

Receiving online donations

Jonathan de Bernhardt Wood
Liz Morgan

MacBook

digital
LABS



THE CHURCH
OF ENGLAND

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



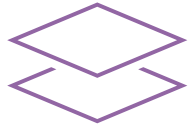
Receiving online donations

Getting started

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



Receiving online donations



Online giving sandwich

Filling – online provider

Bottom slice – online presence

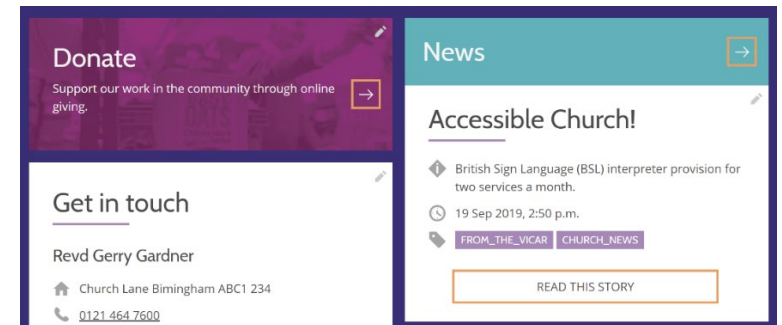
Top slice – online promotion



Receiving online donations

A Church Near You

- Use the customisable video tool in the [Resource Hub](#)
- Use the giving button on your home page
- Create a page for online donations – use MINT as a structure
mechanism / impact / need / trust




Receiving online donations

Church of England → Diocese of Chelmsford → St. Mary with Christ Church, Wanstead

Donations to the parish

Help us by Planned Giving



The Coronavirus emergency has resulted in a drastic fall in the Parish's income.

Most of the shortfall arises from the closure of our halls and because we can't take collections at services, but other sources of income are also severely curtailed as well.

Worryingly, it seems unlikely that there will be an immediate return to previous levels once church activities can resume.

We have taken steps to minimise all but necessary expenditure, but there are fixed costs that have to be paid, come what may, including heating and lighting our buildings (if we don't spread the costs throughout the year, we'd never be able to pay our winter bills!) and insurance, to name just a few.

Overall our unavoidable expenses amount to more than £160 per day and this does not include our parish share payment to the Diocese of Chelmsford.

We are SO grateful that many of you support the parish financially with regular payments through the Parish Giving Scheme or by Standing Order.

This gives a reliable level of income to count on, but, unfortunately, it's just not sufficient for us to meet all of our commitments.

We well understand that there are some who are finding it very hard to cope financially during the crisis and our thoughts and prayers are with you, but if it's at all possible for other parishioners, who might otherwise give in the plate each week but are now not able to do so, to add your much needed support to our giving, please do try to do so!

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One-off donations can be made to the Parish by:

Bank transfer:

