



# A Church's Guide to Electronic Giving

Effective ideas for promoting electronic donations



© 2015 Vanco Payment Solutions. All rights reserved.

Unauthorized use prohibited. Except upon the prior written permission of the Legal Department of Vanco Payment Solutions, these copyrighted materials may not be reproduced in whole or in part by persons, organizations or corporations, other than Vanco customers for their use only and solely in support of their receipt of services from Vanco Payment Solutions.

# Table of Contents

Welcome . . . . .	.3
Electronic giving methods . . . . .	.4
Unique online giving features . . . . .	.5
How to promote electronic giving . . . . .	.6-13
• Initial promotion . . . . .	.6
• Ongoing promotion . . . . .	.7
• 5 tips for online giving . . . . .	.8
• Sample letter . . . . .	.9
• Bulletin and newsletter messages . . . . .	.10
• Bulletin and newsletter insert. . . . .	.11, 13
• Signs . . . . .	.11, 14-17
• Offering plate options . . . . .	.11, 18
Reporting . . . . .	.12

# Welcome



We are pleased that you have selected, or are considering, electronic giving solutions from Vanco Payment Solutions.

To assist in making your program a success, this guide presents several proven ideas for promoting electronic giving to your congregation members. The information in this guide was gleaned from years of experience working with more than 15,000 churches of all sizes.

The level of success a church achieves with electronic giving is typically dependent on the level of awareness given to the program. In this guide, you will find simple yet effective ideas for raising awareness of electronic

giving using church bulletins, pledge letters, websites and other readily available resources.

Electronic giving will appeal to a wide spectrum of congregation members—from longtime worshippers that appreciate having an alternative to frequent check writing to young families that prefer to pay or donate by electronic means whenever possible.

We are confident you will benefit from the information we have assembled for you in this guide regardless of whether you are a new client using our electronic giving solutions for the very first time, or a current client looking for ways to increase participation in electronic giving.

# Electronic Giving Methods



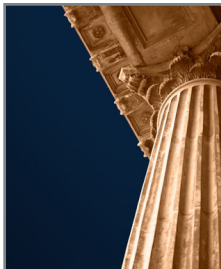
## Online Giving

Accept online contributions for an unlimited number of funds via a Vanco-hosted webpage accessed through your website. Also accept online registrations, pledges, school tuition, daycare and other payments.



## Credit/Debit Cards

Accept all major card brands with this versatile card processing service.



## eCheck

Accept donations electronically transferred from member bank accounts to your church's bank account. Also referred to as direct debit or ACH.



## Mobile Giving

Accept donations from a mobile version of your Vanco-hosted webpage.

# Online Giving Features

Here is a brief overview of online giving features that can be customized on your own or with the help of Vanco at no extra cost.

## **Card fees**

An optional checkbox can be added that enables members—with one click—to voluntarily give a small additional percentage to help your church offset the fees for processing cards.

## **Spanish version**

Our online giving pages are available in Spanish to accommodate Spanish-speaking congregations.

## **Memo fields**

You can include memo fields to gather information beyond a member's name, address, phone number and email address. Memo fields are ideal for online registrations, allowing you to capture the same information you would request on a paper form.

## **Page sponsorship**

Located at the bottom of the giving page, this feature works much like the ad space in a church's weekly bulletin. If this feature is requested by your church, the contributions from individual donors or local businesses can be used to offset the monthly fee.

## **Dedication**

An optional field can be added that allows members to make contributions 'In Memory Of' or 'In Honor Of' an individual.

# How to promote electronic giving

It's easy to launch a successful electronic giving program. This guide presents several ideas for raising awareness of your new program—including many that use communication methods you may already have in place.

## Raising immediate awareness

- **Announcements during services** — Members are more likely to participate in a program that enjoys visible, top-down support from the church's religious and financial leaders.
- **Bulletin and newsletter announcements** — Prominently feature an announcement in the weekly bulletin or newsletter to maximize awareness.
- **Letters** — One of the most effective ways to introduce electronic giving is with a letter signed by the pastor. Be sure to include an authorization form or direct members to the church website if an online giving page is available.
- **Bulletin boards and resource centers** — Make program details available anywhere information is normally distributed. Post signs on bulletin boards. Staff an information table after services.
- **Church website** — Announce a new giving program or giving method on the church website. Simply re-purpose the same announcement from the weekly bulletin.
- **Prize drawing** — Consider a drawing where members who sign up for electronic giving are eligible to win a prize. Choose a prize popular enough to entice members.

