



Receiving online donations

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Receiving online donations

Don't panic

“I owe you more than my whole self, but I have no more, and by myself I cannot render the whole of it to you”

St Anselm

Receiving online donations

- MINT (mechanisms / impact / need / trust)
- Fast forward
- Not a quick fix, a permanent fixture

Receiving online donations

Online giving sandwich

Filling – online provider

Bottom slice – online presence

Top slice – online promotion

Receiving online donations

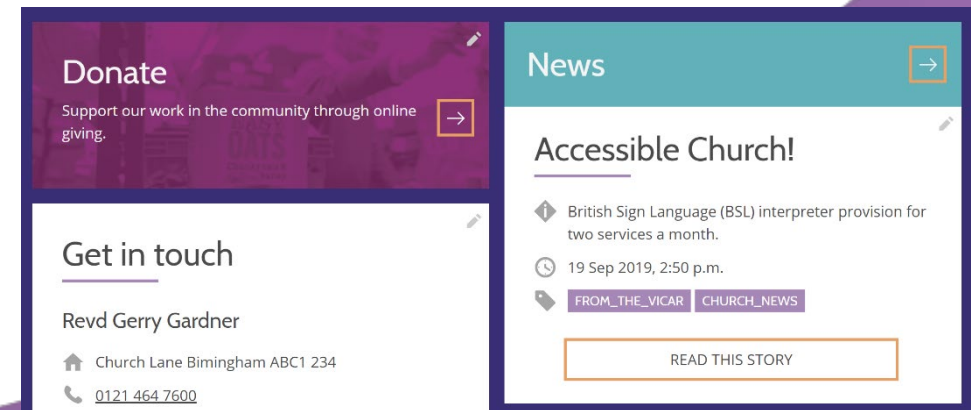
Getting started

- <https://www.parishbuying.org.uk/register>
- www.parishbuying.org.uk/online-giving
- www.parishresources.org.uk/encouraging-giving-online/

Receiving online donations

A Church Near You

- Use the customisable video tool in the [Resource Hub](#)
- Create a page for online donations
- Use the giving button on your home page



Receiving online donations

Social media

- Facebook – Share in groups where your regulars are
- Twitter – Your internal audience.

Good to talk about specific projects you're supporting

- Instagram - show the life of the church with Stories and let them know how they can support

Receiving online donations

Live-stream and pre-recorded video

- Mention in your more internal meetings and small groups where your regular community will hear it

Receiving online donations

Remember your regular church channels

- Email lists
- WhatsApp groups

Next steps



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Thanks for coming!