



Smart Phone **GIVING**



SMART PHONE GIVING FOR YOUR CHURCH

Give to London (Lewisham)

**Text CK453
to 64647**

You will be sent a link to make your online gift.
Requires a mobile phone with web access and
a credit/debt card. Minimum donation is £2.
Text messages are charged at your providers
standard rate.

*The above example text can be used to
promote smart phone giving in your church
newsletter and other publicity. The text code is
unique to your church. The 64647 text number
remains the same for all mobile phone giving.*

A simple, innovative solution designed to provide mobile donations

With over 72 million mobile phones owned in Britain, the mobile phone has become an ideal fundraising channel.

paythru is a specialist mobile payments provider who has developed a mobile site for Elim through which secure donations can be made on a one-off basis. This system also enables donors to Gift Aid tax relief at the same time as making the donation, with the option for the donor to also securely store their details for future giving.

Your Elim Church is set up to accept donations and gifts by smart phone. So all you need to do is start promoting the facility. An example advert for your church newsletter is provided on the left of this page.

More information is available overleaf. Full details of smart phone giving, a PowerPoint presentation and offering announcement slide can be downloaded from ElimNET at **www.elim.org/smartphone**

Contact Delphine Hughes with any specific queries on 0845 302 6750 or email delphine.hughes@elimhq.net

How Does It Work

paythru's system makes donating easy and secure for givers. This means that you can give them the choice to donate when and where it is convenient for them.

The donor just requires a mobile phone with internet access and a debit/credit card.

The donor sends a short text message from their smart phone. E.g. Text CC999 to 64647

In return, donors are sent a text message with a link to a specific secure website page.

The individual enters the amount of their gift, card and other details, with the option to give using Gift Aid if the donor pays UK income tax.

There is also the option to securely store this information for future use, speeding up the process of making future gifts.

The credit card payment is made securely and a receipt is emailed to the user.

Due to processing charges, minimum donation is £2.

Benefits To Church

Easy administration of credit and debit card giving.

No need for paper forms, special envelopes, card payment terminals, etc.

No security risk of handling and disposing of card and personal details.

It caters for one off or spontaneous giving, especially when a donor may not have any other means of giving available, though they should not be encouraged to go into debt when they give.

Giving is not limited to set amounts of £5 or £10. The donor can select the amount to give. Minimum £2.

Donations can be given using Gift Aid, increasing the amount donated.

It increases the income for the local church.

Smart phone giving is centrally administered with weekly distribution to church bank accounts.

While Smart Phone giving can be used as regularly as a donor requires, there is a charge for processing the payment (as with all card transactions). This reduces the amount the church receives.

Therefore, we would encourage regular givers to complete a Standing Order to give directly from their bank account, along with a Gift Aid form if they pay UK income tax. They can give additional amounts at any time using their smart phone, cash or cheque.

Cost To The Church

Monthly charge: £5. (£10 for Isle of Man & Guernsey)

Credit/Debit Card Charges and Processing Fees are taken from the donation amount before being transferred to the church bank account. These vary depending on the type of card that is used.

Cost To The Donor

The SMS text is charged at the phone providers standard rate.

Use of the phone's mobile internet, which may already be included in the donor's phone package.

How To Register

Each EFGA Elim Church is registered for Smart Phone giving using their unique 5 digit reference code. This code is already used on all church financial correspondence and consists of 2 letters followed by 3 numbers. E.g. CC999. Your code is detailed overleaf.

Promotion

Offering PowerPoint - Download the Smart Phone Giving PowerPoint slide from ElimNET to show during all your offering announcements.

Smart Phone Giving PowerPoint - We also have a PowerPoint presentation of the available on ElimNET that demonstrates the smart phone process.

Publicity - As well as promoting Gift Aid and Standing Orders for regular giving, add the Smart Phone statement to your church communications.

Remember, the EFGA Charity number and statement needs to appear on all your communications. A full communications factsheet is available on ElimNET at www.elim.org.uk/communications.

Summary of Payment Methods Available To Churches

Cash, Cheque, Standing Order, Smart phone giving and online donations through church website.

Future Development

Web donations: We are currently planning to extend this **paythru** facility to allow all churches to receive online donations paid by debit/credit card. Details will be made available once this facility is available.

Full details at www.elim.org.uk/smartphone