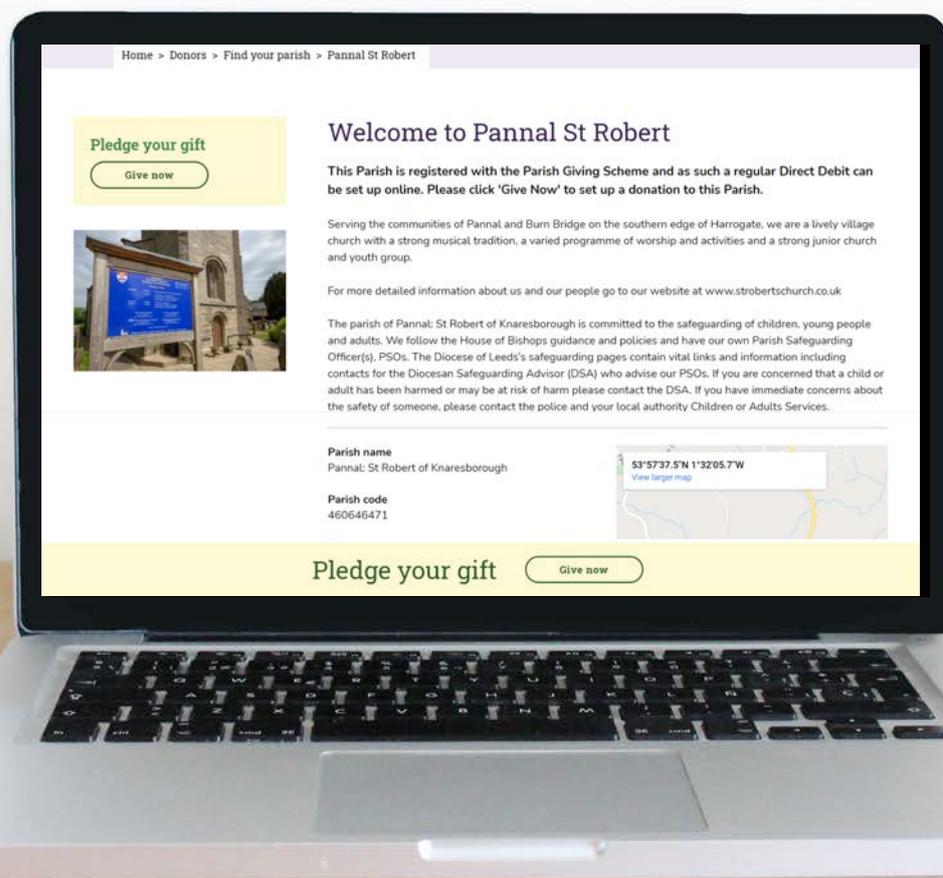


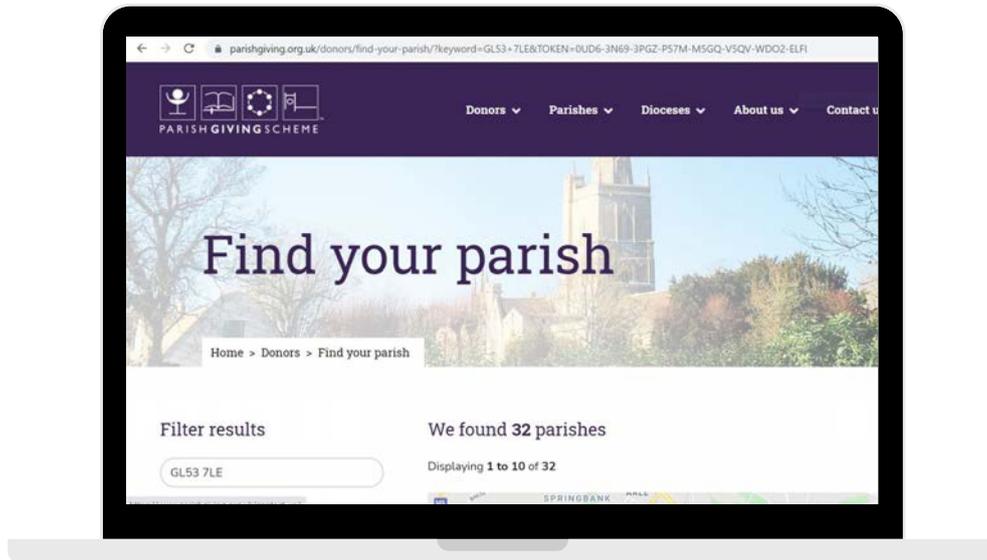
HOW TO: UPDATE YOUR PARISH LANDING PAGE



WHAT IS A 'PARISH LANDING PAGE'?

