

Have you ever wondered how your church can encourage generosity and maximise giving over the Easter period? The Digital Giving team have some tips to help you do just that.

This year's Lent and Easter campaign theme, [Living Hope](#), offers a wonderful opportunity to encourage generosity. The Digital Giving team has created a Give A Little campaign template as well as an image for a GWD Attract Loop (learn more about the Attract Loop [here](#)) to help your church make the most of this season.

Below you can download branded plug-and-play graphics for Give A Little users, as well as Give A Little templates that you can edit and customise in Canva. You can access these below, as well as the Living Hope graphic to use for a GWD Attract Loop. We've also provided a **step-by-step guide** on how to edit, download, and use these templates ([you can download it here](#)) and a **video walkthrough** taking you through the process ([watch it here](#)).

You can also access all these resources in the [Resource Hub](#) on AChurchNearYou.com.

Downloadable resources and templates

- [Give A Little Donation screen \(Canva template\)](#)
- [Give A Little Thank you screen \(Canva template\)](#)
- [Give A Little Donation screen \(Plug-and-play\)](#) (134.86 KB)
- [Give A Little Thank you screen \(Plug-and-play\)](#) (133.71 KB)
- [GWD Attract Loop graphic](#) (255.34 KB)

Easter is a time when church attendance rises, with many families joining for services during Holy Week and on Easter Day itself. Alongside regular congregants, you may welcome visitors from both inside and outside the local community. This season is a time of reflection, remembering God's grace and generosity through the sacrifice of his son, Jesus. As the spirit of celebration and generosity fills all that we do, it's the perfect opportunity for churches to encourage giving.

Here are some creative ways to foster an environment of generosity, reflecting the generosity of God this Easter.

1. If you have contactless – maximise it!

Having a contactless giving device is one thing, but optimising its use is just as important (if you don't have contactless giving, you can [read more about it and how to get it here](#)). In addition to the Living Hope resources above, here are some helpful tips from churches across the country on how to get the most out of your contactless terminal:

- Run a special Lent appeal: If your church is fundraising for a specific cause over Lent, why not use your device to do this with a dedicated campaign?
- Positioning is key: Experiment with different locations to make sure the device is visible but not intrusive. Placing it in high-traffic areas, such as corridors or near coffee stations, ensures people can see it when they are most likely to donate. Just as important is thinking about when someone might not donate. Putting your device by the exit door may get a lot of passers-by, but this may not automatically translate to an increase in donations.
- Take your congregation on the journey: Introducing the giving machine on a Sunday and explaining how and why it's used will encourage people to make use of it and give people confidence to know how to. Also, give them time during the service to go and use the machine, just as you would traditionally give time to passing a collection plate around.
- Have support available: Even with instructions nearby, it's helpful to have someone on hand to assist people who may be unfamiliar with the device.

2. Be creative – QR codes get people to your giving pages fast

[QR codes](#) are a fast and effective way to lead people directly to your online giving page. When scanned, they immediately take users to the designated page. If you use Give A Little, the platform generates a QR code for you, which can be downloaded and shared across multiple formats.

You can print the QR code on posters, pew cards, or an order of service sheet. If you livestream services, why not display it on a [PowerPoint slide](#) to enable people further afield to give? The more visible it is, the more likely people will use it.

To make your QR codes really stand out, try using tools like Canva to design a branded poster that features your QR code. The Church of England's Lent and Easter campaign, Living Hope, offers [free downloadable design elements](#), which can help make your materials eye-catching. You can watch a tutorial about how to add a QR code on Canva below.

3. Not sure where to start with Digital Giving? Let us help you!

An easy place to start is online giving which offers a simple way for people to contribute whether they are in the building or elsewhere. Then you can use a simple link in a newsletter or QR code on a poster or flyer that directs people to your giving page.

[Parish Buying](#) offers a choice of two affordable and simple providers for online giving: Give A Little and the Parish Giving Scheme. There's plenty of support and step-by-step guides on the Parish Buying [webpage dedicated to online giving](#).

Alternatively, maybe you would like to give contactless giving a go over this Easter season. In today's cashless society, offering contactless giving makes donating as easy and quick as possible for those wanting to donate spontaneously. If you're considering investing in a contactless device, [Parish Buying](#) offers a range of options at discounted prices. Browse through the selection and choose the one that fits your church's needs.

We're Here to Help You. The Digital Giving team is dedicated to supporting your church's efforts to promote generosity at Easter and throughout the year. Visit the [Building a Generous Church](#) page for more resources, guidance, and inspiration.

- Digital Giving team

- How to get funding for your church: The Cornerstone grants database

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- Let's unpack the 'We Believe' Nicene Creed resources

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