



**e.service®**

# A Church's Guide to Electronic Giving

*Effective ideas for promoting electronic donations*



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*Revised 04/12/12*

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## Welcome!

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

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 11,000 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 & More

Equip your website with a secure web page capable of accepting donations, pledges, registrations and more.



### Credit & Debit Card Giving

Accept donations by credit or debit card.



### Direct Debit Giving

Receive donations directly from member bank accounts.



### Mobile Giving

Accept donations by text message or from a mobile version of your online giving page.

## Unique online giving features

If your church chooses to accept donations online, Vanco will tailor your online giving service to meet your church's specific needs. Here are a few examples of features that can be customized *at no extra cost*.

- ✓ **Card fees** — If you choose to accept credit/debit cards, an optional checkbox can be added that enables your members—with one click—to voluntarily designate a small percentage of their contribution to help pay the processing fee.
- ✓ **Registrations** — Accept online registrations for vacation bible school, religious education, live events and more. Easy-to-use editing tools let you add and remove activities throughout the year.
- ✓ **Funds** — Add and remove funds or second collections as needed.
- ✓ **Payment methods** — Your online giving page can be set up to accept any combination of credit card, debit card and direct debit (ACH).
- ✓ **Sponsors** — Create new revenue opportunities by including sponsors on your online giving page.
- ✓ **“In memory of” offerings** — An optional field can be added to your online giving page that allows members to make contributions “In memory of” or “In honor of” an individual.



# How to raise awareness

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

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- **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 (e.g., an iPod or gift card).



## Maintaining awareness

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- **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.



## Raising awareness — 5 tips for online giving

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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. Many of these ideas can be easily implemented by your church webmaster.

- 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 payment preferences of all your members by offering direct debit (ACH), 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.



## Raising awareness — sample letter

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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]**



## Raising awareness — bulletin & newsletter messages

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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.



- **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.

- **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!

- **Summer message (churches with online giving)**

### **A special message for summer travelers**

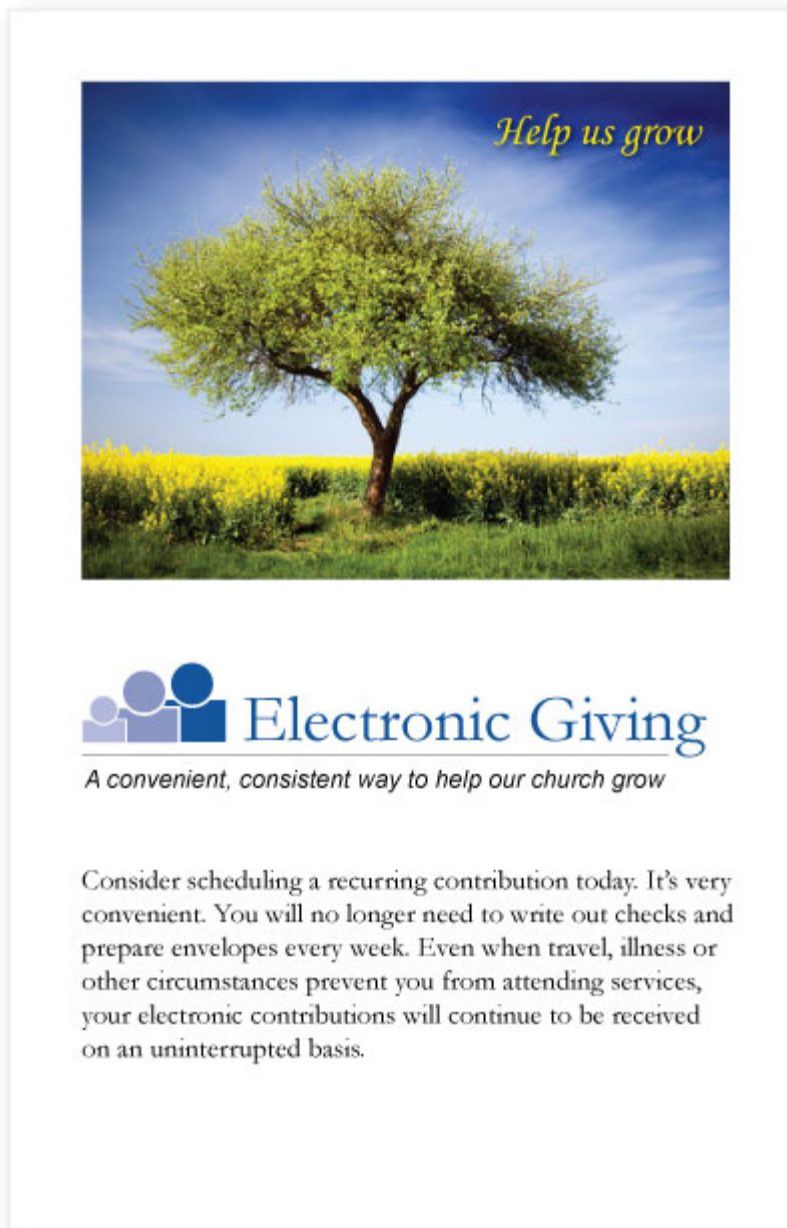
If you think you may miss church services this summer due to travel or other commitments, consider setting up an automatic giving schedule. Your consistent support is vital to our church, especially during summer months.

