



THE CHURCH  
OF ENGLAND

# Digital Giving

in the

## Diocese of Hereford

Your guide to the  
contactless, online,  
and QR code giving  
rollout in 2023



Diocese of   
Hereford

# Hello,

We are delighted that the Diocese of Hereford is able, as part of the national giving initiative, to distribute 50 contactless giving devices to churches across the diocese this Spring.

In an increasingly cashless society, contactless devices offer an effective way for visitors to contribute to the life and work of your church. Whether they are regular worshippers, attending a life event or popping in for a look around on a quiet afternoon, you no longer have to worry that potentially generous givers are walking out of the door without having been able to give.

This is an exciting opportunity, so please take the time to read through this pack and apply for your device. We shall be on hand to support you every step of the way, from setting up your online account, to deciding which device would best suit your needs, to helping you set it up.

We are all called by a generous God to be generous to each other and enable others to fulfil this calling. This programme allows us to help your congregation and visitors to do just that.

With every blessing,

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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.

Cards overtook cash as the preferred form of payment in society generally in 2017, so 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** improve 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

In 2021, 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 and subsequent rollouts, this year we're offering **a streamlined approach** to help 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. Devices are safe to be left unattended in church buildings that are open every day.



## 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.

Average annual income per device

Contactless - **£1000**  
Online - **£680**

Average donation per device

Contactless - **£9**  
Online - **£40**

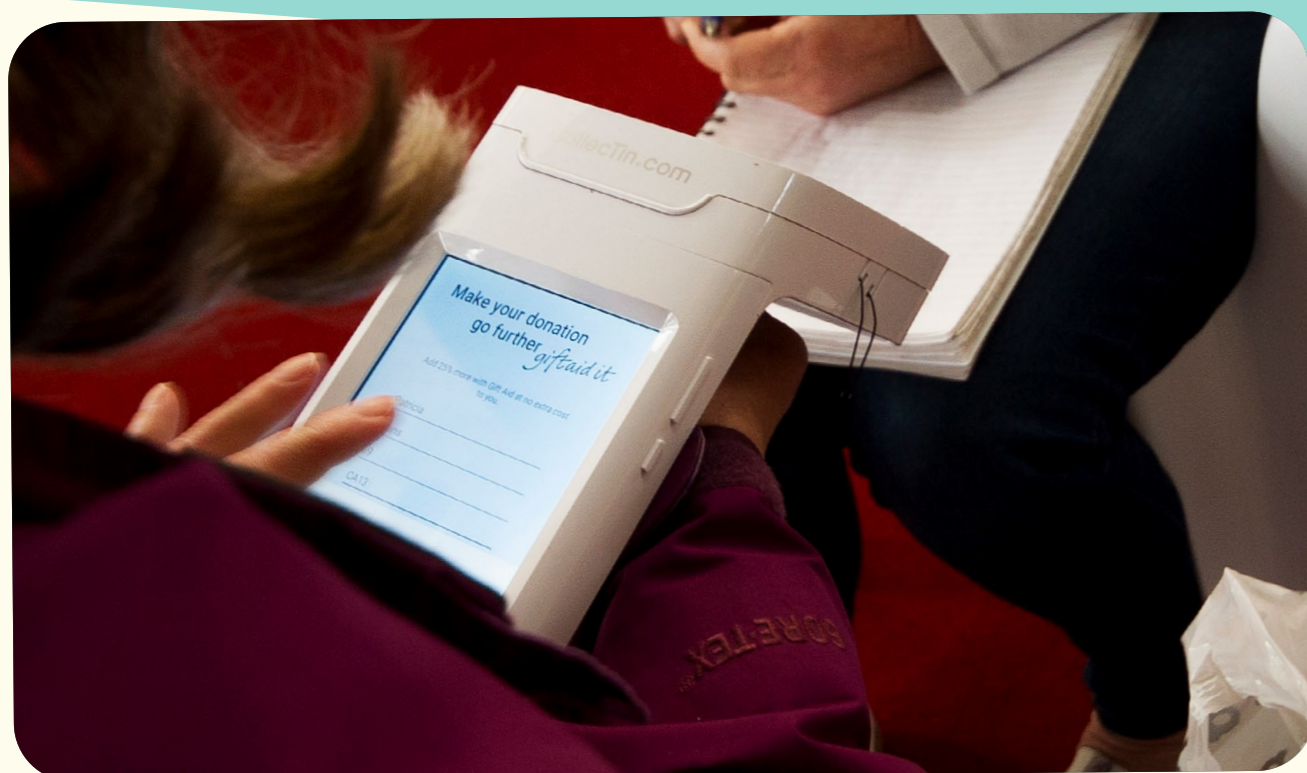
# How and when might our church use digital giving?

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 £2,500** 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 Hereford has **50 heavily subsidised contactless donation** devices to allocate to churches thanks to its partnership with the National Giving Team. 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.

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.



Applications will be assessed based on:

- The **likely suitability of the church** for a device, taking into account **estimated visitor footfall** from tourists as well as 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.

We expect PCCs who receive 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.

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.
- **Make** a financial contribution towards the cost of their device where applicable.

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 that 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.

