

Christmas is a time when we would normally see more people attending our church services, perhaps for the first time. Whilst we aim to celebrate where we can in one place, we also need to engage with a wider community that wants to join in the celebration but may not yet be physically able – or emotionally ready to do so. Something similar applies to giving, where online giving enables people to give to your church without having to physically visit the building. Here are some guidance and ideas to encourage online giving in your church this Christmas.

Getting started with online giving

If you haven't set up your online giving yet, [Parish Buying](#) offers an affordable and simple online giving service through Give A Little. There's plenty of guidance and step-by-step videos on Parish Buying to help you get set-up, it normally takes about an hour. With Give A Little there's also the option for [recurring payments](#) for those who wish to make a regular gift to your church. *Please note that you must set up a [SumUp account](#) through Parish Buying first if your church does not have one already.*

Customise a Christmas online giving video

Using the Video Generator in the [AChurchNearYou \(ACNY\) Resource Hub](#), you can customise an animated video that encourages people to give to your church this Christmas. You can also share this video on your social media channels and during services to help promote online giving for your parish. If you live-stream your services through ACNY, you can ask people to give using the [Give Now](#) button on ACNY.



Get creative with QR codes

[QR codes](#) are images that, when scanned on a phone or tablet, take a person directly to a specific website page. They are easy to use and people are becoming more comfortable using them as more places require you to scan a QR code for a range of reasons, including Test and Trace. QR

codes are a truly contactless and safe way to share your online giving page. If you have a Give A Little online giving page, you can create a QR code that send givers to your giving page.

Once you have created your QR code you can add it to pew cards, Orders of Service, Christmas cards – in fact anything printable – or even display it on a screen. Make sure you include your QR code on a [PowerPoint Slide](#) to encourage giving during virtual Christmas services.

Festive fundraising events

Each year, many churches host fundraising events during Advent and Christmas. This year things will look different with different levels of restrictions across the country. However the [Diocese of York](#) and the [Diocese of Leicester](#) have put together some fun, flexible and frivolous ways of bringing your community together, raising money and sharing the joy and good news of Christ's birth. Whether you're hosting a festive quiz or running an Advent Pilgrim Route, having an online giving page makes it easier for people to give to church and participate in events.

Email a giving appeal in your newsletter

You should share a link to your online giving page in your email newsletter or digital service sheets if you have them. Below is some suggested wording that you may wish to use:

Giving to St Barts this Christmas

We are grateful for all that you have given this year to sustain the life, mission and ministry of this church. Unfortunately, because of the pandemic, we have not received all the money we need to pay for our church's work this year. If you are able to give at this time, we would be really grateful for your support. Please visit our online giving page. Thank you.

[Make a gift to St Barts this Christmas \(include link to online giving page\).](#)

The National Giving team are here to support you as you encourage giving in your church at Christmas or at any time in the year. Visit [Building a Generous Church](#) for a wide variety of resources, guidance and inspiration.

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