

Now is the Time to Grow Your Recurring Electronic Giving!



DISCIPLESHIP MINISTRIES
The United Methodist Church

Leading This Webinar



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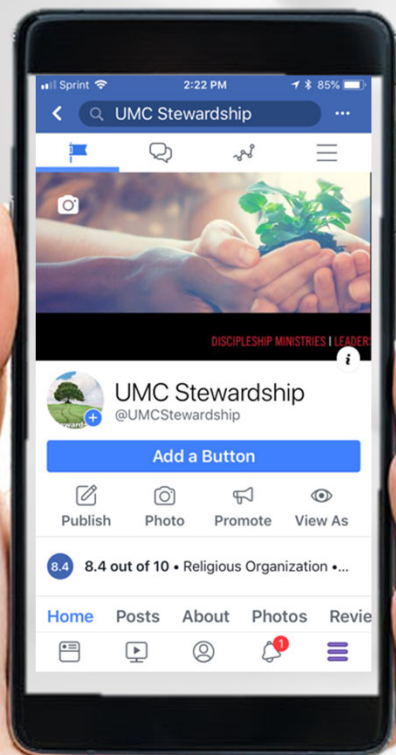


Blake Davis, Tech Support

The e-Giving Guide for Every Church

This step-by-step guidebook gives specific and practical advice for churches of every type and size. Rogers provides on-ramps for those who are just beginning to think about electronic giving *and* those who are already using it and want to do more. He gives clear instructions for each step and includes many charts, samples, and diagrams. This book is a powerful, easy-to-read resource for pastors, staff, finance committee members, stewardship teams, business administrators, administrative council members, and judicatory leaders. It will break open new ground in mission and ministry."





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horizons
S T E W A R D S H I P

horizons.net

Giving365.com

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Resource Library



Poll Questions

1. Did you worship in your church building this past Sunday?
2. Will you be worshipping in your building this Sunday?
3. Did you live stream your worship?
4. Do you offer the option of giving electronically?
5. How many households do “recurring giving” electronically?

Poll Questions

- If you use electronic giving, what provider do you use?
 - Vanco
 - PushPay
 - Tithe.ly
 - PayPal
 - EasyTithe
 - Other

Popular Forms of Electronic Giving (e-Giving)

- ACH/Bank Draft
- Credit/Debit Card
- Bill Pay (bank sends your church a check)
- Kiosks
- Dip Jars/Square

“What is Recurring e-Giving?”

- Donor chooses an amount and payment frequency for gifts that are automatically sent to your church.
- Monthly is the most common frequency, but weekly, twice a month and quarterly are also options.
- If a gift does not automatically come to the church without any repetitive action from the donor, then it is not recurring.


“What About the Cost?”

SUBSPASH®

A Revolutionary Way to Give.

- \$0 a month
- Give in 6 seconds
- Increase giving by 7-10%
- Giving for your website
- Giving in your app
- Text-to-Give
- Includes GrowCurve®
- Integrates with your ChMS
- Simple Bookkeeping
- PCI Certified

GET SUBSPASH GIVING



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Pricing Plans to Grow Your Giving

Each plan includes everything you need to get started with growing a successful eGiving program.

	Start	Sustain	Custom
	Best for churches with less than \$20k/month in donations	Best for churches with between \$20k-\$40k/month in donations	Best for churches with more than \$40k/month in donations
Monthly Fee	\$10	\$49	Call for Pricing
Debit/Credit Card Rate ¹	2.75% + \$0.45/transaction	2.35% + \$0.35/transaction	Call for Pricing
ACH Processing Rate ²	1.00% + \$0.45/transaction	0.80% + \$0.35/transaction	Call for Pricing

Tithe.ly

PRODUCTS PRICING BLOG TV RESOURCES

Church giving

\$0 SETUP COST

\$0 / mo

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

[SIGNUP FREE >](#)

Church mgmt.

\$149 SETUP COST

US\$ 50 / mo

When using Tithe.ly giving

[SCHEDULE DEMO >](#)

Church app

\$149 SETUP COST

US\$ 59 / mo

When using Tithe.ly giving

[SIGNUP NOW >](#)

Ease of Use is Most Important to Donors

- How easy (fast) is it to use your system?
- Does the donor have options?
- Does it feel seamless or like they've been sent somewhere else?
- What are the default/suggested settings?

“Our Congregation Isn’t Computer Savvy...”

- In 2015, 67% of Americans were already paying their recurring monthly bills with recurring electronic payments.
- ACH Sign-up Cards are easy.
- Create a video to demonstrate signing up online.



