DIGITAL GIVING NOW!

JULIE SIMONTON AND STEPHANIE GURNSEY HIGGINS

Preparing for fall annual giving and beyond
Praise to you, God, for all your work among us.
Yours is the vigour in creation,
Yours is the impulse in our new discoveries.
Make us adventurous,
Yet reverent and hopeful in all we do.

Amen.

from A New Zealand Prayer Book
TODAY

We are here to help you develop a plan to establish digital giving for your church if you haven’t done so already, help encourage recurring giving among your parishioners, and enhance the messaging you use to optimize your digital giving.
OUTLINE

1. How people are using digital giving really
2. Why digital giving needs to be part of your future
3. Digital giving platforms
4. Ensuring success
ONE
Who’s using digital?

FINANCIAL BENEFITS
Those who give electronically gave 33% more than traditional givers.

Non-profit recurring donors gave 42% more than traditional donors.

IT’S NEVER JUST ABOUT MONEY
Electronic givers contribute a larger percentage of their salary (6.9%) to the church compared to traditional givers (5.9%). They are also more engaged in church activities than traditional givers.
GIVING CURVE

Phase 1
"The Bump"
Surge in emergency giving, then rapid drop.

Phase 2
"The Slump"
Medium length period of lower-than-normal giving.

Phase 3
"The Surge"
Recovery of giving and erasing of shortfall, usually led by Major Donors.

New Normal
Higher than the old normal if the organization is effective at Phases 1-3.

Baseline Giving

Approximate funding if best practices are followed

Approximate funding if best practices are NOT followed

*All dates estimated, based on experience with previous natural disasters and economic collapses.
## Methods of giving

<table>
<thead>
<tr>
<th>Value</th>
<th>Percent</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online (credit or debit card)</td>
<td>60.5%</td>
<td>5,392</td>
</tr>
<tr>
<td>Direct/Post mail (credit or debit card, cheque)</td>
<td>14.4%</td>
<td>963</td>
</tr>
<tr>
<td>Bank/wire transfer</td>
<td>18.6%</td>
<td>1,248</td>
</tr>
<tr>
<td>Digital wallet payments, such as Apple Pay and Google Pay</td>
<td>2.9%</td>
<td>194</td>
</tr>
<tr>
<td>Mobile Money, such as Vodafone M-Pesa and Airtel Money*</td>
<td>1.5%</td>
<td>100</td>
</tr>
<tr>
<td>PayPal</td>
<td>12.9%</td>
<td>862</td>
</tr>
<tr>
<td>Cryptocurrencies, such as Bitcoin and Ethereum</td>
<td>0.1%</td>
<td>7</td>
</tr>
<tr>
<td>Text-to-give*</td>
<td>3.1%</td>
<td>208</td>
</tr>
<tr>
<td>Cash</td>
<td>8.0%</td>
<td>533</td>
</tr>
</tbody>
</table>
## Recurring giving

<table>
<thead>
<tr>
<th>Value</th>
<th>Percent</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes - weekly</td>
<td>1.5%</td>
<td>108</td>
</tr>
<tr>
<td>Yes - monthly</td>
<td>47.5%</td>
<td>3,309</td>
</tr>
<tr>
<td>Yes - quarterly</td>
<td>1.3%</td>
<td>89</td>
</tr>
<tr>
<td>Yes - annually</td>
<td>3.3%</td>
<td>229</td>
</tr>
<tr>
<td>No</td>
<td>46.4%</td>
<td>3,237</td>
</tr>
</tbody>
</table>

The Better Fundraising Co. and Jeff Brooks Fundraising
Crowdfunding

<table>
<thead>
<tr>
<th>Value</th>
<th>Percent</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>49.7%</td>
<td>3,403</td>
</tr>
<tr>
<td>No</td>
<td>50.3%</td>
<td>3,444</td>
</tr>
</tbody>
</table>

The Better Fundraising Co. and Jeff Brooks Fundraising
Peer-to-Peer

<table>
<thead>
<tr>
<th>Value</th>
<th>Percent</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>12.3%</td>
<td>843</td>
</tr>
<tr>
<td>No</td>
<td>87.7%</td>
<td>5,907</td>
</tr>
</tbody>
</table>

