

VANCO  
PAYMENT  
SOLUTIONS



## Strengthen Stewardship *With Electronic Giving*

**Church committee presentation**

# Contents

- Mobile and e-Giving facts
- Primary benefits of electronic giving
- Why members appreciate electronic giving
- How electronic giving works
- Special features and services
- Secure card readers
- Advantages of working with Vanco
- Security
- Getting started

# Mobile Facts

Your members are increasingly online to pay bills, socialize, read emails, get news and research answers to questions.

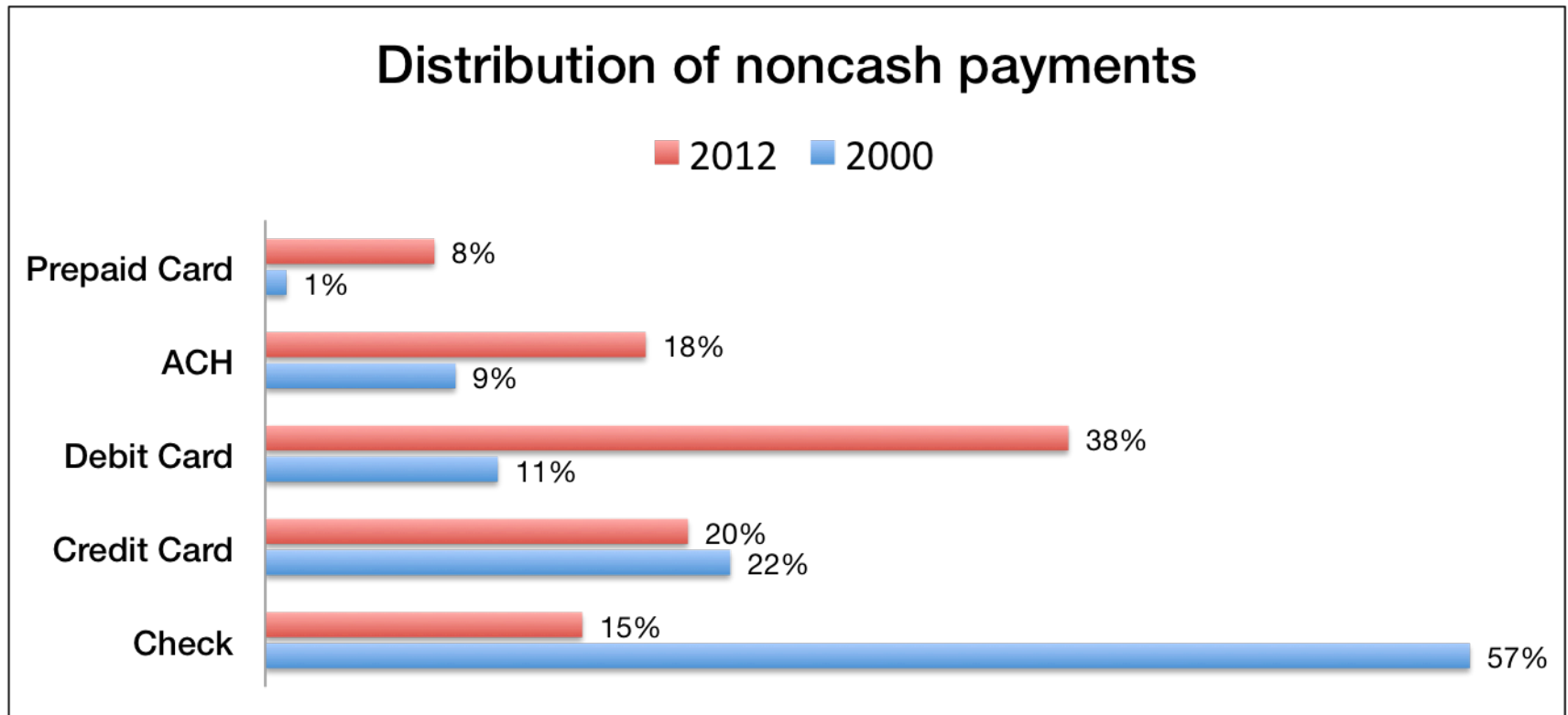
- US adults are estimated to spend 5 hours 46 minutes each day with digital media (Source: eMarketer)
- US adults will spend 23.0% more of online time on a mobile device in 2014 than in 2013 (Source: eMarketer)
- 57% of the U.S. population owns a smartphone (Source: Pew Study)

Offering members e-Giving options meets them online where they can conveniently schedule donations in the same way they pay other obligations.

