

Digital fundraising for your church

July 2020

Welcome: Introduction from Claire Woolway, Church Client Relationship Manager



- We understand that now more than ever, there is an immediate need for funding to help you to meet the day-to-day needs of your church and your community
- We have developed a **new online fundraising hub**
- This webinar is **also applicable to cathedrals**. Where we refer to churches, this also includes cathedrals
- This webinar is in collaboration with fundraising specialists, Philanthropy Company
- Established eighteen years ago, Philanthropy Company has worked with many charities, churches, organisations and non-profits



For more resources and support



Please visit

 www.ecclesiastical.com/churchfundraising

or call our dedicated fundraising helpline on

 **0345 601 9959**

or request a call back using the online form
on the fundraising hub webpage

What do we mean by digital fundraising?



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Digital fundraising is NOT fundraising with any digital element

But fundraising where (almost) all of the process is online.



What do we mean by digital fundraising?



But this sounds scary!



How do I get ready for digital fundraising?



You DON'T need to be a computer engineer!



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How do I get ready for digital fundraising?



You DO need to commit time to it!

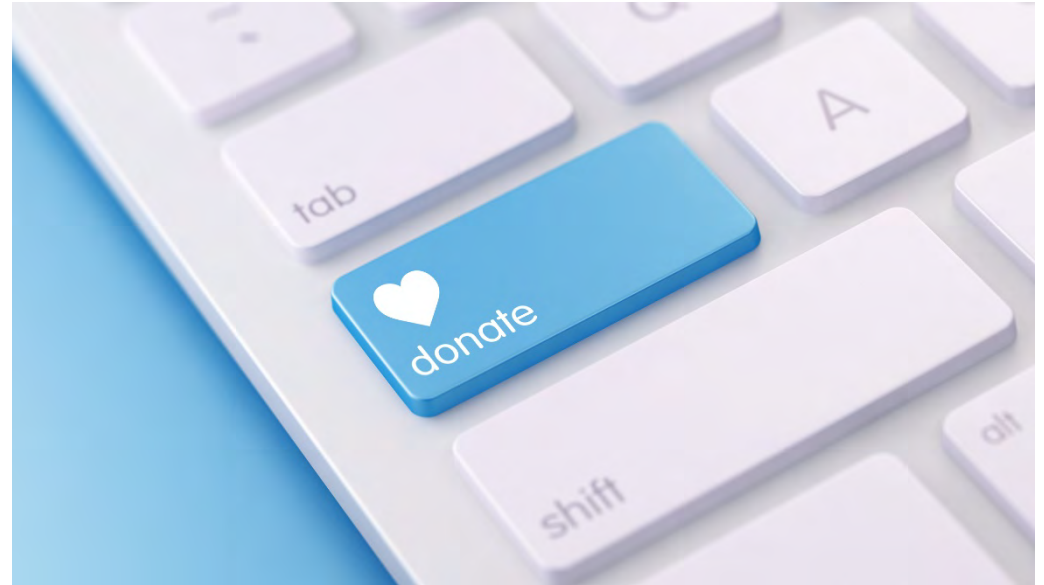


Digital fundraising for your church during COVID-19 and beyond



This webinar will address the following areas:

1. Online giving for your congregation
2. Crowdfunding
3. Social media



1. Online giving for your congregation



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Platform	Website	Things to know	Cost
Just Giving	www.justgiving.com	<ul style="list-style-type: none"> By far the biggest online platform for charity donations Super easy for people to use and widely known 	<ul style="list-style-type: none"> £15/month for the charity 2.9% + 25p card processing free
Give	www.give.net	<ul style="list-style-type: none"> Run by Christian charity Stewardship Cheaper than Just Giving less user friendly and doesn't have the same name recognition 	<ul style="list-style-type: none"> £ free for the charity 3% admin fee including card processing
Parish Giving	www.parishgiving.org.uk	<ul style="list-style-type: none"> The CofE's "21st Century" giving scheme Your diocese must be signed up (most are). The scheme is NOT strictly digital - you need a paper form or phone call to sign up. But they do process Gift Aid, uprate for inflation ect 	<ul style="list-style-type: none"> Met by the Diocese
Church Suite	www.churchsuite.com	<ul style="list-style-type: none"> Church management platform that looks after rotas, safeguarding, events, room bookings and more. The online giving module adds the ability to collect donations, process Gift Aid etc. 	<ul style="list-style-type: none"> £15/month for Giving module + card processing costs

