on the following:

- Time and date of donation.
- Campaign totals (see how much you have raised for different campaigns).
- Donor details, where a Gift Aid declaration has been completed.
- Payouts, which details the donations that have been paid via SumUp into your church's account.
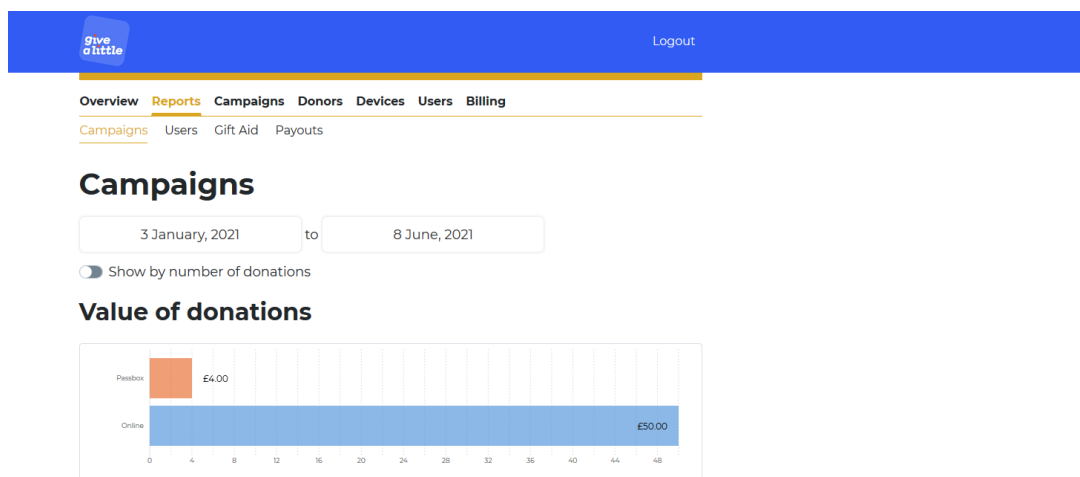
Once logged into Give A Little, click on 'Reports' in the banner at the top of the page. Select from one of the following options:

- **Campaigns:** here you can see a breakdown of donations raised by individual campaign type.
- **Users:** here you can see a breakdown of donations based on the login used (useful if you add extra users to your Give A Little who are fundraising on multiple devices at the same time).
- **Gift Aid:** here you can download reports containing any Gift Aid declarations made, which can then be processed with HMRC.
- **Payouts:** here you can view the history of payouts to your church's bank account, from either SumUp or Stripe (depending on which payment processor you use).

All the reports can be customised by date range. Please practice good data-handling by keeping these reports containing donors' personal details secure in accordance with your church Privacy Notice. Where appropriate, you could use this information to write a thank you note to those who have given.