During this time, offering traditional and online congregational giving options on your website, and reminding people about them in your email communications, is critical in a time when people are watching online. Below are some practical ideas on how to do it.

**Start With a GIVE page**

The ideal thing for online donations is to start with a church GIVE page on your congregation website. This page can offer different ways to give, and refresh the congregation about older options that include billpay and bank drafts, which do not charge a percentage.

Here at the diocese, we are gathering all the examples at the below address:

https://www.episcopalswfl.org/give.html

From your giving page, you can link to a direct e-giving option, such as ACS Realm or PayPal, or other options, which are in a separate document authored by the Rev. Martha Goodwill:


Presenting more options for online giving is helpful. Offering PayPal or Square, as well as a more robust option. And once the covid crisis is over, PayPal’s cellphone “swipe” option can be used for on-site Visa etc.

Try to make sure the web page URL is simple, title it something like:

Stfriendlychurch.org/give
Options and examples for pages are below. How you construct the page depends on the things that your parishes do with money. Some congregations have a wide variety of donor opportunities, others are less complex.

The common denominator is that you need a page for giving on your website, and you should link to it from your front page.

It should be visible.

Some Examples

There are many ways to construct a GIVE page. Here are two examples from St. Boniface, Sarasota, and St. Monica, Naples. They include these elements:

- Headline about giving (Shining our Light). Great idea to share your yearly stewardship theme.
- Some sort of introductory copy.
- Different giving options.
- Links to pages on stewardship, ministries and forms.
- Commemorative programs, including flowers and memorials
- Links to planned giving, if set up.

Below, the giving page from St. Monica’s in Naples has a horizontal look, with blocks for Annual Giving, Pledge Card, Endowment Fund and eGiving.
Note that the church has a link to GIVING right at the top of the home page of their website, so it is easy to find. And with each option, there is a blue link to the page.

However, the page does not need to be graphic. The key, instead, is to start small by presenting basic options, and add things, and graphic elements, as you go along.

**Text for a Give Page**

Below, the new page for All Souls, North Ft. Myers. They put together the page with their current options, and have added PayPal as an online method of donations.

They will be adding other options as well. But the page, which is linked to from the front page, conveys the message clearly.

All Souls uses PayPal as an online giving option. This button to give through PayPal comes from a little piece of embedded code that shows as a cute button on your website. This is a necessary part of it looking “official.”
Sample Copy for Give Page

Below is some sample copy for your own parish GIVE page. Note, that it is a suggestion. You may not have an ACH option, or your electronic giving can be something other than PayPal. Feel free to cut and paste this copy as you need for your GIVE page.

And be sure to link to that page from your front website home page. Call the Diocese if you need help. We can walk you through it.

Give to **St. Parish Name**

There are many ways to give to ST. PARISH NAME, including by mail, billpay and e-Giving.

**By Mail:**

Please make checks payable to ST. CHURCH NAME, STREET, CITY. Make checks payable to ST CHURCH NAME and put in the memo Annual Giving, Flower Fund, Endowment, Rector’s Discretionary Fund or other reason, including flower fund, endowment, etc. Be sure to include your full name and
address on the check or envelope so that donation credit may be provided for tax purposes.

Billpay:
Include the church in your bank's billpay system. Make payable to CHURCH NAME FORMAL INC, STREET, CITY, ZIP, telephone. Ensure that the correct church is named, so that it does not go to another church with the same name.

Draft:
Include us in your ACH draft. A form is HERE.

EGiving:
The following eGiving choice(s) is also available:

Paypal: LINK HERE???

During Worship:
Our ushers will pass the plate during the offertory. There is no need for an envelope for checks, if you address is on the check. In order to have your cash donation credited to your year-end giving statement, please put it in an envelope.

Endowment and Planned Giving:
Start a conversation with us about planned giving, including appreciated stock and other donations. Contact PLANNED GIVING CHAIR here at email@email.org

Embeds for Online Donations
Your web page, no matter how well done, should not actually “Take” a donation. Instead the E-commerce partner that you use processes the donation. To make it happen, you will be adding a small bit of html website code on your website page that will make the link to donations work. Each e-giving company has different ways that an “embed” will work. Below are the basics common to all eGiving options:
Simple steps:

1. Decide on the different eGiving service(s) that will process the donation.
2. Once you register, and connect with them and add in your information, EIN, address and other pertinent info, you will have an account with them.
3. Save the password, and make sure it is known to your parish administrator or rector, or someone else. Use an email account used by the parish, not your own!
4. When you finish registering for an account, they should give you an email link to offer to people to make online donations, as well as other ways to promote online donations.
5. Log out of your account. Test the service to make sure it works by giving a small donation to yourself from the link provided.
6. Log back in. After you create a page, look for a tab that includes how to share a link, or something entitled “HTML Embed”
7. Visit the web page you have created on your website, and go to the HTML tab. You will then paste that information on the page, and save it.
8. You will then have an online donation link on your GIVE page.
9. Go to your home page, and somewhere put up a link to your GIVE page.
10. Start collecting offerings.

Get in Touch

Diocesan staff is available to help you every step of the way.

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