The new 'find your church' search tool makes it easy for website visitors to find the specific parish that they would like to support with regular giving.

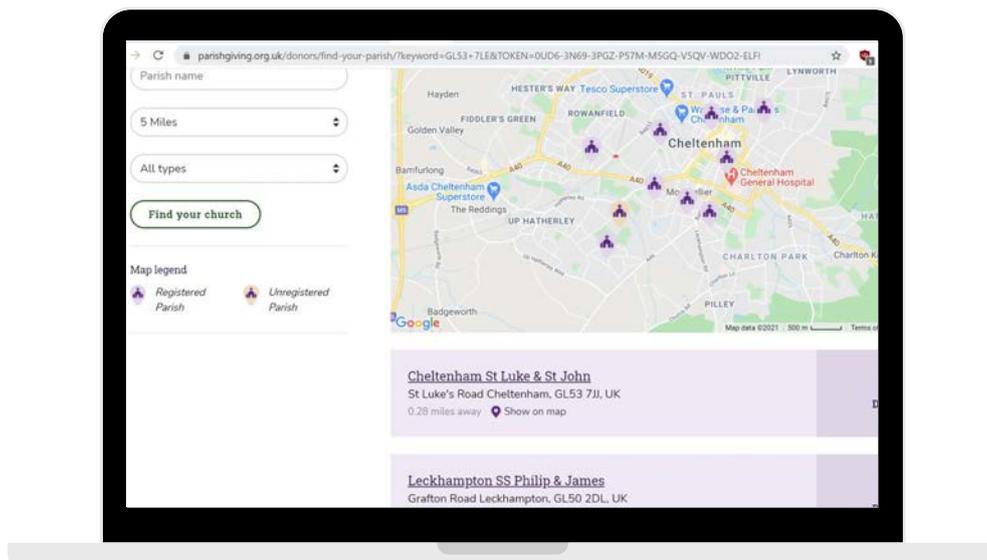
Visitors simply type in the name of the parish, the location, postcode, or the PGS Parish Code if they know it.



This takes you to a list and map of all the churches in the vicinity.

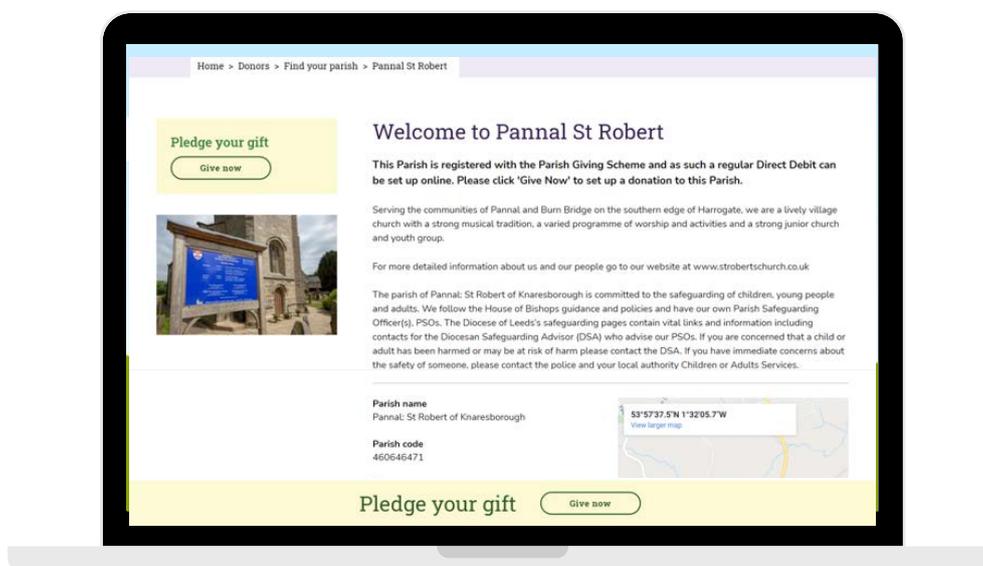
Every Church of England church can be found using this search tool, whether or not they are registered to receive donations via PGS.

The key shows whether the church is registered with PGS for donations, or not.