# Electronic Giving Facts

- Overall giving grew 4.9% in 2013, while online giving grew 13.5% (Source: Blackbaud)
- Overall giving rose 1.4% in December 2014 and online giving grew 7.5% (Source Blackbaud)
- Donations made via mobile were up 126% in 2013 (Source: Donor Drive)

With the rise of electronic payment methods, fewer people are writing checks



Source: 2013 Federal Reserve Payments Study (Published every three years)

# How to manage summer donation slump



- July check offerings are typically 40% below April and December levels\*.
- Electronic giving helps to increase the consistency of giving throughout the year.

\*Source: Vanco Payment Solutions internal analysis of monthly check deposits by church clients.

# Primary benefits of electronic giving

- **Increases overall contributions**
  - Recurring donations
  - Appealing payment methods
- **Frees up staff time**
  - Detailed reports sent electronically
- **Reduces risk**
  - Sensitive data is encrypted on secure Vanco servers
- **Supports green initiatives by using less paper**

# Why members appreciate electronic giving



- **Convenience**
  - No need to carry checkbook or cash
- **Control – with online giving**
  - Available 24/7
  - Manage recurring contributions
  - Make one-time donations
  - View online giving history



# Why members appreciate electronic giving

- **Consistency**

- Automating contributions keeps members on track with pledges and planned giving even if they miss service

- **Speed**

- Online giving provides an immediate response for disaster relief

- **Timing**

- Recurring transactions can be scheduled to coincide with payday
- Year-end giving can be made up to the very last minute

# Two easy ways your members can sign up

## Online



- Members enter donation information on your online donation page
- Members can manage recurring donations & view online giving history

## Paper Form



- Members complete and sign an authorization form
- Church staff logs into MyVanco to set up the recurring donation

# How online giving works

- **Dollar amount**

Donor enters the dollar amount to pay.

- **Frequency**

Donor selects the frequency of their payment (e.g. one-time, weekly or monthly).

- **Start date**

Donor selects a payment start date and clicks the Continue button. To simplify reporting, we can put limits in place.

Grace Church

FOR DEMONSTRATION ONLY • Try it out! This demo **will not** process any of the information entered.

### Online Donation

[View Mobile Site](#) [Return to our Home Page](#)

#### Donations

If you've already created a profile, please "Log In" on the right, otherwise continue.

General Donation:

Building Fund:

Missions Fund:

Other:

Easter:

---

**Total:** \$0.00

---

Donation Frequency:  [\(About recurring donations\)](#)

#### Log In

Email Address:

Password:

[Forgot your Email Address or Password?](#)

#### Create Your Online Profile

# How online giving works

## ■ Donor information

Donor enters their name, address and other personal information.

## ■ Payment method

Donor selects a payment method (checking, savings, credit/debit card).

## ■ Summary

A summary of the donor's transaction(s) appears in the upper right corner of the screen and a confirmation page is displayed once the donor clicks the *Process* button.

### Donations

-General Operating:   
Provides funding for needs of the organization.

-Building Fund:

-Missions:

-Other:

Frequency:  ▾

Donation / Payment Start Date:  mm/dd/yy

---

### Youth Ministries

-Fall Bible Studies:  **Quantity:**   
Covers the materials for one youth this Fall.

-Winter Retreat:  **Quantity:**   
Covers the cost for the retreat for one youth.

