

# Electronic Giving

*A presentation for church committees*

DONATIONS • TUITION • AUCTIONS • REGISTRATIONS



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# Overview

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# ***What are the advantages of selecting Vanco Services?***

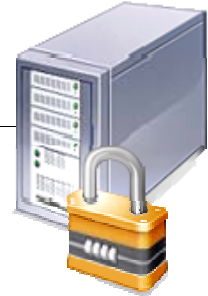
# Advantages of selecting Vanco Services

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## Safe & secure

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- **PCI Level 1 Compliant Service Provider**
  - *Highest level of data security certification*
- **SSAE 16 Audit**
  - *Annual audit of business controls and processes*
- **Extensive redundancy**
  - *All transaction activity mirrored continuously at a second, separate, data center and backed up throughout the day at a separate co-location center*



# Advantages of selecting Vanco Services

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## Superior solutions & service

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- **Software integration**
  - *Vanco solutions integrate with many widely used church management software programs*
- **Live telephone training and support for church staff**
  - *All calls answered live by client services staff that provide free, personalized telephone training and support*
- **No long-term contracts**
  - *Clients retained with superior solutions & service*
  - *30-day termination notice with no penalty*
- **Sound, ethical contract practices**
  - *Contract terms never dependent on contract length*
  - *No payments made to churches to obtain their business*

# Advantages of selecting Vanco Services

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## Money moves quickly & securely

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- **e.service® Electronic Funds Transfer (Direct Debit)**
  - *Transferred from member to church on same day*
  - *Never deposited into Vanco operating account*
  - *Never held in interest bearing account for the benefit of Vanco*
  - *Never sent by check to create a float beneficial to Vanco*
- **e.service® Merchant Services (Credit Card & Debit Card)**
  - *Transferred without delay within 2-4 business days*
  - *Processed according to industry guidelines*

# Advantages of selecting Vanco Services

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## Extensive experience

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- **Experience & depth**

- *65 Vanco employees serving more than 12,000 churches and nonprofit organizations*
- *All members of senior management team have more than 20 years of ACH experience*
- *All members of senior management team hold degrees in either accounting or finance*

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# ***What are the advantages of Electronic Giving?***

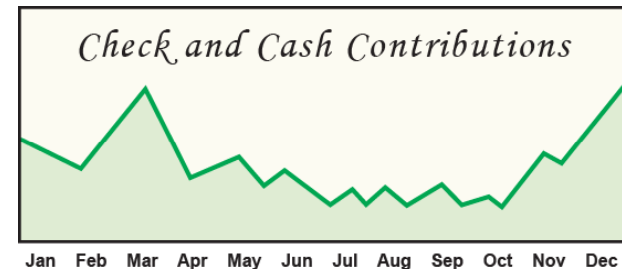


# Advantages of Electronic Giving

## What are the advantages of Electronic Giving?

- **Automatic, recurring donations...**
  - *Increase total contributions by improving donation consistency*
  - *Minimize seasonal donation slump*
  - *Allow members to give even when they are unable to attend services*
- **Reduces time spent tallying donations and preparing deposits**
- **Reduces handling of checks and cash in the church office**

***Continued...***



*Electronic Giving reduces seasonal donation slump*

# Advantages of Electronic Giving

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## What are the advantages of Electronic Giving?

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- **Reduces risk associated with handling sensitive member data in the church office**
- **Appeals to a wide spectrum of congregation members, including:**
  - *Longtime worshippers who appreciate having an alternative to frequent check writing*
  - *Young families who prefer to pay or donate by electronic means whenever possible*
- **Reduces natural resources consumed in production, transportation, processing and disposal of checks**



