



THE EPISCOPAL DIOCESE OF VIRGINIA

To E-Give or not to E-Give -
That's Not the Question Anymore!

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“Clearly, the purpose of wealth is not security. The purpose of wealth is reckless generosity, the kind that sings of the lavish love of God, the kind that rekindles hope on dark days, the kind that reminds us that God is with us always.”

Sister Joan Chittister, OSB

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Agenda

- Why we can't ignore online giving
- Where do our online visitors come from?
- Demographics of online givers
- Benefits of online giving
- Platforms for online giving



Giving USA

- \$410B was given to nonprofits in 2017 – compared to \$389.64 in 2016.
- Giving by individuals represented 70% of total giving *
- Giving as a percentage of disposable income remains steady at 2%. [Americans spend 5% of their disposable personal income on entertainment.]



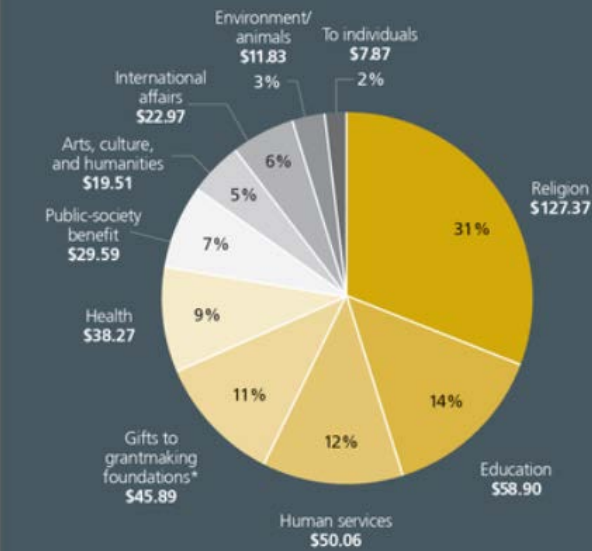
Giving to Religion

- Increased 2.9% - receiving \$127.37 billion in contributions
- Religion is still the largest subset of giving but it continues to slow overall
- 5 year average increase of 3.8% is the slowest of all the subsets
- Religion received 31% of Bequests usually from estates under \$1M.



Giving USA

2017 contributions: \$410.02 billion by type of recipient organization (in billions of dollars—all figures are rounded)



* Estimate developed jointly by the Foundation Center and Giving USA

(Giving USA 2018: Annual Report on Philanthropy)

| | |
|-------------------------------|--------------|
| Religion | ↑ up 2.9% |
| Education | ↑ up 6.2% |
| Human Services | ↑ up 5.1% |
| Foundations | ↑ up 15.5% |
| Health | ↑ up 7.3% |
| Public Society | ↑ up 7.8% |
| Arts, Culture, and Humanities | ↑ up 8.7% |
| Environmental and Animal | ↑ up 7.2% |
| International Affairs | ↘ down 4.4% |
| Giving to Individuals | ↘ down 20.7% |

Table 1: Gift Increase by Sector

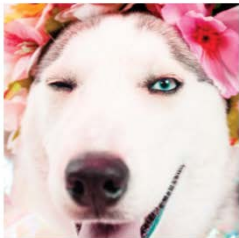
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Why we can't ignore online giving



[About](#) [Work](#) [Careers](#) [Blog](#) [Tools](#) [🔍](#)



Social media director's guide to 2018 Benchmarks

by [Amy Peyrot](#) | May 31, 2018

Top social media takeaways—and new metrics!—from this year's Benchmarks Study.

[Read More](#)

Total revenue grew 23% in 2017.

After 15% growth in 2016.

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M+R Benchmark Study

- Mobile traffic to nonprofit websites increased by 9% in 2017, while desktop decreased by 4%.
- People on mobile devices now make up 50% of nonprofit website traffic on average—for your organization it could be more.
- Desktop is still driving most web **revenue** at 76%, but this will likely continue to shift, especially as groups invest more in converting the mobile visitor.
- From 2016 to 2017, the proportion of transactions from mobile users increase by 50%!



