

I can't do technology... so what about me?

Different approaches to fundraising

There are three different approaches to fundraising:

1. Traditional – things like letters to parishioners, fundraising events, grant applications and speaking to people face to face
2. Online – generally using a giving platform like Give a Little or easyfundraising where someone can easily donate online
3. Crowdfunding – uses the power of the internet to generate funds often by mass sharing on social media with the intention of a large number of people making relatively small contributions towards a specific campaign.

Traditional options for fundraising

Regular giving	This has been the mainstay for most churches historically. Methods have included the collection plate (either passed round during the service or available on entry to and exit from the church). Some operate an envelope scheme to encourage people to sign up for Gift Aid on donations. Others also use standing orders or direct debits. It is also possible to claim Gift Aid on donations smaller than £30 (up to a total limit of £8,000 per year) via the GASDS scheme.
One off donations	This could include donations made via a wall safe if you have one. Again, it is possible to claim Gift Aid on donations smaller than £30 (up to a total limit of £8000 per year) via the GASDS scheme.
Promote legacy giving	We have created a how to document on ways to encourage people to remember the church when considering their legacy. It may not seem a significant option, but over 4,000 gifts are made each year to Church of England churches so it is definitely worth considering.
Special events	This might include things like parish fetes, quiz nights, coffee mornings, cream teas, concerts.
Valuing your donors	Some churches will write annually to those who give to say thank you, and to share what has been done with donations during the last year. It is also an opportunity to share thoughts for the coming year, and to invite people to consider the amount of their donation.
Grant funding	This could be for a specific project, but it may also be possible to apply for grants for regular work of the church such as community projects or work with children and young people.

So, it is definitely possible to raise much needed funds for your church via traditional fundraising methods, but it is going to be harder work than engaging with some of the online options available.

Online options for fundraising

Give a Little	Available via parishbuying so that you can have access to the premium version for free. It works by partnering with a payment processor to accept donations on your behalf which are then transferred to your church bank account. You can create your own campaigns for
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fundraising appeals or for general donations. There is a transaction fee of between 1.1% and 1.95% depending on which payment processor you are using.

Parish Giving Scheme A service for managing one-off and Direct Debit giving. Once your church registers for this, givers can then donate to your church via a dedicated page, and you can download a QR code to direct people straight to your page. PGS will reclaim any Gift Aid on donations on your behalf. The service is free to use, but one gifts are subject to a 1.5% transaction fee.

Easyfundraising A way to raise donations for the church when you shop on line. There are now over 4,000 shops and sites on the easyfundraising site, and it won't cost you anything to raise funds from them.

Ways to Give An initiative created by the Diocese to enable you to promote all of your options for giving to your church in one place. It is a dedicated page for your church, and when you sign up you will be given a set of pew tools and posters for use in your church so that people are aware of the facility.

The key benefit to exploring online options are that once they are set up, they can be linked to your church website, A Church Near You page, any publicity or newsletters that you send out, or through QR codes so getting the accounts created means that they can be used in a wide range of ways. Also, if your church were to consider a contactless giving unit these accounts can also be used with them.

Crowdfunding

Crowdfunding is a way of raising money generally in small amounts from a large number of people. There are lots of different crowdfunding platforms available with some particularly aimed with churches in mind. To be successful crowdfunding usually needs to be focused on a particular project that people are going to feel passionate about – some examples being a project that will have a positive impact of on individuals, your community or the environment. It will require a lot of publicity through social media, websites etc in order to let people know about what you are trying to do.

Conclusion

You might feel like you don't know where to begin and that the traditional options are the most straightforward if you don't do technology. But remember that the Giving and Funding Team can help you to explore some of the other options available and can set these up for you and offer support if you get stuck or just don't know where to begin. Also, it might be worth thinking about whether there is someone else in your church who might have the skills required (even with a bit of support) and might be willing to develop some of these options. The greater the range of options you have available to you, the greater the chance of putting together a strategy for fundraising that will really work for your church.