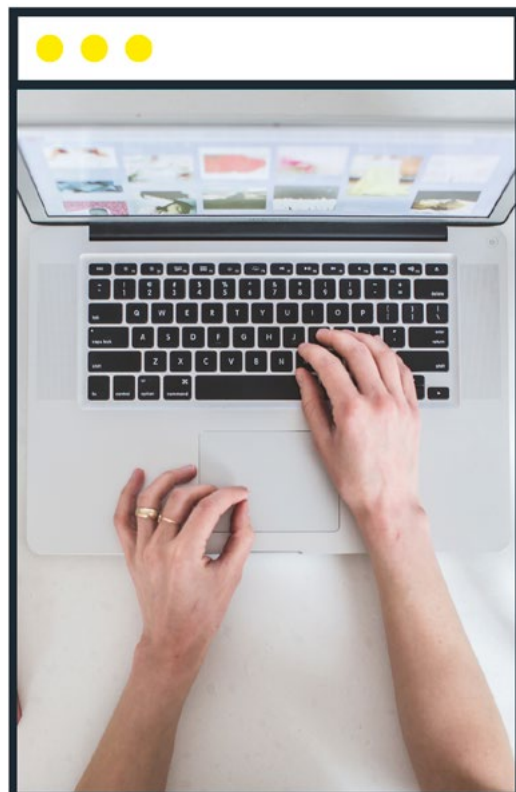


A GENEROSITY AND GIVING CHECKLIST FOR YOUR CHURCH

Increase generosity within your parish by following these key steps



MAKING THE MOVE TO **DIGITAL GIVING**

Completing the steps in this checklist will empower you to make the move from cash donations to digital giving. To help you increase generosity in your parish, we've designed resources and guides which you can find on the [Diocesan website](#), including a [six-part webinar series](#) on generosity and giving.

In this checklist you'll find 10 steps that we recommend you seriously consider. However, **the following 3 actions are considered a priority and may be a condition of receiving future Diocesan grant aid:**



1 Encourage parishioners to use **the Church in Wales Gift Direct Scheme** or a **standing order scheme** that you manage yourself



2 Set up a giving page on the parish website with a **giving button**



3 Get a **Text to Give account** and/or a **Parish Quick Response (QR) code**

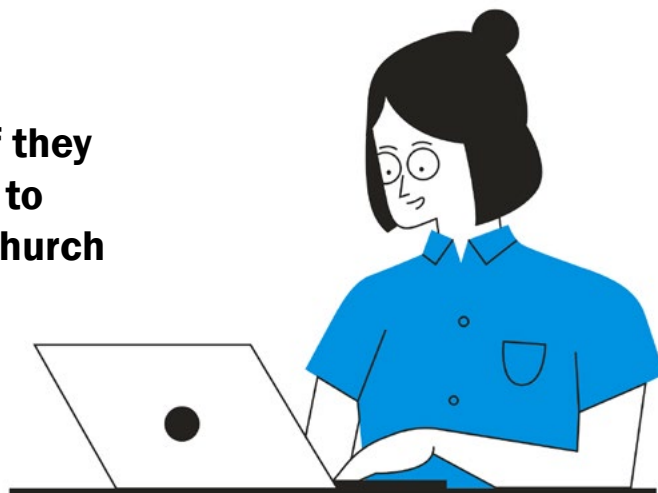
With the 3 priority actions in place, you can also consider:



Trying online fundraising



Asking your community if they want to make a donation to support the work of the church



10 Steps	Actions to take and resources to help you	✓
Preach and teach generosity regularly	<p>Commit to preaching and teaching generosity at least once a month. There are over 2300 verses in the Bible discussing money, wealth and possessions.</p> <p>Watch Mark Brampton’s presentation in the ‘Preaching to increase generosity’ webinar in our Generosity Matters series.</p> <p>Watch John Preston encourage us to talk about “faithraising rather than fundraising” – the biblical call to respond to the generosity of God.</p>	
Tell your story and explain why giving is important	<p>Regularly describe your work in the community. We are more inclined to support charitable work than institutions. Bring your community work to life in pictures or videos. They make your message powerful. To learn more, watch our webinar on ‘Storytelling and encouraging generosity’.</p>	
Share financial targets	<p>Let people know why giving is vital to the work of your church. Paint a picture of the current problem and then its implications. To inject some urgency and encourage people to give now, highlight the financial details of your project. Seeing financial figures can help your congregation understand what you need and why you need it now.</p>	
Encourage parishioners to switch to Gift Direct	<p>Gift Direct (run by the Church in Wales) remains the best way for people to give regularly to your church. It is a tax-efficient way to donate, and the Church in Wales claims Gift Aid on your behalf. Parishioners decide how much they would like to give each month then sign up online or using a form they can post. Parishioners can also visit the Gift Aid FAQ page.</p>	