Mobile website traffic

- Is coming from your smartphones:
 - 40% of website traffic
 - 24% of website transactions
 - 17% of website revenue
- Mobile traffic grew 9% from 2016 to over 40% of all visitors.

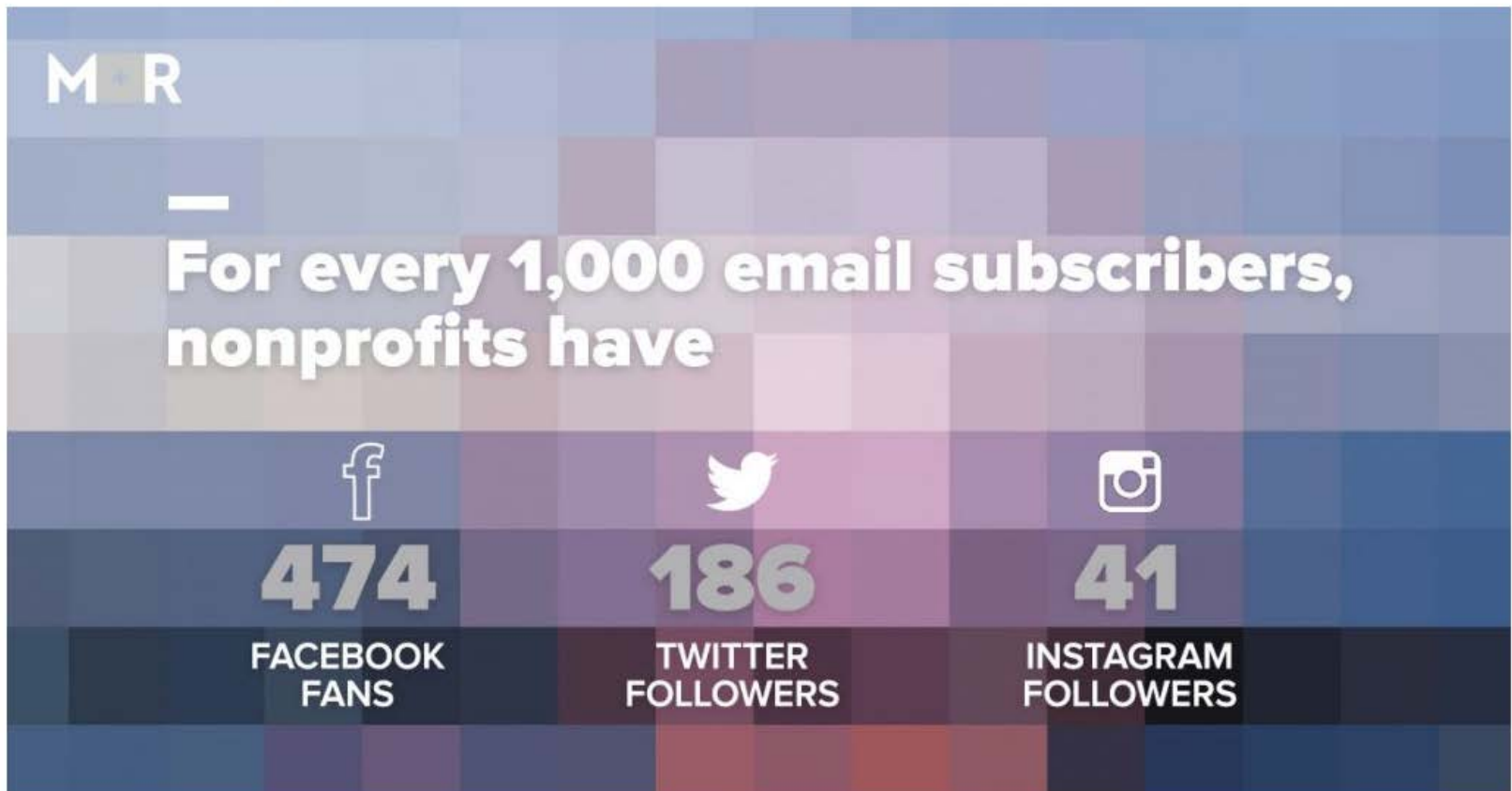


Recurring online giving

- Monthly giving has continued its rapid growth as nonprofits received 40% more revenue from monthly gifts in 2017 than 2016.
- Monthly giving as a share of all online revenue rose from 14% to 16%.



Why should I worry about who visits my website?



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Beyond the visitor pew card

- Analytics
 - Web
 - Newsletter
 - email

Welcome, Visitor

DATE _____

NAME _____

ADDRESS _____
Street City State Zip Code

PHONE _____ DATE OF BIRTH _____

I AM A GUEST OF _____

I AM A MEMBER OF _____ CHURCH

Visitor for First Time Would Like to Know More about Church

Would Like a Visit from the Pastor New in Community



Email Metrics

And These Tell Us What?

Open Rate: Performance of From and Subject Lines

Click Rate: Performance of Email Body to Inspire Action

Click to Open Rate: How Engaging the Content Is

Conversion Rate: Combined Effectiveness of Email Copy and the Landing Page

