

Online Giving

National Capital Presbytery – March 23, 2020

What Is Online Giving?

- Description:
 - Accepting credit cards, debit cards and ACH (electronic checks) through your website.



Online Giving

- It is expected
- Easy and fast for donors
- Relatively low cost
- Easy to operate once set up
- Donor can designate to tithe, special offering, etc.



**Statistical Evidence:
Online Giving: \$163 million in 2012**

Church Giving Statistics

2018 Vanco Study shows . . .

- 62% of congregants desire to give electronically
- 58% attend services at least once per week
- 34% make weekly contributions

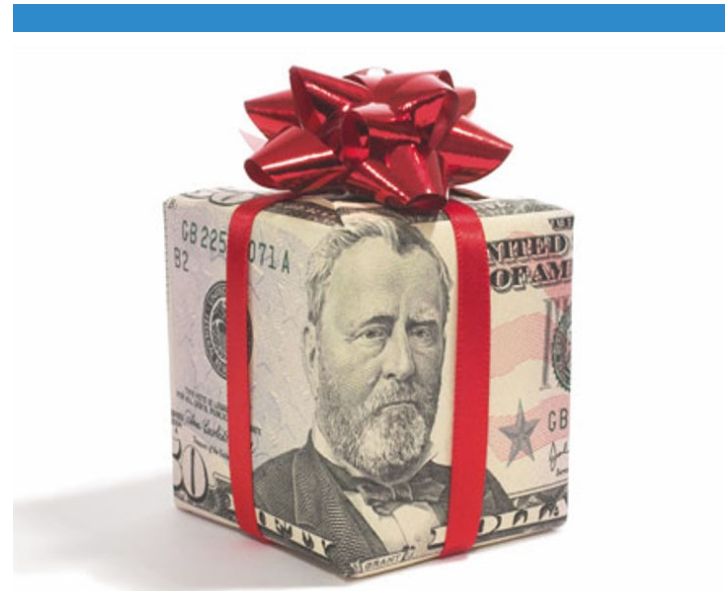
Electronic Giving Statistics

2015 Study revealed that . . .

- 17% of all online revenue is given monthly
- 42% of American churches offer online giving
- 54% of donors aged 60+ give online
- 7.1% of overall giving was made online
- Year of Year Results show
 - Monthly Revenue increased 24%
 - Online Revenue increased 19%

Who is your audience?

- Think about your givers
 - Generational Differences
 - Cultural Differences
 - Location



Online Giving Through the Presbyterian Foundation

- Add a donation button to your website and include a link in your emails
- Donors can set up up recurring donations
- Set up multiple funds or campaigns for easy management

ONLINE FUND MANAGEMENT TOOLS ALLOW YOU TO:

- Offer a mobile responsive donation form
- Receive donations online or from a mobile device
- Monitor contributions

ONLINE FUND MANAGEMENT TOOLS ALLOW YOU TO:

- Receive balance of funds after the close of each month
- Thank donors and tell them about the impact of their donations
- Produce giving reports

But what about the fees?

- No setup fees
- No annual or monthly fee. Administrative fee is 2% per transaction.
- No need to negotiate with credit card vendors, merchant services, etc.
- Vanco Payment Solutions is a PCI Level 1 Compliant Service Provider and meets all data security standards for handling, storage and transmitting credit card information.

Promotional Resources

Resources are available to help you promote your Online Giving fund. To make the most of this giving opportunity it is important that you maximize your advertising efforts. The Presbyterian Foundation offers:

- Bulletin Inserts
- Posters
- Pew Cards
- Sample Ads

Effective Pew Card



Thank you for considering a gift!

We are pleased to provide online giving options as an alternative to giving cash and checks in the offering plate.

Here are some ways you can give:

- **Mobile phone** - scan the QRC code on the reverse side to access our mobile giving site.*
- **Our Website** - on your computer go to *online giving* on our website.*
- **Online Banking** - Arrange to give through bill-pay at your own bank's website. You will be asked for the following information:
 - [Presbyterian Organization]
 - [Street Address]
 - [City, State Zip]
 - [Telephone]

* Please consider increasing your gift by 3% to cover transaction fees through our website or by mobile phone. Online banking usually has no extra charges.

Please tell us about your gift:

Name: _____

E-mail: _____

Giving: \$ _____

By: ☐ Mobile ☐ Website ☐ Web Banking

Frequency: ☐ One-Time ☐ Recurring

☐ Please sign me up for e-newsletters.

Questions? Contact: _____

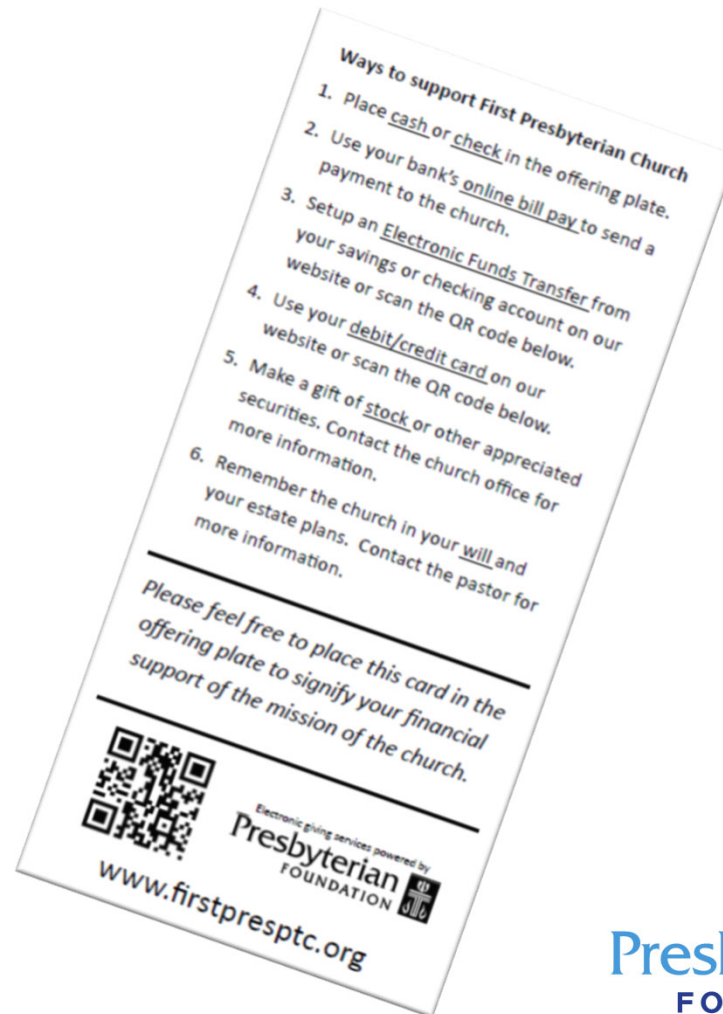
[Click & Enter Contact Info Line 1]

Feel free to take this with you

Effective Pew Card



Effective Pew Card



A Few Reminders...

- Who are you targeting?
 - Casual givers
- Liturgical act of giving
 - Get creative
- Promotion is important
 - Newsletter article
 - See sample Pew Card

Questions/Comments

Presbyterian Foundation
presbyterianfoundation.org
1-800-858-6127 Toll-Free