Alongside each church that's listed in the results page, you'll see either a 'Donate' or 'Register your interest' button. All churches registered with PGS will have a 'Donate' button. If a church is not signed up to receive donations via PGS, it won't be possible to make a donation online - but by clicking on the 'Register your interest' button, we can count the number of people who would be interested in donating in this way in future. We will share this information with the relevant diocese periodically, so that it may inform their future giving strategy.

Clicking on any of the churches listed in your search, will take you to its specific 'parish landing page'.



WHAT'S ON THE PARISH LANDING PAGE?

1. Directory listing

The primary purpose of the content on this landing page is for the donor to check carefully that this is the correct church to which they intend to give. It lists the name, address, phone number and the church's location marked on Google maps.

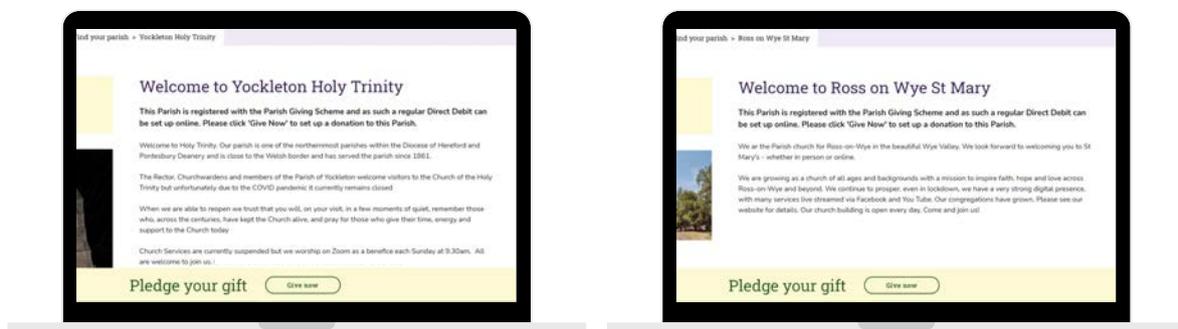
The data on this page is populated directly from a separate website called A Church Near You (ACNY). This partnership agreement between PGS and ACNY means that there is only one 'master source' for all the important contact information held for every church, nationally.

Editing your directory listing

Any amendments that need to be made to this contact information (such as a change of telephone contact, or perhaps the church has a new website address), can only be made at the 'master source' on the ACNY website, by whoever holds those log-in permissions for ACNY within your parish.

2. Information about your church

Within the information that is pulled into the PGS parish landing page directly from the ACNY website are any paragraphs of introduction that appear on the ACNY page. There is a great variation in how this section is used on ACNY - some pages are blank, others share a spiritual statement, some provide a few words of welcome, and others publish their safeguarding policies.



Editing the information about your church

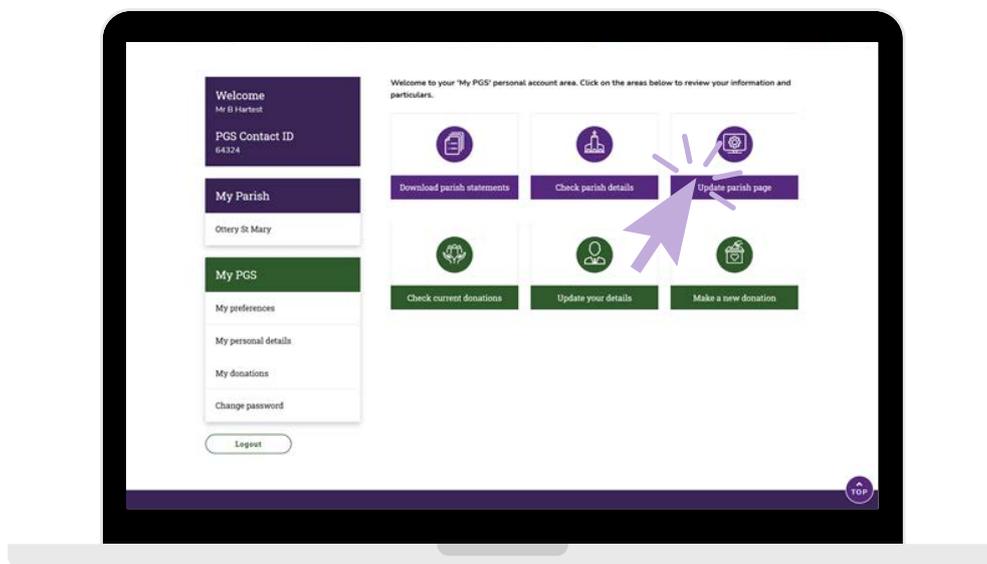
We encourage all parishes to take this opportunity to review the information provided on their ACNY page. Consider whether it best represents the message you would like to get across to the public when they are searching for their local church.

