



## Making the Most of Contactless Giving

If you have recently purchased a contactless donation terminal you may be wondering how to maximise exposure, engagement and income. In short, **communication and visibility are king.**

This brief guide outlines a few of the key “do’s and don’ts” to help your parish make the most of contactless giving.

### Do

- ☺ Use to maximise income from occasional offices, services at Advent, Christmas, Easter
- ☺ Present and discuss with your congregation
- ☺ Encourage local media engagement
- ☺ Place in an area where there is high footfall
- ☺ Create visual display around terminal to draw attention
- ☺ Explain how donation is used (mission, community outreach, weddings, etc)
- ☺ Demonstrate work undertaken by your church in mission and in community engagement (case studies/projects where available)
- ☺ Explain running costs of keeping the church open, providing precise figures

### Don't

- ☹ Hide away in an obscure part of the church (!)
- ☹ Place isolated away from display
- ☹ Leave unsecured
- ☹ Only use for the congregation

**For any queries please get in touch with Lee Jukes, Stewardship Manager ([lee.jukes@cofesuffolk.org](mailto:lee.jukes@cofesuffolk.org)).**