The Better Fundraising Co. and Jeff Brooks Fundraising
### #GivingTuesday

<table>
<thead>
<tr>
<th>Value</th>
<th>Percent</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes – I did donate on #GivingTuesday 2019.</td>
<td>20.9%</td>
<td>1,452</td>
</tr>
<tr>
<td>No – I did not donate on #GivingTuesday 2019.</td>
<td>42.4%</td>
<td>2,943</td>
</tr>
<tr>
<td>No – I have never heard of #GivingTuesday.</td>
<td>36.7%</td>
<td>2,547</td>
</tr>
</tbody>
</table>
## Volunteer’s Give

<table>
<thead>
<tr>
<th>Value</th>
<th>Percent</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>74.0%</td>
<td>3,407</td>
</tr>
<tr>
<td>No</td>
<td>26.0%</td>
<td>1,199</td>
</tr>
</tbody>
</table>
### Reporting

<table>
<thead>
<tr>
<th>Value</th>
<th>Percent</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular print communication about the impact of my donation.</td>
<td>18.5%</td>
<td>1,191</td>
</tr>
<tr>
<td>Regular email communication about the impact of my donation.</td>
<td>64.8%</td>
<td>4,174</td>
</tr>
<tr>
<td>Regular social media communication about the impact of my donation.</td>
<td>35.2%</td>
<td>2,265</td>
</tr>
<tr>
<td>A handwritten note sent through the mail asking me to give.</td>
<td>11.8%</td>
<td>760</td>
</tr>
<tr>
<td>A personal phone call asking me to give.</td>
<td>8.0%</td>
<td>517</td>
</tr>
</tbody>
</table>
DONORS ALREADY KNOW HOW
They’re paying bills, shopping online, and giving to other causes.

THIS CRISIS ENHANCED DIGITAL
In April, e-commerce providers had more traffic every day of the month than they experience the day after Thanksgiving.

ONLINE GIVING IS GROWING
Monthly giving was 17% of all online revenue last year and grew twice as fast as one-time giving.

TWO Why?
ONGOING BENEFITS

• You won’t hear, “We can’t sign up for the retreat – I ran out of checks.”
• Current average Sunday attendance for your active baptized Episcopalians is 1-2 times a month. You do the math.
• We should include everyone who is part of your worship like the folks serving in the nursery, the choir, or any other place where the plate might not be passed.
• While fewer than 3% of Episcopalians tithe, online giving can help church members be more consistent about their giving through automatic withdrawals from their accounts and help them work toward proportional giving.
• Your members already give to other charitable organizations online. Help them help you.
According to the 2016 Burk Donor Survey, the percentage of donors who choose to give electronically no longer varies significantly across generations. This means that it’s the perfect time to make sure your church provides convenient electronic giving options to augment the regular Sunday giving opportunities so that everyone in your church can fully participate and provide their offerings to God in the way that works best for them.

**Lower Barrier of Entry**

Why?
THREE

The Technical

TECHNICAL ASPECTS OF DIGITAL GIVING

• Find a platform that works for YOU
• Establish a plan
• Obvious ‘donate’ button
• One-click from webpage to donation page
• Easy to navigate
• Default settings
• Ease of use
• Covering transaction fees
• Optimized for mobile use
THREE process

SIMILAR TO ALL GIVING

• Be specific to your donors as possible – consistent branding from website to donation page
• Be responsive – customize the automated gift confirmation email and make sure it includes the words “Thank you.”
• Have a gratitude plan – continue to tell givers how their gifts make a difference.
• Engage, Disciple, Educate.
THREE process

Perspectives

- Staff
- Congregation
- Treasurer/ finance committee
- Communications/ website
START WITH YOUR NEEDS
Use the comparison chart to determine features of the platforms and help with decision making.

WHO SHOULD BE INVOLVED?
Include people who will definitely be using it, some folks who are tech savvy, some who aren’t.