HSBC

A/C Name: Parish of Wanstead PCC

A/C Number: 91115316

Sort Code: 40-07-18

Online at <https://pay.churchdesk.com/-fk0f9VBm>

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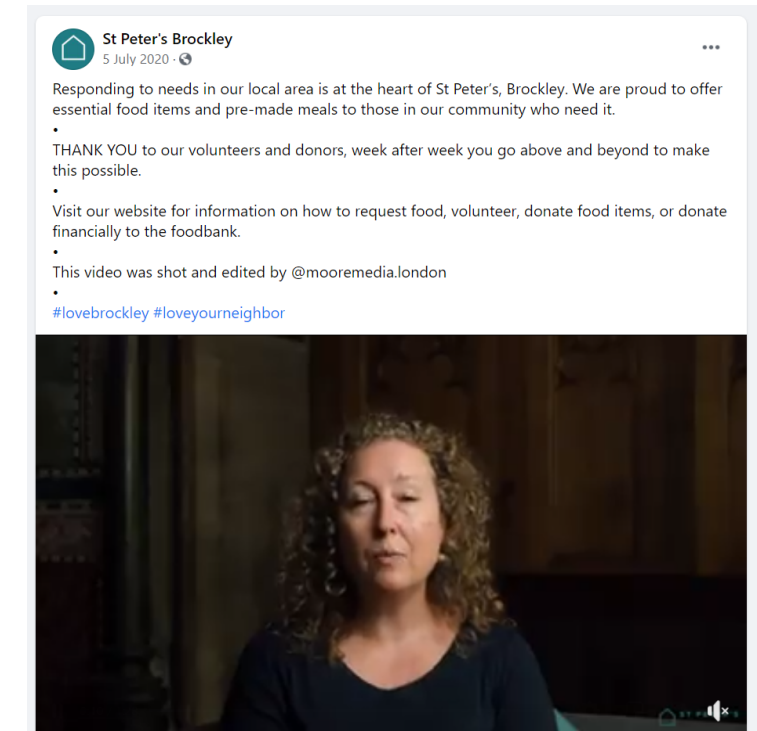
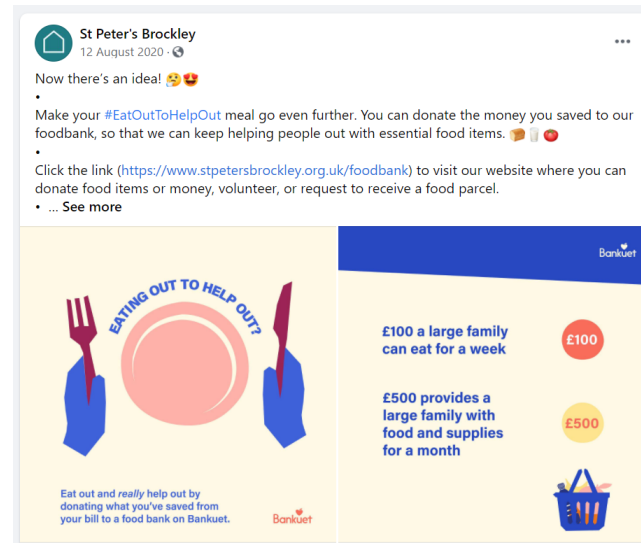
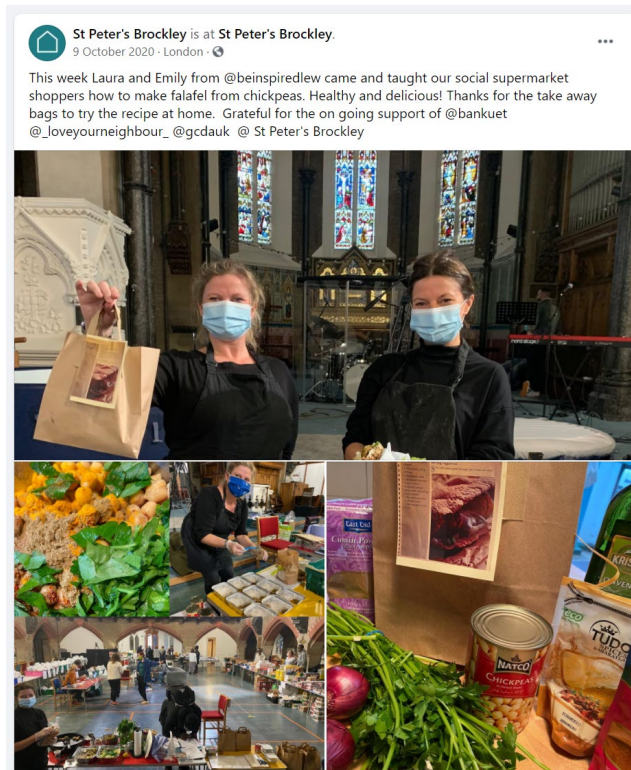
Social media

- Internal and external audience
- Social media is meant to be social! Don't just broadcast the link – MINT!
- Share stories and talk about specific projects – Impact and need
- Give updates to build trust
- Language – avoid Christianese and insider speak



Receiving online donations

Social media posts



Receiving online donations

Live-stream and pre-recorded video

- Talk about giving during your services and events
- Post links in the comment



Receiving online donations

Remember your other digital channels

- Email newsletters
- WhatsApp groups
- More internal audience
- Share links, stories, updates and reminders



Next steps



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Learning
blogs



Attend a
webinar



Come to a
training day



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newsletter

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Thanks for coming!

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