

Once you have an online giving page it is important to make it accessible to people in lots of different ways. QR codes make it possible for people with smartphones to give contactlessly and wherever they are – in church, at home, or in the street, in response to your church's call to action.

We are not all used to QR codes (quick response codes), but they are fast becoming part of everyday life. You may find yourself scanning a QR code for all kinds of things that were unimaginable only a few years ago, such as viewing a menu at a restaurant or reading a theatre programme.

For mobile phone users, one easy way to access online pages is by scanning a QR Code. Many new models of smartphones can scan QR codes using their cameras, requiring the user to hold the camera in front of a code for two to three seconds and the phone automatically takes them to the correct webpage. QR codes offer a truly contactless way for a smartphone user to get quickly to an online page, and to give.

QR codes work well for casual visitors and wedding attendees or other life events. They are also good for those who want to make a one-off donation either in church or if they take away the service sheet.

How to use QR codes

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. When adding a QR code to a poster, ensure that the image of the code is big. If you are writing to people to encourage giving, a QR code can be a great way to encourage people to respond quickly to your campaign. Rather than having to type in the website address of your giving page, they can simply scan the code with their phone. If you are offering an online service, you can include your QR code on a slide to encourage giving during the offertory.

As with all giving mechanisms, make sure you accompany your QR code with a strong call-to-action. Blackburn Diocese has produced a [poster](#) that not only explains the need to give to the church but also guidance on using QR codes.

Where can I get a QR code?

If you have set up your [online giving page through Parish Buying](#) you will be able to download a QR code for your church from here that will link to your online giving page. Login to Give a Little, navigate to 'Campaigns', scroll to the web campaign you would like to download a QR code for and click on 'Download QR code'

A second supplier on Parish Buying called [Thyngs](#) also offers you QR codes – the transaction charges are higher – but will accept ApplePay and Google Pay. This makes it quicker and easier for people to make a donation, in a way that they are used to making transactions.

Do other services offer QR codes?

Some giving providers offer QR codes for your giving pages. Examples of these are:

[Cafonline](#)

[Just Giving](#)

What if my provider doesn't offer QR codes?

QR codes are easy to produce. If you use Stewardship's [Give.net](#), then your giving page will have a URL.

Various companies offer a service to convert that URL into a QR code. One of these is [QR Codemonkey](#).

Other Giving Mechanisms

Contactless

Contactless giving enables people to give to your church by tapping a contactless payment device with their debit or credit card.

Direct Debits

Regular giving, for example through the Parish Giving Scheme, is the best way to ensure you can financially plan for your parish's future.

Legacy

Each year around 4,000 people leave a gift in their will to their church, funding mission projects, maintaining beautiful church buildings and growing faithful communities.

Gift Aid

Gift Aid is an arrangement that allows charities (including churches) to reclaim tax on a donation made by a UK taxpayer.

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