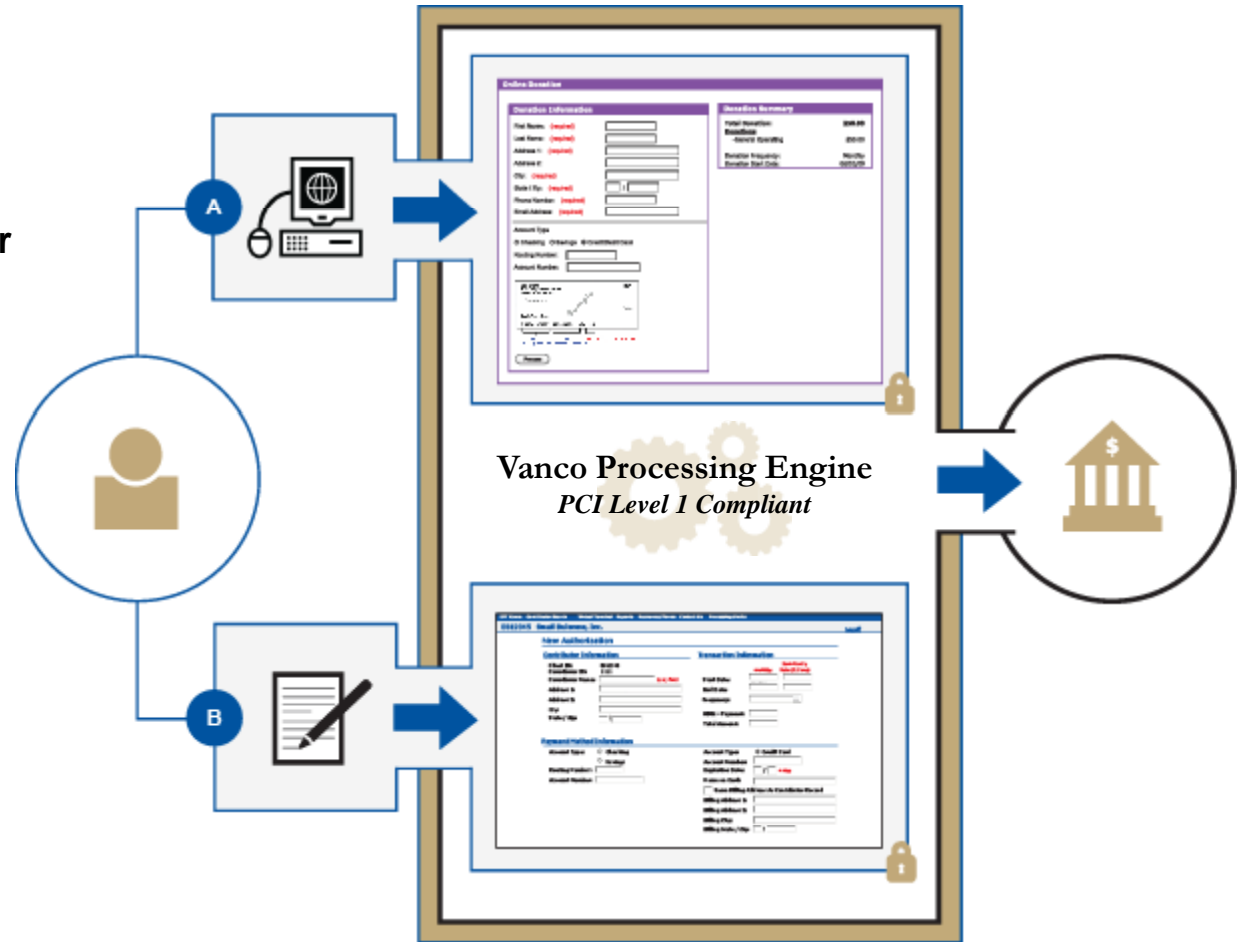
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# *How does Electronic Giving work?*

# How it works

## Four easy steps!

1. Donation entry method is selected by church member
2. Donations are entered
3. Donations are processed
4. Donations are deposited into church bank account



