

DIGITAL GIVING NOW!

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Preparing for fall annual giving and beyond

DIGITAL GIVING NOW!

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

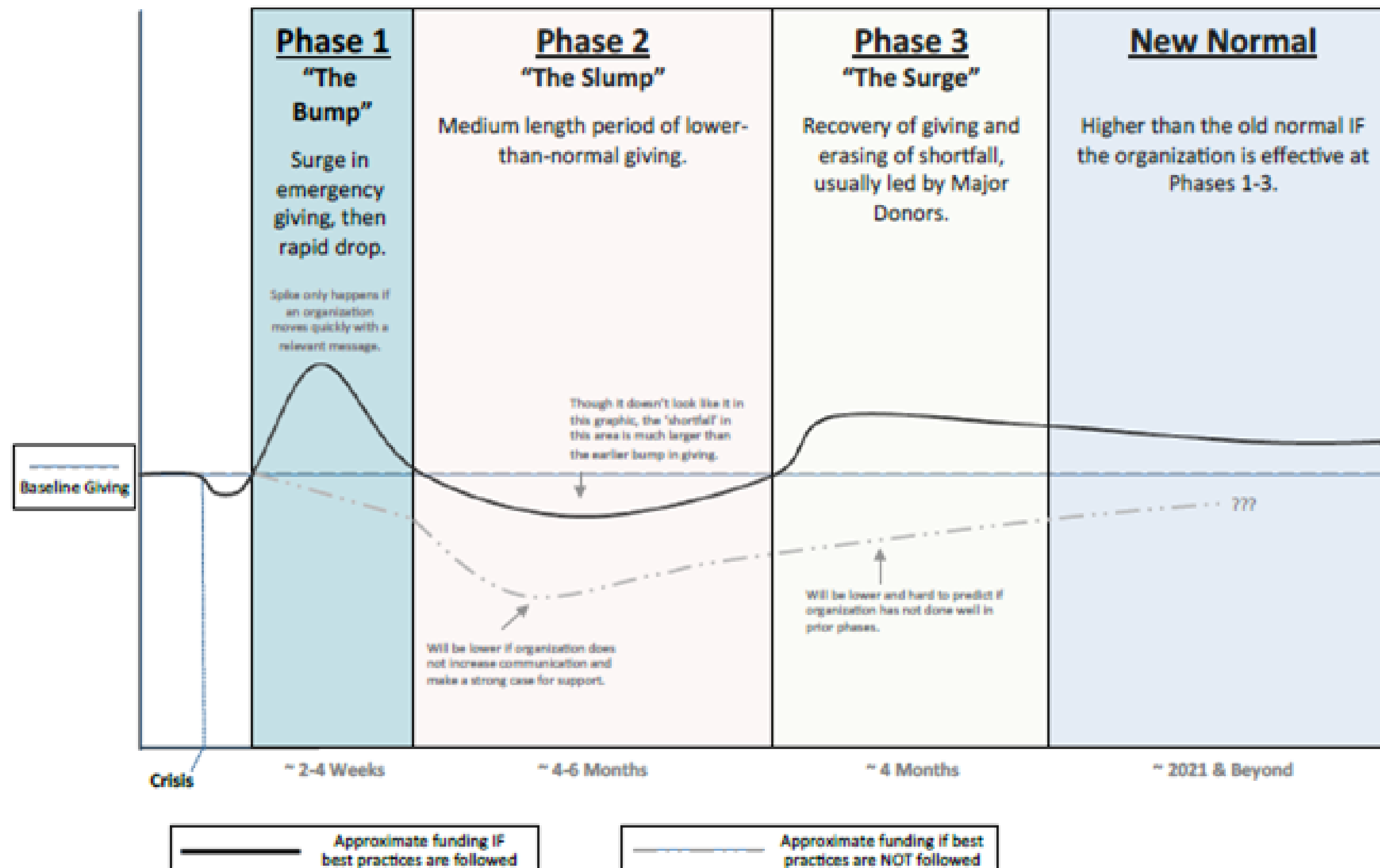
Those who give electronically gave 33% more than traditional givers.