Frequency:

Donation / Payment Date:  mm/dd/yy

---

### Adult Ministries

-Aug/Sept Workshops:  **Quantity:**   
Workshops are every other Sunday evening starting 8/2 through 9/28

-Sept/Oct Luncheons:  **Quantity:**   
These lunches will occur every Saturday in Sept and Oct.

Frequency:

Donation / Payment Date:  mm/dd/yy

---

**Total:**

# Special features and services

- **Accept more than donations**

- Registrations
- Payments
- Pledges
- Mission trips

- **Mobile optimized**

- Complimentary smartphone-friendly version

- **Free QR (Quick Response) code**

- A unique QR code gives members instant access to your giving page

# Special features and services

- Unlimited number of funds
- Dedication option
  - “In memory of” or “In honor of” field
- Additional gift option
  - An additional percentage is donated to offset card processing fees
- Page sponsorship option
  - Electronic version of a bulletin ad
- Spanish version
  - Complimentary Spanish version available

# Easily accept credit cards

- **Mobile card reader**
  - Available for Apple® or Android™
  - Requires free Mobile Access app
  - Sends receipts via email
- **Desktop card reader**
  - Plugs into USB port of a computer
  - Requires access to MyVanco (online service center)
  - Sends receipts via email
- **Card terminal**
  - Connects to your network
  - Prints receipts on the spot



# Advantages of working with Vanco

- **Recurring donation specialists**

- More than 15,000 churches and nonprofits use Vanco for recurring contributions & payments

- **Flexible payment options**

- eCheck – Electronic funds transfer from checking or savings
- Credit/Debit Card Giving – All major credit and debit cards

- **Detailed reporting**

- Reports of all transactions and deposits are available online 24/7
- Individual funds and payments can be listed separately



# Advantages of working with Vanco

- **Fast deposits**

- Same day deposits for ACH transactions
- 2-4 business days for card transactions

- **Software integrations**

- We integrate with many popular church and nonprofit software solutions

- **Live training & support**

- Personalized telephone training
- Tips, bulletin messages & materials to help you grow your electronic giving program

# Advantages of working with Vanco

## No long-term contract

- Month-to-month contract
- No cancellation fees

## Easy to get started

- Up and running in less than a week



# Security measures in place

- PCI Level 1 Compliant Service Provider
- PCI standards implemented for all IT systems, payment solutions and business applications (this is not true for all processors)
- Annual independent PCI and SOC 1<sup>SM</sup> Type 1 audits
- Extensive redundancy and back ups


# Starting your electronic giving program

## Two ways to sign up

- Call 800-675-7430
- Sign up online

## Raise awareness

- Utilize Vanco's library of resources
  - Bulletin messages & inserts
  - Offering plate cards
  - Signs
  - Guide to Electronic Giving
  - Vanco weekly blog with tips and strategies



**Electronic Giving:  
Fast, easy, & secure**

Support the work of our church through Electronic Giving. Have your weekly or monthly contribution debited from your checking or savings account and transferred directly into the church account safely and electronically—you'll never have to remember your checkbook again!

**We would love for you to get started!** Pick up an authorization form today.

# Testimonial

“I have researched all of the online giving vendors and Vanco offers the best service for the most reasonable price. The site is very user friendly for our members to contribute to church and we have had steady growth in new users and overall giving to church. Today, a church MUST offer easier ways to give rather than only cash or check.”

**Living Hope Baptist Church** - Bowling Green, Kentucky

# Testimonial

“ We have had the best experience with Vanco for online giving and credit card transactions. Previous vendors were not able to give us the reporting tools we needed and Vanco has the very best customer service and response time. Excellent business partner!”

**Good Shepherd Catholic Church** – San Diego, California

# Testimonial

“Vanco offers a great service for online giving! It’s convenient, easy and a great way to make sure your offering is given to the church.

Changes can be made easily online and reports are sent to your email to keep track of offerings. Their staff has awesome customer service and is always willing to help with any questions you have.

Do yourself and your church a favor and get signed up today!”

**East Side Lutheran Church** – Sioux Falls, South Dakota