Others: Give A Little (Church of England's recommended provider): givealittle.co Virgin Money Giving: www.uk.virginmoneygiving.com/giving Givey: www.givey.com/ CAF Donate: www.cafonline.org/charities/caf-donate Total Giving: www.totalgiving.co.uk/

1. Online giving for your congregation



More help:

www.parishresources.org.uk/receiving-online-donations/

- Think about income over cost in choosing a platform
- Make giving part of your 'digital liturgy'
- Make the link to your chosen platform very visible
- Be clear about the impacts of Coronavirus on your finances
- Tell stories about the difference people's giving makes
- Reduce anxiety by offering help



2. Crowdfunding



What is crowdfunding? Will it work for us?

- Crowdfunding is the concept that, rather than having one major investor, business and charitable projects can harness the power of the internet to get lots of small gifts
- Many of the platforms you can use (e.g. Just Giving) are the same as those you might use for congregational giving
- To engage people outside your usual congregation you need to be raising money for something that they will connect with and want to support



2. Crowdfunding



Bad crowdfunder

- × We want a **new curate** (of interest only to existing church attendees)
- × It will **cost £30,000 a year for the next four years** (large amount of money over a long period of time)
- × **We don't have any of the money** (you are asking them to do all the funding and people will think it's not going to happen!)

Good crowdfunder

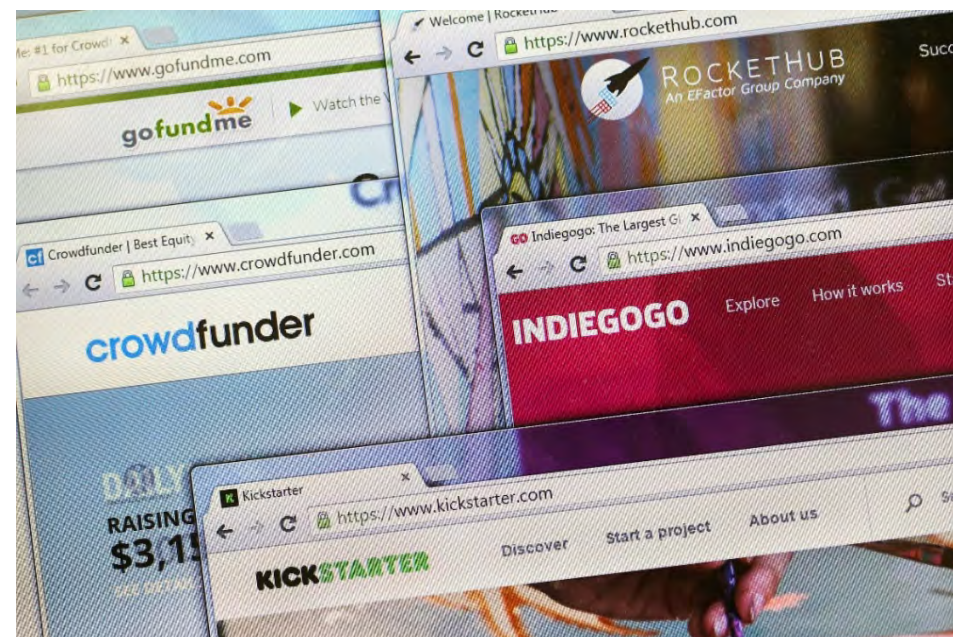
- ✓ We are redecorating and buying new furniture for our church hall **to provide better facilities for everyone** (of interest to many people in your town)
- ✓ **It will cost £18,000** (specific, medium sized amount of money that you need now)
- ✓ **We have already been given £10,000** (you have done most of it already and people will be confident the project will go ahead)