Adjusted Conversion Rate: Effectiveness of the Landing Page

Bounce Rate: List Quality; Bad Addresses on Your List (Affects Deliverability and Sender Reputation)

Unsubscribe Rate: List Quality; How Many People Decided This Content Wasn't for Them

Complaint Rate: List Quality; How Many People Don't Remember You, or Don't Know Why You Are Emailing Them



EMAIL RATES BY MESSAGE TYPE

| | OPEN RATE | CLICK-THROUGH RATE | RESPONSE RATE | PAGE COMPLETION RATE | UNSUBSCRIBE RATE |
|-------------|-----------|--------------------|---------------|----------------------|------------------|
| All | 14% (+4%) | 1.6% (-8%) | | | 0.19% (-4%) |
| Fundraising | 14% (+5%) | 0.48% (+2%) | 0.06% (-12%) | 13% (-11%) | 0.21% (-1%) |
| Advocacy | 16% (+9%) | 3.3% (-12%) | 2.9% (-18%) | 82% (+1%) | 0.18% (+5%) |
| Newsletter | 11% (+5%) | 1.0% (-10%) | | | 0.13% (-9%) |

The numbers in parentheses represent the percentage change in rate since 2013.

Source: 2015 M + R Benchmark Study (Mostly very large national nonprofits)

Small - Under 100,000; Medium - 100,000-500,000; and Large - Over 500,000.

Note: 2016 M+R report is due out on April 20, 2016. <http://www.mrbenchmarks.com/>