## Maintaining awareness

- **Repetition** — There will always be people who haven't heard about your electronic giving program. Periodically rotate the message appearing in the bulletin and on the website.
- **Annual and quarterly giving statements** — Insert information about the program whenever statements are mailed. Include an authorization form or direct members to the church website if an online giving page is available.
- **Annual pledge drives and special appeals** — Include program information whenever pledge cards are distributed. A unique feature of your Vanco electronic giving program is the ability for members to direct contributions into multiple funds (e.g., General Fund, Building Fund, Missions Fund and Disaster Fund).
- **Resource center** — Use bulletin boards and literature racks to display and distribute program information.

## Five tips for online giving

Two churches, similar in almost every way, can experience substantially different results with their online giving pages. The difference is in execution and promotion. Below are five ways to make your giving page a winner.

### 1. Location. Location. Location.

Prominently feature a link from your home page to your online giving page. Don't make members work hard to find it. Place the link where it will be visible without scrolling. Navigation from the home page to the giving page should take one click—two at most.

### 2. Offer multiple links to your giving page.

Provide links to your giving page from several locations throughout the church website. Insert a text link within all financial appeals.

### 3. Be direct.

Asking for money in writing is easier than asking for money in person—especially when it comes to asking for operating funds. Take advantage of the online environment to deliver a direct, well-crafted appeal.

### 4. Offer multiple payment methods.

Accommodate the donation preferences of all your members by offering eCheck, credit card and debit card.

### 5. Direct members to your site with multiple marketing methods.

Promote your website and giving page at every opportunity. The church web address should appear in all print communications and electronic giving should be mentioned in all financial appeals.



## Letter

To help you promote electronic giving, here is a sample letter that can be easily customized. Be sure to add a salutation and closing that would normally be used in church correspondence.

[Salutation]

[Church Name] invites you to consider our new electronic giving program as a way to automate your regular weekly offerings.

Electronic giving is convenient for you and provides much-needed consistency for our church. There is no cost for you to participate. If you are currently giving on a weekly basis, you will no longer need to write out 52 checks a year or prepare 52 envelopes. And when travel, illness or other circumstances prevent you from attending services, this program will allow your weekly offerings to continue on an uninterrupted basis.

To get started, complete the enclosed authorization form and return it to the church office.

Thank you!

[Closing]

## Bulletin and newsletter messages

Here are three messages that can be used in the church bulletin or newsletter. Use them as is or adapt them for your own specific situation.

### 1. Launch message (long)

#### **Now Available: Electronic Giving!**

[Church Name] is pleased to announce a convenient new way to make your regular offerings. With our new electronic giving program, you can easily set up a recurring giving schedule or make one-time contributions. We encourage you to set up a schedule of recurring contributions. It's convenient for you and provides much-needed consistency for our church. If you are currently giving on a weekly basis, you will no longer need to write out 52 checks a year or prepare 52 envelopes. Even when travel, illness or other circumstances prevent you from attending services, our church will continue to receive your contributions on an uninterrupted basis. To become an electronic giver, visit the church office.

### 2. Launch message (short)

#### **A simple and convenient way to give**

Consider automating your regular donations with our new electronic giving program. [Church name] relies on the financial support of the congregation and electronic giving offers an easy way to give on a recurring basis. Visit the church office for more information.

Thank you!

### 3. Summer message (churches with online giving)

If you think you may miss church services this summer due to travel or other commitments, consider setting up an automatic giving schedule. Your consistent support is vital to our church, especially during summer months. To set up a recurring contribution, visit [Church Website Address] and locate the electronic giving page.

## Bulletin insert

To help you raise awareness of electronic giving, Vanco has prepared a print-ready half-page insert (8½" x 5½") perfect for placing inside your church bulletin or placing on an information table. (see page 13)

## Signs

To further help you raise awareness of electronic giving, Vanco has prepared a number of signs (8½" x 11") perfect for hanging on a message board or in the hallways of your church. (see pages 14-17)

## Offering plate options

Give your members a visible way to demonstrate stewardship using one of the following three options:

### 1. Print-ready offering plate cards

Print or photocopy the next page and trim along the crop marks to create individual cards. For a more finished look, consider laminating the cards or using a heavier card stock. Your local copy center can assist you. (see page 18)

### 2. Instruct members to write on their envelopes

Electronic givers can simply write "I give electronically" on the outside of their regular envelopes.