2. Crowdfunding



Top Tips:

- Decide on your project, clarify the costs and raise/allocate some money “in-house”
- Choose a platform (gofundme / crowdfunder)
- Have a plan to spread the word **as widely and quickly as possible**. Use parish newsletters, local press, Facebook, email and, most of all, **your network**
- Keep working really hard at plugging the crowdfunder for a short period of time (2 weeks)
- Digital events as a crowdfunder: TapSimple **tapsimple.org/events**



3. Social media



3. Social media



- You can raise money directly on social media (Facebook, Twitter etc.). All offer charities the opportunity to include “donate” buttons in their posts and pages
- Mostly social media is the best way to spread the message about your other digital fundraising
- All social media platforms are designed to stop organisations sharing what you are doing
- To reach lots of people you need the individuals in your church to tell people about your work



3. Social media



Top tips:

- Pick one or two platforms and use them well (Facebook)
- Think about your audience and create and share interesting content for them regularly
- Always include “calls to action” – “like our page”
- Teach church members how to share your content widely
- Keep at it – Rome was not built in a day
- More great tips at: www.allchurches.co.uk/advice-and-resources/
- Consider ‘affiliate fundraising’ e.g. Amazon Smile, EasyFundraising but only if people use those stores anyway (typical payment to charity 0.5%)

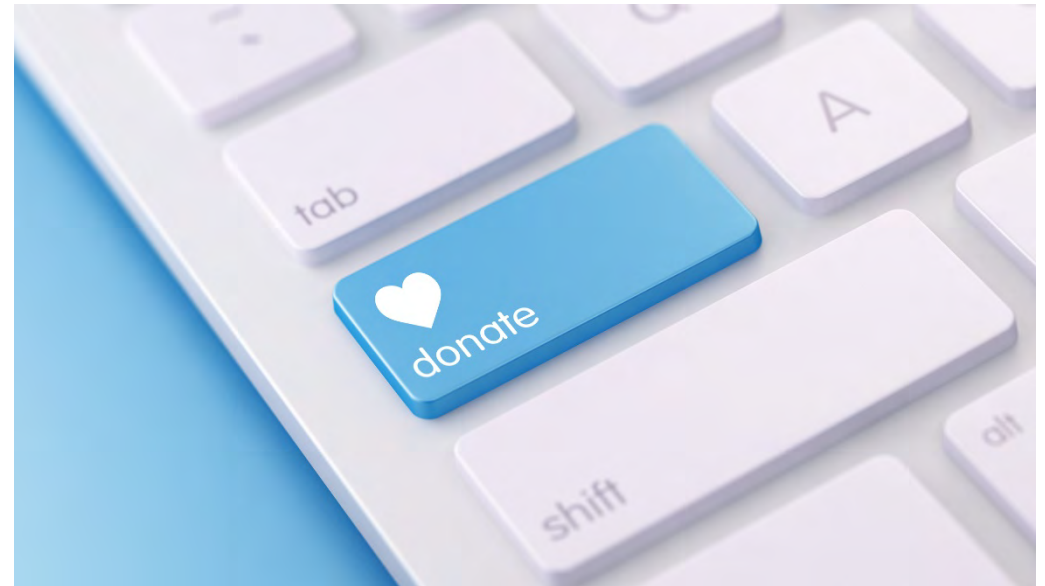


Digital fundraising for your church during COVID-19 and beyond



In this webinar we have covered the key areas in digital fundraising:

1. Online giving for your congregation
2. Crowdfunding
3. Social media



Any questions?



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