<p>Set up a giving page on the parish website</p>	<p>Parishioners are likely to visit your website if they need information about your church. Help them find the giving information they need by creating a giving page on your website. It will also help you increase donations to your parish and keep it on a firm financial footing. Read the guide to setting up a giving page on your website in nine easy steps.</p> <p>Setting up a donation button on your website is simple. It is also a great way to capture donations from visitors, tourists, or people from further away (like relatives of parishioners). If you have purchased a card reader from Sumup (recommended by Parish Resources), you can set up an online donation button using your account. Parish Resources has produced a video explaining how to set up online giving from your Sumup account.</p> <p>Remember to use links to your giving page in your social media posts.</p> <p>Watch our webinar on ‘setting up a giving page’.</p>	
<p>Promote giving on your social media</p>	<p>Social media is a great way to share your generosity stories and giving information (the giving page on the website, a donation button, or Text to Give). Always post with images or video to bring the post to life. Regularly thank people for their donations, sharing the impact it has where possible.</p> <p>You can also share the giving information in your church WhatsApp group, in addition Facebook, Twitter, and Instagram.</p> <p>To create eye-catching graphics to share on social media, sign up for a Canva account (there is a free version).</p> <p>Watch the ‘promoting giving on social media’ video presented by Francesca Geach, Marketing Manager at the Church of England.</p>	
<p>Promote giving in every church service (including online services)</p>	<p>Make sure you promote giving in every church service. Thank parishioners for their donations, including those giving by standing order or Gift Direct. Remind your congregation how they can donate. It might be through a card reader at the exit door of the church, or by displaying an online donation button or Text to Give code in an online service.</p>	

EXAMPLES OF OUR DIOCESAN SOCIAL MEDIA ACCOUNTS:



<p>Mobile Phone giving:</p> <p>1.Set up Text to Give &/or</p> <p>2. Get a QR code</p>	<p>Make giving an easy option by setting up:</p> <p>1. Text to Give account, which allows people to donate to your church using their mobile phone. Display your unique code on social media and or in online services. You should also publicise the Text to Give number on the giving page of your website, in your church magazine and on church noticeboards. Parish Resources has a one-page document on Text to Give, including suppliers they recommend.</p> <p>2. QR code</p> <p>For mobile phone users, one easy way to access online pages is by scanning a QR Code. QR codes offer a truly contactless way for a smartphone user to get quickly to an online page, and to give. The QR code can be printed on a banner or poster, on a notice in church, on orders of service, or leaflets - in fact, anything printable or digital.</p> <p>QR codes make it possible for people with connected mobile phones to give with no contact wherever they are – in church, at home, or in the street - in response to your church’s call to action.</p> <p>You can find out about QR codes from Parish Buying.</p>	
<p>Buy a card reader for your church</p>	<p>Covid-19 has highlighted the risks associated with handling cash in church, and the Welsh Government is advising faith leaders to end cash donations in buildings as they reopen. Use your website to encourage parishioners to switch to digital giving, but also plan for alternatives to cash in church, like contactless card readers. Parish Buying has a dedicated webpage on card readers, with details on how to use them.</p> <p>Watch the ‘reopening of churches’ webinar.</p>	
<p>Provide a contact to help parishioners and thank them often</p>	<p>Switching from cash donations to digital giving (like Gift Direct) can raise questions and concerns. Make sure your church has a nominated person to help parishioners (usually the treasurer or Gift Aid secretary). Publish their contact details on the giving page of your website, write to parishioners to offer assistance, and mention that help is available when you hold church services (online and in church).</p>	