“We Like the Offering the Way it is”



Instead of passing empty plates, pass plates full of e-Giving Cards!

Put Me In The Plate

Part of my worship is giving back to God - with joy and gratitude - from all that I have received.

I have given electronically, so today I celebrate this commitment using this card as a reminder of my act of giving.

prayers | presence | gifts | service | witness

How To Make A Financial Gift



Give Online
www.arapahoumc.org/donate
(Recurring giving is available)



Bank Draft / Automatic Withdrawal
The easiest way to give! Set up a giving schedule on our website



Text-To-Give
Text the dollar amount [\$50] to
972-GVE-AUMC [972-483-2862]



Offering Envelopes
Give At Any Time



Reasons Donors Use Recurring Giving



1. Ease and convenience
2. Gifts are present even if they aren't
3. Prevents falling behind
4. Church asked them to

Financial Benefit of Recurring e-Giving

- e-Givers gave 15% more than traditional givers Vanco 2017
- e-Givers give 33% more than traditional givers Push Pay 2018
- Non-Profit Recurring Donors give 42% Network for Good Giving Data
- Recurring Donors give 5.4 times more over their lifetimes Classy State of Modern Philanthropy 2019



e-Givers are More Active and Engaged

- 43% of e-Givers attend Bible study vs. 35% of traditional givers
- 26% of e-Givers attend Sunday school vs. 18% of traditional givers
- 23% of e-Givers take part in service organizations vs. 16% of traditional givers
- 23% of e-Givers attend church retreats vs. 16% of traditional givers
- 21% of e-Givers attend church conferences vs. 15% of traditional givers
- 17% of e-Givers serve on leaderships committees vs. 11% of traditional givers



Churchgoer Giving Study: Findings Report

©2017 Vanco Payment Solutions

Getting People On Board!

Who Wants to sign up?





Getting Started If You Don't Have e-Giving

1. Go to your local bank and sign up for ACH/Bank Draft.
2. Mail everyone a letter explaining that you will soon have ACH/Bank Draft, but to use the two enclosed self-addressed stamped envelopes until you are able to mail them a Sign-up Card.
3. Begin following the plan outlined in the Horizons Recurring Giving Development Plan for COVID-19 Social Distancing.

Getting Started

1. Download the Horizons Recurring Giving Development Plan for COVID-19 Social Distancing from [Giving365.com](https://giving365.com).
2. Recruit a Recurring Giving Promotion Team with a Chairperson.
3. Develop a Recurring Giving FAQ sheet.
4. Review and follow the Tips for Optimizing Your Church's Website.



Getting Started

5. Ask Pastor, Finance Team and Church Leadership to sign up first.
6. Pastor and/or Chairperson shoot a two to three minute video to be sent to all members and regular attenders explaining the benefits and importance of recurring giving.
7. Send a letter with the FAQ, ACH/Sign-up Card and return stamped envelope. If your church requires each person to set their own account up online, consider sending both the instructions and “how to video”.

Getting Started

8. Create your seat back card.
9. Introduce recurring giving in online worship or by phone if you are not doing video worship.
10. Follow the resource guide five-week plan of online worship engagement, follow-up's, and thank you suggestions.



Questions?

Thank You!

Upcoming Webinars

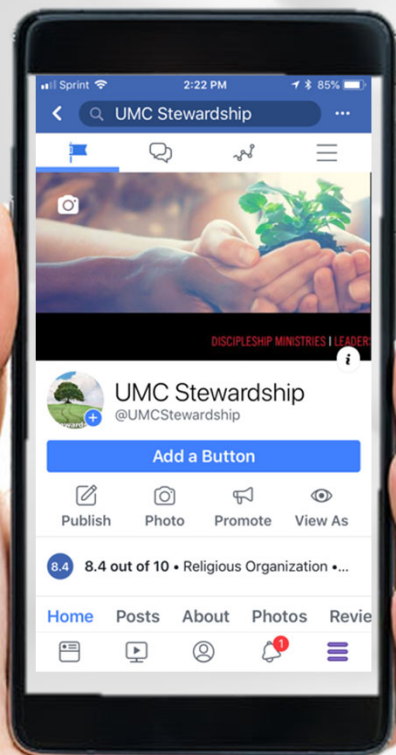
Thursday, April 2, 2020 at 6:30PM CDT

Time to Create a New Financial Calendar (with Joe Park and Norma Quinn)

Thursday, April 23, 2020 at 6:30PM CDT

Stewardship in the Second Half of Life (with Clayton Smith)

Visit www.umcdiscipleship.org/stewardship for registration information.



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