Again, these edits can only be made directly within your ACNY webpage. When you make any edits to the introductory text, church picture(s), address, website URL (if one exists), link to ACNY Parish page, phone number (if one exists) or latitude & longitude for 'map pin' positioning, it will automatically be updated on the church's PGS landing page too. This synchronisation takes place weekly, not instantaneously.

3. A message to your potential donors

In addition to the information populated through ACNY, there is an option for parishes to add a message directly to their PGS parish landing page.

When PGS Leads or Statement Receivers are logged in, they can find this in their 'My PGS' navigation bar.



This presents a good opportunity to tailor a message to potential donors who may be visiting your PGS page when they are thinking about donating for the first time. You can edit this at any time, and the update will go live immediately.

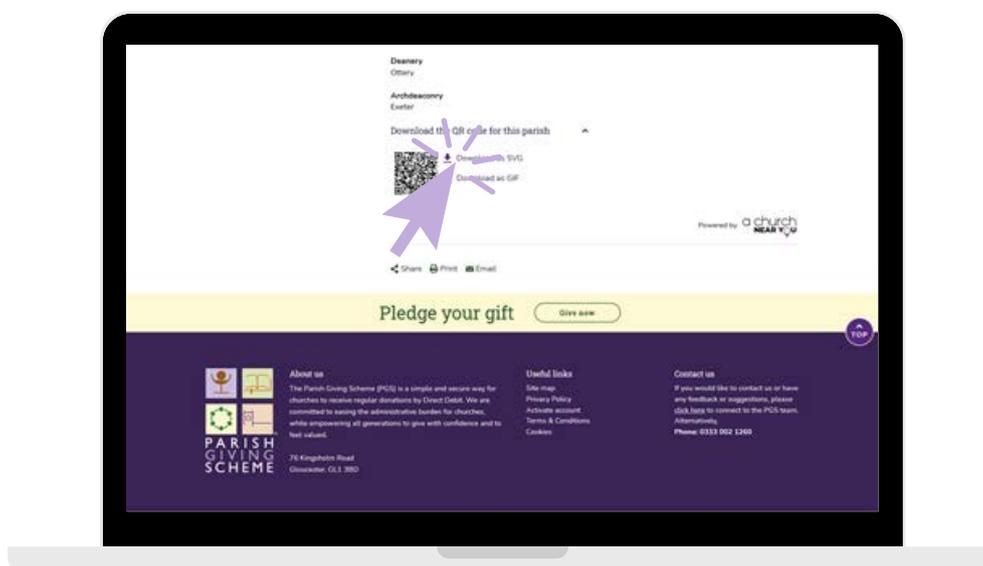
Here are a few tips for writing a simple message:



- Begin by welcoming your visitors
- Acknowledge the Christian ministry that you share through the act of giving
- Explain how every regular gift, whatever size, contributes to the mission of the Church in their community
- It may be helpful to acknowledge why donors will be asked if they would like to increase their gift annually by the cost of living - you could explain that this allows you to plan confidently for the future
- Thank people
- When writing your message, try to keep sentences short
- It's often helpful to ask someone else to read your draft before you publish it
- We would suggest an overall length of 80-150 words

4. Your unique QR code

When you scroll down your parish landing page, you will see a place to 'download the QR code for this parish'.



Each parish that is registered to receive donations via PGS has a unique QR code, a two-dimensional barcode that is linked to your unique Parish Landing Page. When you supply the QR code to potential donors, they can scan it using their smartphone or tablet, and it will take them straight to your PGS landing page. This makes it really simple for a donor to start the process of making a donation online.

The QR code can be downloaded in two versions. The only difference is the size of file.

An SVG file is large enough to reproduce clearly if you need to print it on paper. The GIF file is smaller and more suited to using online, if you are sending it via email or including it on a website, for example.

If you change your address details on ACNY it will automatically amend the page address (URL) for your PGS landing page, since the URL includes both the name and place. This also affects the QR code. It's important to make sure this information is correct **before** you share your QR code, to make sure donors can find you.

We hope you find this guide helpful when exploring how to edit your parish landing page.

If you have any technical questions about using the website, please contact The PGS support team:

Email: info@parishgiving.org.uk

Tel: 0333 002 1260

If you have any feedback about this guide or how it could be improved, please contact the PGS communications team:

Email: PGSComms@targetgroup.co.uk

Thank you.