# Next steps

## February

### by 10th February

#### 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.

### w/c 14th February

#### 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 February - 7th March

#### 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.

**27th February - 12pm**

**2nd March - 12 pm**

**7th March - 7pm**

## May

### 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.

### on 11th, 12th 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.

## March

### 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.

*Churches receiving a **GWD device** will need to register by **3rd March**.*



# What devices are available?

There are different types of **contactless donation device** being given out in this project similar to those pictured here. Each of these device categories have different features making them suitable for different types of churches.

Through the application process **the diocesan and national giving teams will decide which device they think is best suited to your church** if you have been successful.

All devices have **colour screens** and can display **multiple donation amounts** that the giver can choose from. Most can also all accept **on-screen Gift Aid declarations** (which can then be processed with HMRC in the usual way).



## What are the costs?

Some devices have a monthly fee of up to £15 that will be met by the church. For devices with no monthly fee there will be an upfront contribution of between £30-£90. In addition should you require a SIM card to allow your device to connect to the internet, this would incur a further small monthly fee. If your church has WiFi installed you will not require a SIM card.

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 costs for 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.



# 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.**

The form allows you to apply for a single church, or for a multi-church parish or benefice if multiple churches would share a device. We would suggest a maximum of three churches per device.

If you are applying for multiple churches with the aim of receiving a device for each church, you will need to complete the form multiple times. However, you will only need to undertake 'Stage 1: Registration' once.

The information you provide in your application 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**.

We have created a video walkthrough guide that takes you through an application process, step-by-step. Click below to access:

[Application Walkthrough Video](#)



## Stage 1: Registration

Follow the relevant link on **this Parish Buying webpage** and you will be asked to register using your name and email address. Enter the relevant information and follow the instant verification process. This login information will allow you to submit and track your application.

We are using the same system that other Church of England projects use (e.g. Everyday Faith, LiveLent). If you have previously logged in to those sites then the same details will work for our application form.

Once registered you will access a website that will allow you to see any completed applications. Click on 'Submit a contactless application' in the menu bar at the top of the page. A visual guide to the website can be found at the end of this pack.



## Stage 2: Application

The first 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. Later it will give you the opportunity to put an additional contact to be the lead contact if required.

Following this, you will be asked to indicate if you're applying on behalf of a church, multi-church parish, or benefice, and then asked to input a relevant postcode. This will look up the names of churches in that area and you can choose which church, or churches, you are applying for.

## Stage 3: Project details

In stage 3 you have the opportunity to add an additional contact to your application if you would like another person either to take the lead or to be kept up to date with the application process.

We advise that you discuss this application with your PCC to give you support and have general buy-in for the use of the device. Please indicate if this has happened at this stage of the form.



## Stage 4: About your church

Stage 4 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.

For the questions relating to service and event frequency and visitor numbers, we appreciate that life for many churches looks different now from what it did pre-pandemic. For example, you may find you have had fewer 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.

## Stage 5: Digital giving

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

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 from 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 still welcome to 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.

## Stage 6: 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 offered through this project **can connect to the internet** via a SIM card, like the ones in a mobile phone, so you may be able to access the internet via the 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.

Your diocesan giving advisers can help you test and boost your mobile signal.

## Stage 7: Final Questions

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, including an opportunity to indicate a preference for a contactless device type.

Once you click submit on your application, you will be able to access your responses through your login details.

# Website guide

Once you have registered and login you will see a display similar to this, albeit without the applications for “Greystones: St Gabriel”. To begin your application, click on ‘Submit a contactless application’ in the menu bar at the top of the page.

The screenshot shows the 'Digital Giving' website interface. At the top left is the logo and navigation links for 'Home' and 'Submit a Contactless Application'. A search bar and a user profile dropdown (DS721535) are on the top right. The main content area is titled 'My Contactless Applications' and shows a table with two items. The table has columns for 'Contactless Application Name', 'Main Church Application', 'Additional Contact', and 'Created Date'. Each row has a dropdown arrow on the right side.

	Contactless Application Name ↑	Main Church Application	Additional Contact	Created Date	
1	CA-2	Greystones: St Gabriel		08/06/2022, 11:19	▼
2	CA-3	Greystones: St Gabriel		09/06/2022, 08:23	▼

Once you have completed an application, your submission will appear here. Each application has a distinct identifying code or ‘Name’ and if you have any issues with your application, please make sure to note this down when speaking with your diocesan advisor.

If you have applied for multiple churches, you will see these listed here as well.

If you wish to edit your application, click on the ‘Name’ which will open a list of each answer you have given. You can then double click or click on the pen icon to change your answers.

If you make a change, we would advise mentioning this to your diocesan advisor to ensure this has been completed prior to any assessment for suitability of a device.

If you wish to edit your account details (e.g. change your password), click on the down arrow in the top right. Then click ‘My Profile’ which will bring you to your personal details.

You can use this site to keep up-to-date with your application, although we will email once the application period is over to confirm if you will receive a contactless donation device.

You will also be able to book on training sessions, webinars, and access further online support through links found on here.

# 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. There is also a national digital giving support desk that will be able to field all concerns you may have with your device. To get in touch, simply email [digitalgiving@churchofengland.org](mailto:digitalgiving@churchofengland.org)

## 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>

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

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**Digital Giving**