### 3. Design and print your own offering cards

Prepare cards with the phrase, "I give electronically" which can be placed in the collection plate during services.

# Reporting

Below is an example of the Fund Detail Report Vanco generates for churches. This report, which is sent prior to each deposit date, details all contributions to be deposited into your account via electronic funds transfer from member bank accounts. It includes the names of individual members, their contribution amounts and the designated funds.

Vanco electronic giving solutions integrate with many popular church management software packages.

Fund ID	Fund Name	Amount
0001	OPERATING PLEDGE	2,220.00
0002	CAPITAL CAMPAIGN PLEDGE	292.50
0003	REBUILDING FUND	12.50
0004	OTHER	37.50
<b>Total:</b>		<b>2,562.50</b>

**\$2,562.50** will be deposited into your account **03/21/20XX**

---

<b>Member Detail</b>				
Member Name	Member ID	Fund Name	Fund Amount	Total Amount
BARTLETT, JIM	203	OPERATING PLEDGE	50.00	50.00
BRANSON, BOB	212	OPERATING PLEDGE	1,200.00	1,200.00
COOPER, JEANNE	233	OPERATING PLEDGE	12.50	
	233	CAPITAL CAMPAIGN P	12.50	
	233	REBUILDING FUND	12.50	
	233	OTHER	12.50	50.00
FREFRICKSON, AMY	246	OPERATING PLEDGE	120.00	
	246	CAPITAL CAMPAIGN P	80.00	200.00
GRANT, MELISSA	255	OPERATING PLEDGE	135.00	
	255	CAPITAL CAMPAIGN P	25.00	160.00
HARRISON, JACOB	265	OPERATING PLEDGE	90.00	
	265	CAPITAL CAMPAIGN P	75.00	165.00
HOLLINGSWORTH, FRED	267	OPERATING PLEDGE	25.00	25.00
MANSON, MICHAEL	277	OPERATING PLEDGE	25.00	25.00
MCABB, MOLLY	280	OPERATING PLEDGE	37.50	37.50
MUSSELMAN, MARK	284	OPERATING PLEDGE	55.00	
	284	CAPITAL CAMPAIGN P	100.00	155.00
MYERS, NICK	290	OPERATING PLEDGE	95.00	95.00
RIGGINS, WILL	304	OPERATING PLEDGE	25.00	
	304	OTHER	25.00	50.00
STARKS, KIM	308	OPERATING PLEDGE	350.00	350.00
<b>Total:</b>				<b>2,562.50</b>

# Help us grow

**Electronic Giving is a convenient, consistent way to help our church grow.**

Consider scheduling a recurring electronic contribution today. It's easy! You will no longer need to write out checks and prepare envelopes every week. Even when travel, illness or other circumstances prevent you from attending services, your electronic contributions will continue to be received on an uninterrupted basis.

**Get started today!**

Ask for an authorization form in the church office. Or visit our church website.



# Help us grow

**Electronic Giving is a convenient, consistent way to help our church grow.**

Consider scheduling a recurring electronic contribution today. It's easy! You will no longer need to write out checks and prepare envelopes every week. Even when travel, illness or other circumstances prevent you from attending services, your electronic contributions will continue to be received on an uninterrupted basis.

**Get started today!**

Ask for an authorization form in the church office. Or visit our church website.





# 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.



## **Manage your offerings online**

- Set up and manage recurring donations
- Make one-time contributions
- View your online giving history

**Get started today!** Visit our church website.



## **Leave your checkbook at home. Give electronically instead!**

Electronic Giving is a convenient and secure way to provide consistent financial support to our church.

Electronic donations can be made by checking, savings, credit card or debit card.

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





# Give Online. It's Easy!

- Set up and manage recurring donations
- Make one-time contributions
- View your online giving history

**Get started today!** Visit our church website.

I give electronically



If you too would like to give electronically,  
inquire at the church office.

I give electronically



If you too would like to give electronically,  
inquire at the church office.

I give electronically



If you too would like to give electronically,  
inquire at the church office.

I give electronically



If you too would like to give electronically,  
inquire at the church office.

I give electronically



If you too would like to give electronically,  
inquire at the church office.

I give electronically



If you too would like to give electronically,  
inquire at the church office.

I give electronically



If you too would like to give electronically,  
inquire at the church office.

I give electronically



If you too would like to give electronically,  
inquire at the church office.