

Pay What You Can for iChurch: Frequently Asked Questions

What's going on?

From May 2016, we will no longer be charging a set fee for iChurch services. Instead, we ask you to pay what you can, and what you think it's worth.

Why are you doing this?

We believe that it's really important for churches to have a credible presence online. As the world changes, more and more people use the internet for more and more things: for keeping in touch with family; for banking; for shopping; for education – and even for their spiritual life, from searching for prayer resources to searching for a local church.

For that reason, we have developed iChurch to help churches be online. We help with setting up a website, we offer training to learn to manage it, and provide ongoing support to help with maintaining and developing it.

We recognise that the digital world can be a strange and scary place for some people, and also that not every one can afford to pay an expert to look after their site, so we work to ensure that the content has been as accessible as possible, including by keeping the prices low. Moving iChurch to Pay What You Can means that we can continue to ensure that churches can have a website without them needing to have a big budget or a resident expert.

Why won't you just tell me a price?

Because we're not selling something. The iChurch project is part of the Windermere Centre's mission to 'resource the church through hospitality and theological adventure'. We believe it would be wrong for us to try to sell you a product called The Windermere Centre. The Windermere Centre is *your* place. It exists to resource you, and iChurch is part of how we do that.

Then why do I have to pay anything at all?

You don't – seriously. If you can't afford to pay anything at all, that's fine – we still want you to make use of iChurch if that helps you.

Nevertheless, it does cost money to keep iChurch running as a resource to the church. If you think the resource is worth keeping going, we will be very grateful for any contribution you can make towards that.

It's too difficult! How can I decide whether or not I can afford it?

The answer is that you can afford it, because we only want you to pay as much as you are able, and as much as you think it's worth. You no longer need to make a decision about whether or not you can afford iChurch.

Although we recognise that might feel very uncomfortable, we think it's very important: we believe it would be wrong if only the people with lots of money could afford to use the resources the Windermere Centre provides. That seems to us to be the opposite of what we're setting out to do: to make a difference for Christ's sake. Jesus didn't turn anyone away because they couldn't afford to pay for his help; neither will we. We will continue to resource you, through iChurch as part of the work of the Windermere Centre, for as long as we are able to do so.

I don't want to feel guilty. What about if I just pay the 'real' price?

That's the thing: there is no 'real price' any more. The important thing is that you access the resources the Windermere Centre is offering: we'd much rather you joined iChurch, and didn't pay very much, than for you not to join iChurch at all.

I'm really struggling with this. Please will you just tell me what to pay?

We can give you a guideline to help. However, all of these have been held at levels significantly below market rates for as long as iChurch has existed.

As a guide, prior to the move to Pay What You Can in May 2016, we charged:

- £25 per year for web hosting
- £300 per year for full site management
- £100 one-off fee for initial site set-up
- Nothing for support.

When do I need to pay?

If you have an iChurch website, we will send you a Pay What You Can invoice in January each year, with no price marked. We ask you then to decide how much you wish to pay, based on what you can afford and what you think the products you have used during that year have been worth to you. Once you have reached that decision, please enter the amount onto the invoice, and return it to us along with any payment you wish to make. If you choose not to pay anything, it would be helpful for our records if you are able to return the invoice to let us know, but don't worry if that doesn't happen.

Won't people think badly of me if I don't pay very much?

No. This isn't about judging you; it's about resourcing you. We have no idea how much you can afford, or what the iChurch services are worth to you. We want you to make use of the Windermere Centre, that is all – we are here to resource you.

I'm not from the United Reformed Church. Do I have to pay a full price instead?

No, it's just the same: pay what you can, and what you think it's worth.

This is all a bit confusing. How can I explain it to other people?

You can give them a copy of this leaflet (copies are available from the Windermere Centre office), or you can direct them to our website, or you can get in touch with us, as there are lots of ways we could help you explain these things – please just let us know when you want our help.

I think this is amazing! How can I help?

Thank you. There are a few things you can do to help. The most important is to tell people about what we're offering, as the more people that make use of the Windermere Centre, the more likely it is that we'll be able to continue our work.

Another thing you can do is to get involved in the life of the Centre. If you don't yet have a Windermere Centre Contact at your church or in your group, please speak to a member of our team, so we can set that up for you. Then you'll receive regular news and resources from the Windermere Centre, and will be in a great position to get involved in the conversations and activities that are happening.

Similarly, as an iChurch webmaster, a great way you can help is by contributing to the support forum, where webmasters go to ask each other for help and ideas (<http://forum.urc.org.uk>).

One other thing you could do is to make a donation, either directly to the Windermere Centre, or to the Hannah Fund.

For further information, please visit the iChurch website or email rebecca.wincen@gmail.com.