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

IT'S NEVER JUST ABOUT MONEY


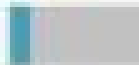
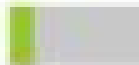
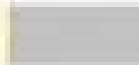

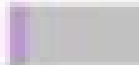
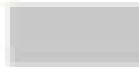
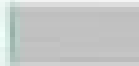
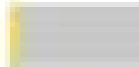
Electronic givers contribute a larger percentage of their salary (6.9%) to the church compared to traditional givers (5.9%). They are also more engaged in church activities than traditional givers.

GIVING CURVE

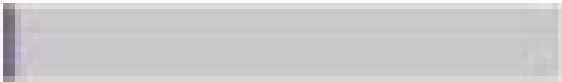


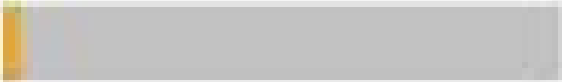



*All dates estimated, based on experiences with previous natural disasters and economic collapses.

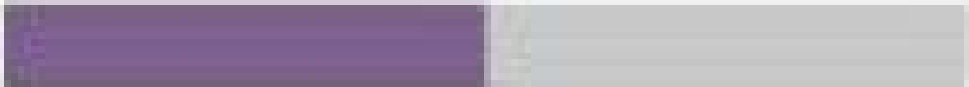

Methods of giving

Value		Percent	Responses
Online (credit or debit card)		80.5%	5,392
Direct/Post mail (credit or debit card, cheque)		14.4%	963
Bank/wire transfer		18.6%	1,248
Digital wallet payments, such as Apple Pay and Google Pay		2.9%	194
Mobile Money, such as Vodafone M-Pesa and Airtel Money*		1.5%	100
PayPal		12.9%	862
Cryptocurrencies, such as Bitcoin and Ethereum		0.1%	7
Text-to-give*		3.1%	208
Cash		8.0%	533



Recurring giving

Value		Percent	Responses
Yes - weekly		1.5%	108
Yes - monthly		47.5%	3,309
Yes - quarterly		1.3%	89
Yes - annually		3.3%	229
No		46.4%	3,237

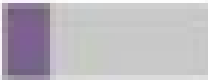
Crowdfunding

Value		Percent	Responses
Yes		49.7%	3,403
No		50.3%	3,444



Peer-to-Peer

Value		Percent	Responses
Yes		12.3%	843
No		87.7%	5,987

#GivingTuesday

Value		Percent	Responses
Yes - I did donate on #GivingTuesday 2019.		20.9%	1,452
No - I did not donate on #GivingTuesday 2019.		42.4%	2,943
No - I have never heard of #GivingTuesday.		36.7%	2,547

Volunteer's Give

Value		Percent	Responses
Yes		74.0%	3,407
No		26.0%	1,199

Reporting

Value		Percent	Responses
Regular print communication about the impact of my donation.		18.5%	1,191
Regular email communication about the impact of my donation.		64.8%	4,174
Regular social media communication about the impact of my donation.		35.2%	2,265
A handwritten note sent through the mail asking me to give.		11.8%	760
A personal phone call asking me to give.		8.0%	517

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.

TWO
Why?

TWO

Why?

Lower Barrier of Entry

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.

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

The Technical

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.

PERSPECTIVES

- Staff
- Congregation
- Treasurer/ finance committee
- Communications/ website

Staff

Congregation

Transformational

Transactional



THREE
process

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.