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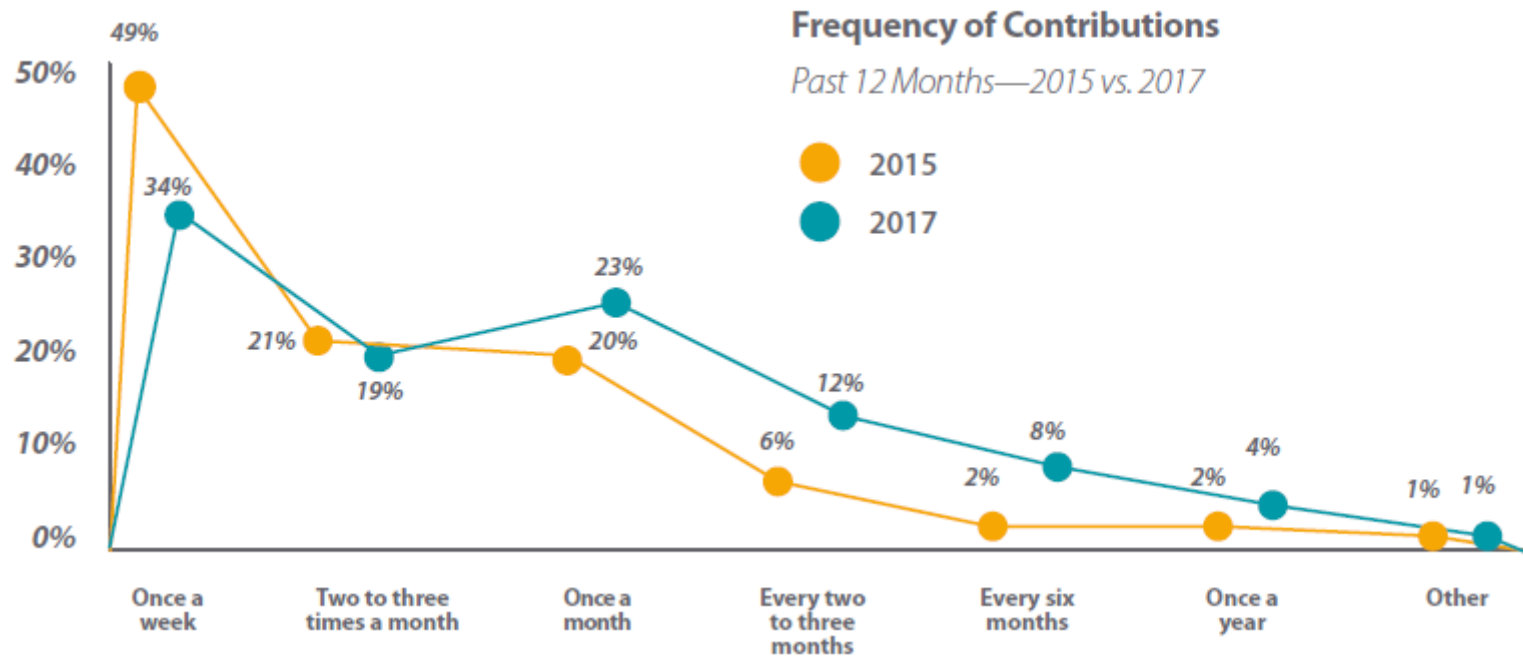


This might help encourage you...

- Those who prefer e-giving are more engaged in their church than those who prefer traditional giving.
- They contribute higher percentage of their salaries to their church.
- Three out of four millennials (75%) ages 25-34 prefer e-giving and 36% give 10% of their income to the church. They are also more likely to be engaged outside of worship.



...to move toward online giving



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Online Giving

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.



Perspectives

Staff

Transactional

Congregation

Transformational



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Benefits

- Five weeks of snowed out Sundays won't wreak havoc on your budget. See also - August.
- 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.



Online Giving Platforms

- Electronic checks/ Zell
- Your current database [ACS/ Realm, etc.]
- Give WP
- PayPal
- Tithe.ly
- MobileCause
- SecureGive



ACS/ Realm




Give to Christ Church

Give

To

Email

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Welcome to Episcopal Diocese of Virginia

Giving Details

Give to [+ add more](#)

E-mail Address

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PayPal

- Base rate of 2.2%
- \$0.30 per sale
- No monthly fees for charities

The fast and easy way to start fundraising online.

Accept donations online and in-person today with PayPal.

- Discounted rates for registered 501(c)(3) charities
- Easy setup, no programming skills required
- Your donors don't need a PayPal account

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Tithe.ly

- Mobile giving with free iOS / Android app
- Online, kiosk, and admin gift entry tools
- Digital pledge campaign giving
- Cash/check gift entry and recording
- Accept gifts, payments, and event registrations
- Debit / Credit / Bank (ACH) payment support
- Easily set up (and manage) recurring gifts
- Donors can choose to "Cover the Fees™"
- Daily, weekly, or monthly bank deposits
- Simple deposit reconciliation reporting
- In-depth financial and donor reporting
- End-of-year tax receipting (.pdf + email)
- Full ChMS Integration support
- No refund, chargeback, PCI or deposit fees
- No additional processor or gateway fees
- No contracts or long term commitments
- Add Text Giving for \$19USD/mo

Free Giving Platform + App

For churches looking to get started with online and mobile giving. No monthly / setup cost.

