



## Encouraging Online Giving.

Now you have set up an online giving page, what do you do next? The aim of this document is to guide you through why you should encourage people to give online and the different ways to share your online giving pages.

### Why should I encourage online giving?

Online giving is a fantastic way for a huge range of people to give to your church, but it is only a mechanism for giving; for it to be successful, we need to explain to people why they should give.

Giving, and stewardship, are a key part of discipleship; following Jesus calls us to give our whole lives to God, who gave us everything through Jesus Christ. The Bible makes it clear that how we spend our money matters to God, with over 3,200 verses relating to money and wealth.

Giving is about more than covering running costs; it is important to highlight to givers, whether online or through other methods, how their money enables the church to continue its mission and ministry in the community it serves. Giving allows people to be part of this work and vision.

It is also important to discuss the financial impact of covid-19; the loss of income, due to the closure of church buildings, with ongoing ministry costs. Online giving is a fantastic way to allow continued giving whether people are physical attending Sunday services or not.

### How do I encourage online giving?

It is important to share your online giving links widely. From social media to printed newsletters; different places will reach different givers. It is important to remember to include why you want people to give across each format. Here are some different ways to share your online giving pages.

#### 1. Write letters

A key way to encourage giving is through writing to your congregation. As the people most involved in the church and its work, they are the people most likely to give. The letter should articulate the vision for the church and how giving enables this vision. Writing to your congregation allows you to share in depth the Biblical reasons for giving, provides the chance to be open about church finances, especially regarding covid-19's impact, and explain the different giving methods.



In the letter, you can include the links to your online giving pages, which are designed to be short and easy to copy. You can also discuss other ways to give, such as setting up standing orders or giving cheques. You may wish to use our template 'Generosity Week' letters, which can be found [here](#).

## 2. On your website

If you have your own church website, there are several ways to share your online giving pages through this. You may want to add Donate buttons (we can provide the code to do this) or you may want to develop a whole page about giving. If you are interested in developing a Giving page and would like some advice, please get in touch.

## 3. In online services

If you are holding online services, you may want to share your online giving pages, as part of a virtual offering. You could display the links on screen or share them using chat functions. The National Stewardship team have created a video which you can edit to show your giving links, that could be played as part of an online service. The video can be found [here](#) and can be edited through A Church Near You.

## 4. On social media

One of the easiest ways to share your online giving pages is through social media, in particular Facebook and Twitter. Write a short post, explaining what the links are for and why you are asking people to give, insert the links and share! You can share links regularly and pin them to your social media pages, meaning they are the first thing people see. The giving video mentioned above can also be shared on social media pages.

## 5. In newsletters

Whether electronic or physical, newsletters are a great way to share your giving pages to a wide audience. Much like letters and websites, newsletters give you the chance to provide more detail on the church's mission and ministry and how gifts help to support this.

## 6. On A Church Near You

You can share your online giving pages on A Church Near You in two ways; through the customised video or through setting up a giving button. The National Stewardship team have provided detailed instructions on how to do either of these things, which you can find [here](#).

## 7. Other methods

Above are just a range of ideas but there are many more ways to share your online giving pages, some of which you may already be doing! You could share the links on notice boards or add links to email signatures for example. The important thing to remember is to provide an explanation on why you are asking people to give.



The Diocese of Carlisle

THE CHURCH OF ENGLAND IN CUMBRIA



[www.godforall.org.uk](http://www.godforall.org.uk)

We hope that this information is useful to you. The National Stewardship team have also put together a blog to support online giving, which can be found [here](#). There's also a video about online giving promotion, available [here](#). If you have any questions, you can get in touch with our Diocesan Stewardship advisors, Sophie and John, at [stewardship@carlisle-diocese.org.uk](mailto:stewardship@carlisle-diocese.org.uk).