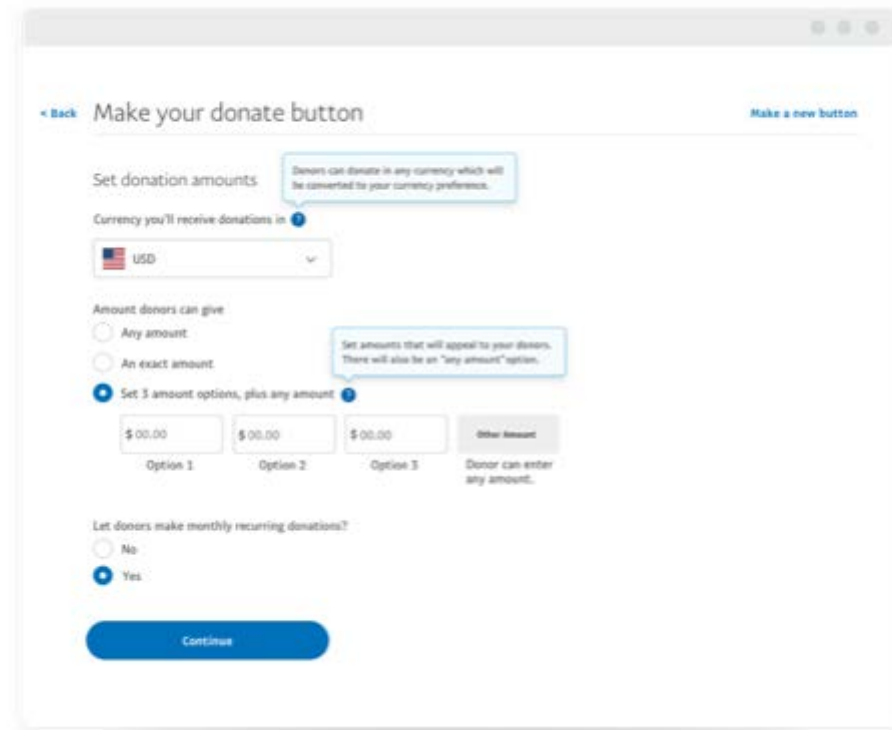
GOAL IS SIMPLICITY FOR USERS

The best platform is the one that works best for you.

THREE
platforms

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



The screenshot shows a web interface for configuring a donation button. The title is "Make your donate button" with a "Back" link on the left and a "Make a new button" link on the right. The main section is "Set donation amounts". It includes a dropdown menu for "Currency you'll receive donations in" set to "USD". Below this, there are three radio button options for "Amount donors can give": "Any amount", "An exact amount", and "Set 3 amount options, plus any amount". The "Set 3 amount options, plus any amount" option is selected. Under this option, there are three input fields labeled "Option 1", "Option 2", and "Option 3", each containing "\$00.00". To the right of these fields is a button labeled "Other amount" with the text "Donor can enter any amount." below it. At the bottom of the form, there is a question "Let donors make monthly recurring donations?" with "No" and "Yes" radio button options. The "Yes" option is selected. A blue "Continue" button is at the bottom of the page.