To set up a recurring contribution, visit [Church Website Address] and locate the electronic giving page.

## Raising awareness — bulletin & newsletter insert

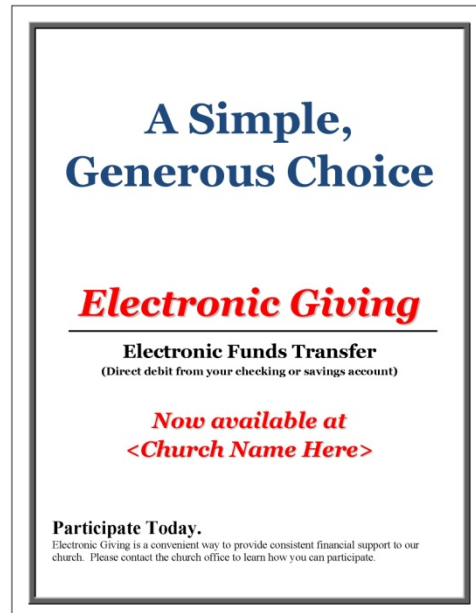
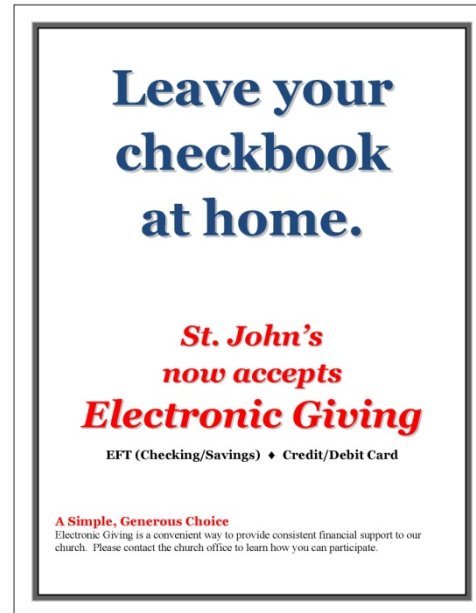
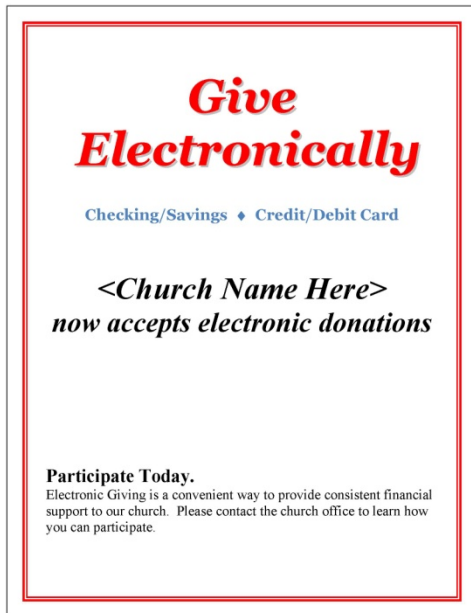
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To help you raise awareness of electronic giving, Vanco has prepared a print-ready half-page insert (4¼" x 8½") perfect for placing inside your church bulletin or placing on an information table. Vanco clients can download this and other promotion materials from the Online Service Center. It is available in Word format and can be used as is or edited to fit your church's individual style.



## Raising awareness — 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. Vanco clients can download these signs and other promotion materials from the Online Service Center. The signs are available in Word format and can be used as is or edited to fit your church's individual style.



## **Raising awareness — offering plate options**

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The symbolic act of giving is an important part of church services for many people. Give your members a visible way to demonstrate stewardship using one of the following three options:

### **Option #1**

#### **Print-ready offering plate cards (see next page)**

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.



### **Option #2**

#### **Instruct members to write on their envelopes**

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



### **Option #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.





## **I give electronically**

Please contact the church office for more information on electronic giving.



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## 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.

CONFIDENTIAL – ACH Fund Detail Report



800-675-7430 (Phone)  
952-983-8665 (Fax)  
cs@vancoservices.com

John Doe  
Anytown Church

**Weekly Activity Report With Detail**  
Date: 03/17/2011  
Time: 15:53:54

Phone: 321-987-6543  
Fax: 321-987-4321

Client ID: ES12345

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**Deposit Date: 03/21/2011**

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**Fund Totals**

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 **03/21/2011**.

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**Member Detail**

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
FREDRICKSON, 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
MCCABB, 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>