

6

e-Giving Tips from Churches in the Know

There's nothing like sitting down with a mentor over a cup of coffee. Your challenges were his or her challenges a few years ago. And as you chat, you gather valuable insights and advice to make your way forward smoother.

That's what this resource is all about — learning from churches that know what it's like to be in your shoes. They've seen firsthand what works and how to make e-Giving a success. **They know that online and mobile giving in churches are no longer novelties; they're necessities.**

Here are six tips from churches to help you transition to e-Giving as smoothly as possible.

1 Lead from the Pulpit to Grow e-Giving

e-Giving is 40 percent of the donation plate at Constance Evangelical Free Church.



"If you want more e-Giving investment from members, church leaders need to make the case," said Jeff Piehl, Constance Evangelical Free Church business administrator. "It was very powerful for members to hear our senior pastor talk about how he pays virtually all of his bills online and contributes online. **All six of our pastors took the time to champion our electronic giving options** to the various groups in our church, explaining how it helps the church with budgeting, and helps with convenience."

Read insights on e-Giving from [Constance Evangelical Free Church](#), a church that started e-Giving in 1998.



2 Have Regular Discussions about Money

60 percent of all ages prefer giving electronically.¹

"We need to get out of the Stone Age in how we manage our money, records and giving," said Pastor David Norman at Cornerstone Wesleyan Church. "Everywhere you want to engage in commerce, they ask for paper or plastic. Except for the church, where we only take paper, and you have to be present to make the donation."

Norman said **churches, even small ones, need to overhaul how they look at giving.** "We must ask members if they are part of a life-changing organization or not. And if they are, then we need to make the case for regular support," said Norman.

Learn more about the positive impact of e-Giving at [Cornerstone Wesleyan Church](#).

3 Make It Easy for Seniors to Embrace e-Giving

48 percent of seniors say they usually need help to set up a new electronic device and learn how to use it.²



The average member is over age 60 at Trinity Episcopal Church, but electronic giving makes up close to 25 percent of its total donation plate, proving that age doesn't limit e-Giving.

"Our younger members were on board first because they generally don't carry a checkbook with them. But our senior members have really embraced it, too," said Dillon Manly, Trinity Episcopal Church financial assistant. "We found that personalizing an electronic giving draft form provided to us from Vanco and putting it in **pledge request letters helped speed adoption**...also, I think providing members with the option to do things online has helped increase our cash flow."

Get more ideas about engaging seniors and increasing the adoption of e-Giving from [Trinity Episcopal Church](#).



4 Continually Educate and Promote e-Giving

Faithpoint United Methodist Church gained a 20 percent lift in overall donations after launching e-Giving.

How did Faithpoint United Methodist Church reach 70 percent e-Giving adoption and a 20 percent lift in overall donations? Communication was key to making online giving a successful addition to their program. **Talking about online giving during services and promoting it through digital announcements, bulletin inserts and brochures** were all part of a weekly communications plan.

"When people go on vacation, so does their money," Senior Pastor George Wasson said. "If I can get them to sign up for online giving and have a regular transaction occur, even if they aren't here, they're giving. It represents both more and consistent giving. We get the best of both worlds."

Read more about how a strong communication plan around e-Giving helped [Faithpoint United Methodist Church](#) increase overall donations.

5 Offer Members Text Giving Options

46 percent of donors prefer to give via text.³



While most adults now own a cellphone, few churches offer text giving as an option. At His Tabernacle Family Church, texting to give is a growing part of their overall giving program.

"We post the number for Give+ Text and promote it on our Facebook page, and we include regular messages in the bulletin. We want to give members as many options as we can," said Carla Visscher, administrative assistant at His Tabernacle Family Church. "**Use is increasing as more members become aware of the convenience of text giving**...and the younger members love it."

Discover how Give+ Text makes giving easier for the members of [His Tabernacle Family Church](#).



6 Think Outside the Box with a Kiosk

22 percent of churchgoers would prefer to give through a kiosk, but that option is available to only 6 percent of them.⁴

At Living Stones Church, **members using the kiosk are making contributions weekly, every other week or monthly, and are lining up several people deep to use it after a service.** As a result, contribution amounts have increased.

"The Vanco kiosk looks like something you would see at a coffee shop, and most people know how to use an iPad interface, so they're pretty comfortable with using a kiosk," said Mark Lieske, executive deacon and chief financial officer at Living Stones Church. "And it's pretty quick — it takes about a minute. You don't have to type in your name; you just swipe your card, choose your amount, get your receipt and you're on your way."

Learn how [Living Stones Church](#) increased donations with a giving kiosk.

Interested in finding out more about how Vanco's secure giving and payment solutions for churches can help you meet the financial goals that support your mission?

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