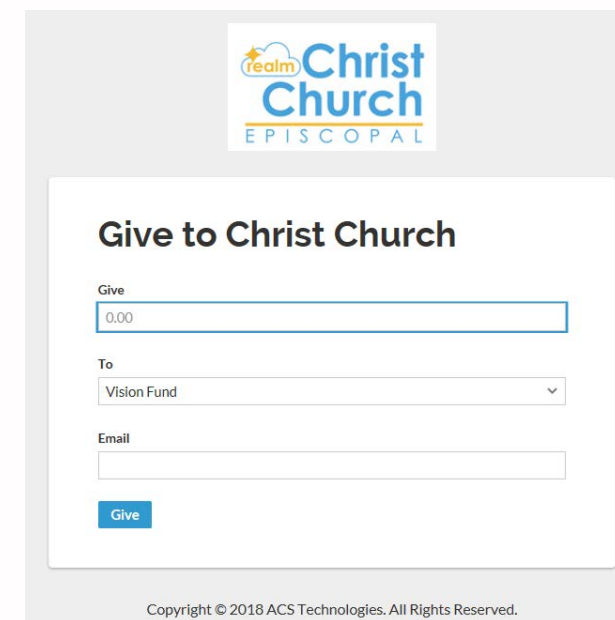
PAYPAL

PLATFORM FEATURES

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



The screenshot shows the 'AccessACS' logo at the top left. Below it is a dark blue header with the text 'Welcome to Episcopal Diocese of Virginia'. The main content area is titled 'Giving Details' and contains a form with the following fields: 'Give' with a value of '\$0.00', 'to' with a dropdown menu showing 'The Diocese of Virginia', and an 'optional memo' field. There is also an '+ add more' link. Below these fields is an 'E-mail Address' field. A blue 'Continue' button is positioned at the bottom right of the form. At the very bottom of the page, there is a small footer with the text 'ACS Technologies Privacy Policy Terms of Use'.



The screenshot shows the 'realm Christ Church EPISCOPAL' logo at the top. Below the logo is a white box with the title 'Give to Christ Church'. The form inside the box has the following fields: 'Give' with a value of '0.00', 'To' with a dropdown menu showing 'Vision Fund', and an 'Email' field. A blue 'Give' button is located at the bottom left of the form. At the bottom of the page, there is a small footer with the text 'Copyright © 2018 ACS Technologies. All Rights Reserved.'.

ACS/ REALM

True \$0/Month

Online Giving and Free Text Giving

easyTithe stands beside your church during COVID-19. We're offering free text and \$0/month giving plans. No security fees, no software fees, and no minimums—period.

Get Started for
Free

See How It
Works

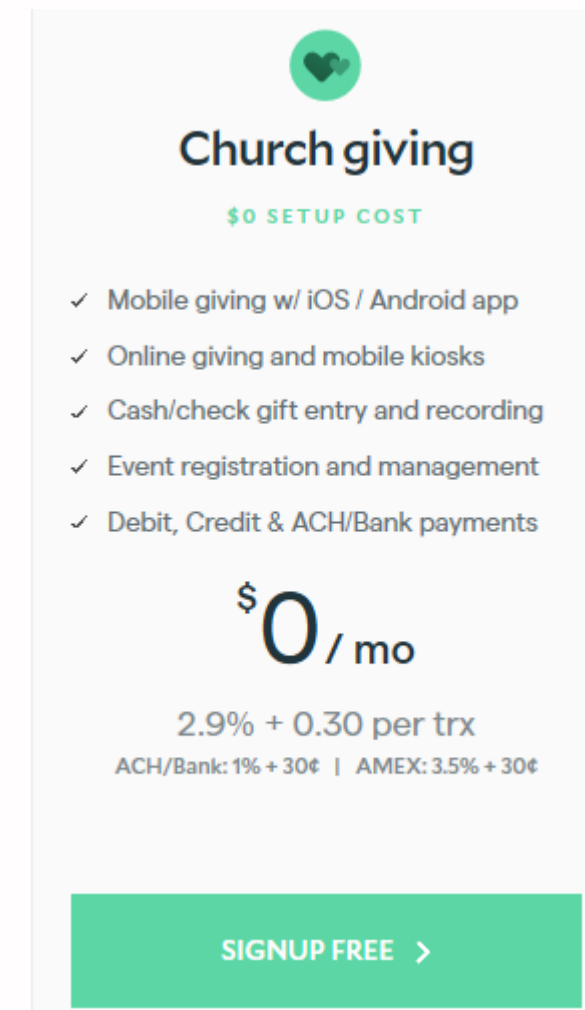
easyTithe

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



The screenshot shows a pricing card for 'Church giving' on the Tithe.ly platform. At the top, there is a green circular icon with a white heart and a checkmark. Below the icon, the text 'Church giving' is displayed in a bold, black font. Underneath, it states '\$0 SETUP COST' in a smaller, green font. A list of features follows, each preceded by a green checkmark: 'Mobile giving w/ iOS / Android app', 'Online giving and mobile kiosks', 'Cash/check gift entry and recording', 'Event registration and management', and 'Debit, Credit & ACH/Bank payments'. The pricing is prominently displayed as '\$0 / mo' in a large, bold font. Below this, the transaction fees are listed: '2.9% + 0.30 per trx', with a smaller line of text below that reads 'ACH/Bank: 1% + 30¢ | AMEX: 3.5% + 30¢'. At the bottom of the card, there is a green button with the text 'SIGNUP FREE >' in white.