GOAL IS SIMPLICITY FOR USERS
The best platform is the one that works best for you.
PAYPAL PLATFORM FEATURES

- Accept credit, debit, and PayPal
- Allow donors to donate to specific programs
- Accept recurring donations
- 2.2% + $0.30 per transaction for non-profits
PLATFORM FEATURES

- Accepts credit, debit, savings, checking
- Uses VANCO for processing
platform features

- Credit, debit, ACH/ bank payments
- Donor can choose to cover fees
- Mobile app for iOS / Android
- Recurring giving
- Integrates with church database/ accounting software
- Text to donate free
- Giving kiosk + $19/ month
- 2.6% + $0.39 for debit/ credit
- 0.75% + $0.39 for ACH
PLATFORM FEATURES

- Debit, credit, ACH/ bank payments
- Mobile giving w. iOS or Android
- Online giving and kiosks
- Cash/ check gift entry-recording
- Event registration/ management
- Text giving + $19/ month
- Recurring giving
- Donors can cover fees
FaithStreet

PLATFORM FEATURES
- Recurring giving
- Mobile optimization
- Donor can choose to cover fees
- Text giving
- Pledge/goal setting and tracking
- Giving campaigns
- Notifications of important giver events
- iOS app only
- Unlimited fund designations
- Easy integration with website
PLATFORM FEATURES

- Credit, debit, cash and check giving
- Record offline giving
- Fund, campaign, pledge management
- Online, text, app
- Integrates with many options
- Contact for pricing
Simple, clear pricing so you can help make the world better.

For Givers
- Free to download
- Free to use

For Organizations
- No sign up or monthly fees
- Low 2.9% + $0.30 per donation
- Donations deposited next business day

PLATFORM FEATURES
- App only – iOS and Android
- Customized branding
- Custom funds and campaigns
- No sign up or monthly fees
- 2.9% + $0.30 per donation

Get the App
Sign Up Free
PLATFORM FEATURES

- Online, mobile, text and kiosk options
- Credit, debit etc
- Toggles from English to Spanish
- Give to multiple categories at once
- Recurring giving
- Customized text to give
- 1.5%-1.75% + $0.30 for debit
- 2.0%-2.5% + $0.30 for credit
- $0 setup fee
PLATFORM FEATURES

- Credit, debit, bank payments
- Donor driven
- 3% fee to use a credit card
- 0% fee to use a debit card
- iOS and Android app
WHAT DO YOU NEED TO LOOK FOR

• Do you already have access to a credit card processing merchant?
• Most platforms offer the same types of products – online, mobile, text, kiosk, card reader, etc.
• Look at the fees they charge but don’t make your decision entirely based on the fees
MESSAGES IN NEWSLETTERS

“During these unprecedented times, we are called into community in unprecedented ways. Your financial gifts to your church’s name are of vital importance to support our ongoing ministries and our outreach to the most vulnerable among us. Please continue to offer your faithful gifts by mailing your check to our church office (be sure to include the office mailing address in your signature line), or by using a special online portal established through our diocesan office for electronic giving to your church’s name.

FOUR

ensure success
FOUR
ensure success

WE GIVE SPECIFICS.
Provide basic information especially about recurring giving

WE GIVE EXAMPLES.
Create screenshots/videos to walk people through the process

WE PROVIDE A COACH.
Give them a real person to contact by phone or email

WE LET THEM KNOW THEY'RE NOT ALONE.
Make sure your leadership is on board
DON’T WORRY ABOUT OVER-COMMUNICATING

MINISTRY MOMENTS DURING ONLINE WORSHIP

STORYTELLING ON SOCIAL MEDIA

ALL GIVING IS BIBLICAL

FOUR ensure success
CHURCH VITALITY NOW

RESOURCES

+ www.thediocese.net
+ Facebook (stewardship & development @ the episcopal diocese of virginia)
+ Stephanie: shiggins@thediocese.net
+ Julie: jsimonton@thediocese.net

Preparing for fall annual giving and beyond
Eternal God of Love, in you we live and move and have our being. Breathe through us again this day; give us the courage to be open and welcoming to your Spirit that we may be led to do your will and follow in your ways, today and tomorrow. Amen.