\$ 0^{USD} / mo

Get Started Free

2.9% + 30¢ per transaction

ACH/Bank: 1% + 30¢ | AMEX: 3.5% + 30¢

<https://tithe.ly/rp/tens/register>

\$15/month

2.75%

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MobileCause

- **Software**
- Online giving
- Sign-ups & volunteer management
- Petitions, memberships and surveys
- Event thermometer
- Event registration, ticketing, RSVP
- Text to Give w/branded keywords
- Campaign reporting
- 15,000 outbound text messages/yr
- Merchant account
- **Digital Marketing Services**
- Our team helps get your digital giving started with a launch kit
- **Customer Success**
- 24/7/365 email, phone support
- Access to MobileCause Academy

| | |
|--|---|
| <p>ONLINE FUNDRAISING BASICS</p> <p>\$249/month (Billed annually) No transaction fees</p> | <p>ONLINE FUNDRAISING ESSENTIALS</p> <p>\$349 /month (Billed annually) No transaction fees</p> |
|--|---|

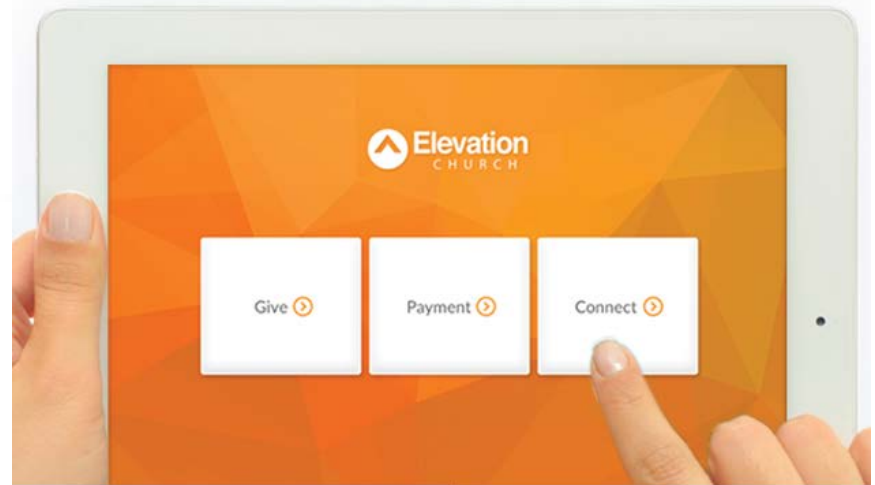
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SecureGive

- Giving History
- ACH/ eCheck
- Advanced Security
- Anonymous Giving
- Brand color matching
- Campaign goals
- Church Management Integration
- Email receipts
- Graphic customization
- Include a message
- Multi-site support
- Ongoing support
- Social media integration
- Recurring giving

| KIOSK ONLY OR ONLINE/MOBILE | ONLINE/MOBILE/TEXT | KIOSK/ONLINE/MOBILE/TEXT |
|-----------------------------|--------------------|--------------------------|
| \$99/mo | \$129/mo | \$199/mo |



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Give WP

- Recurring donations
- Accept credit cards
- Form builder – including multi-level donations
- Embed forms in site

| | | |
|-------------------------------------|-------------------------------------|-------------------------------------|
| BASIC | PLUS MOST POPULAR | PRO |
| \$15/mo. <i>billed annually*</i> | \$25/mo. <i>billed annually*</i> | \$35/mo. <i>billed annually*</i> |

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Questions?

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Thank You!

For additional questions, please contact:

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