Church giving
\$0 SETUP COST

- ✓ Mobile giving w/ iOS / Android app
- ✓ Online giving and mobile kiosks
- ✓ Cash/check gift entry and recording
- ✓ Event registration and management
- ✓ Debit, Credit & ACH/Bank payments

\$0 / mo
2.9% + 0.30 per trx
ACH/Bank: 1% + 30¢ | AMEX: 3.5% + 30¢

SIGNUP FREE >

TITHE.LY

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

Small (< 100 people)

Medium (100-250 people)

Large (> 250 people)

Low commitment

Desktop, mobile, & text giving
All premium features
Standard transaction fees

\$ 50 / month

billed monthly

Start your free trial

Wise choice

Desktop, mobile, & text giving
All premium features
Reduced transaction fees

\$ 42 / month

billed annually

Start your free trial

Lifetime Membership

Desktop, mobile, & text giving
All premium features
Standard transaction fees

\$ 1250 / lifetime

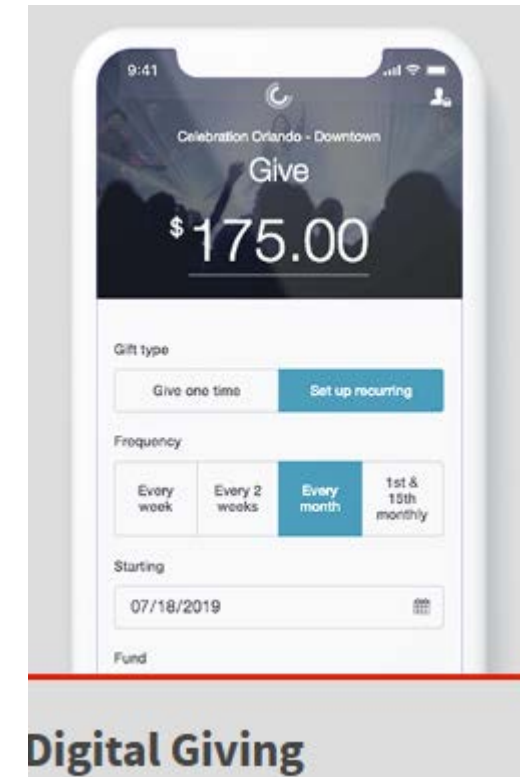
billed once

Start your free trial

FaithStreet

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



PUSHPAY

Simple, clear pricing so you can help make the world better.



For Givers

Free to download

Free to use

Get the App



For Organizations

No signup or monthly fees

Low 2.9% + \$0.30 per donation

Donations deposited next business day

Sign Up Free

givelify

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

PLATFORM FEATURES

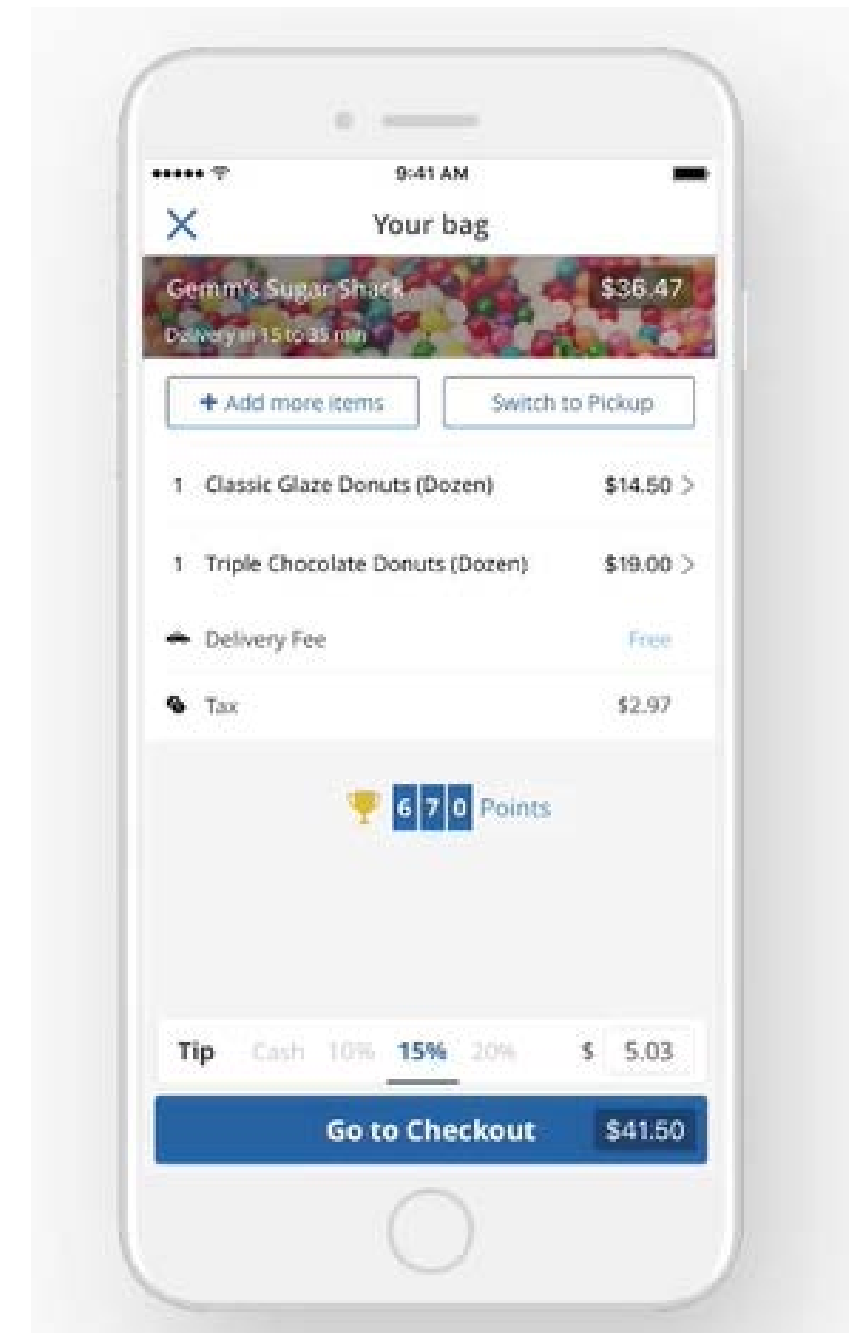
- Online, mobile, text and kiosk options
- Credit, debit etc
- Toggles from English to Spanish
- Give to multiple categories at once
- Recurring giving
- Customized text to give
- 1.5% - 1.75% + \$0.30 for debit
- 2.0% - 2.5% + \$0.30 for credit
- \$0 setup fee

KIOSK ONLY OR ONLINE/MOBILE	ONLINE/MOBILE/TEXT	KIOSK/ONLINE/MOBILE/TEXT
\$99/mo	\$129/mo	\$199/mo
Giving ✓	Giving ✓	Giving ✓
Payments ✓	Payments ✓	Payments ✓
Recurring Gifts* ✓	Recurring Gifts ✓	Recurring Gifts ✓
Accept ACH* ✓	Accept ACH ✓	Accepts ACH ✓
Additional Kiosks \$50/mo	Text To Give ✓	Text To Give ✓
		Additional Kiosks \$50/mo

SECURE GIVE

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



venmo

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

THREE
platforms

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

CHURCH VITALITY NOW

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.*



Preparing for fall annual giving and beyond