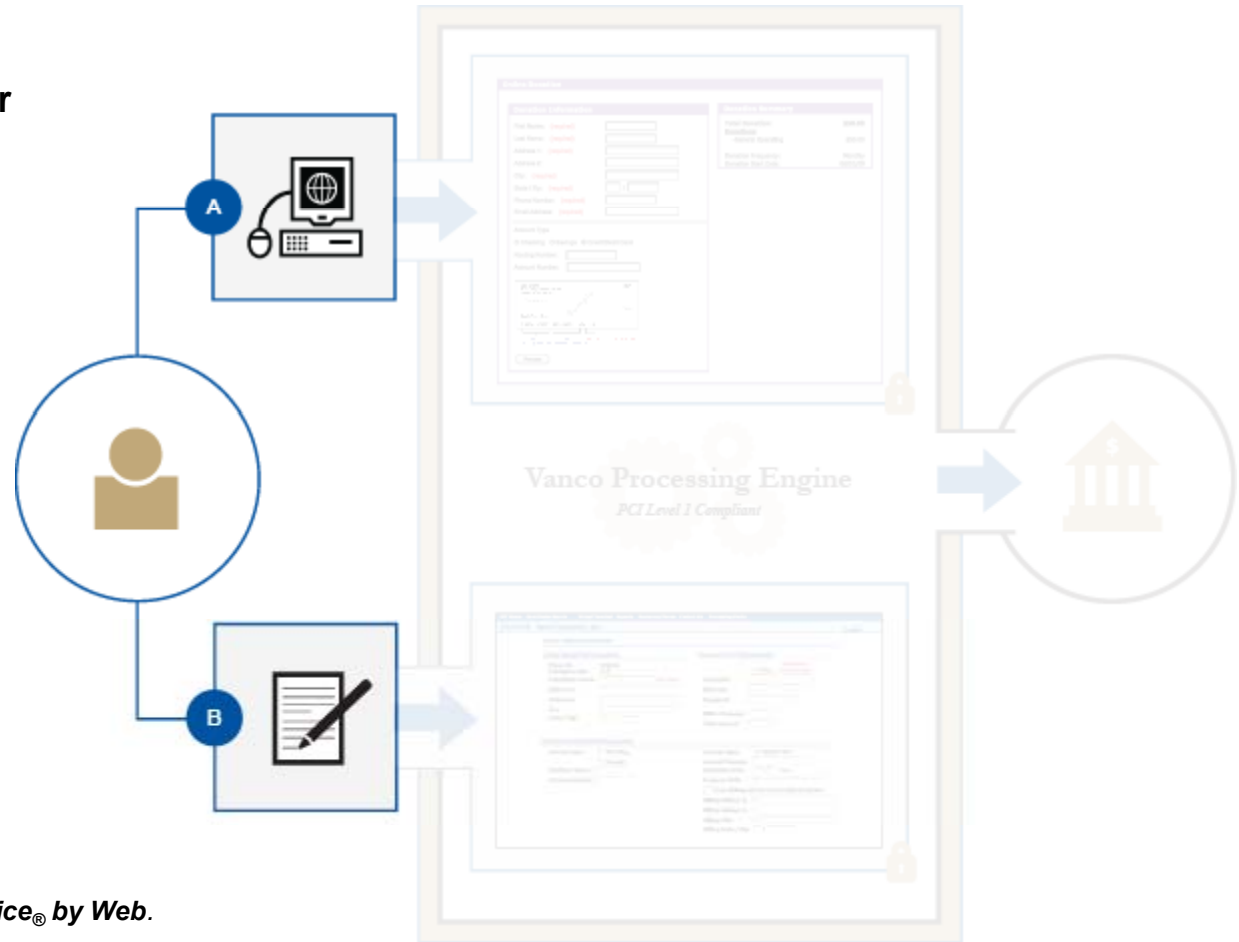
# How it works

## 1. Donation entry method is selected by church member

A) Church Website\* or

B) Authorization Form

*Members can also give on a mobile version of the donation page or by sending text messages.\**



\* Online, mobile and text giving require **e.service® by Web**.

# How it works

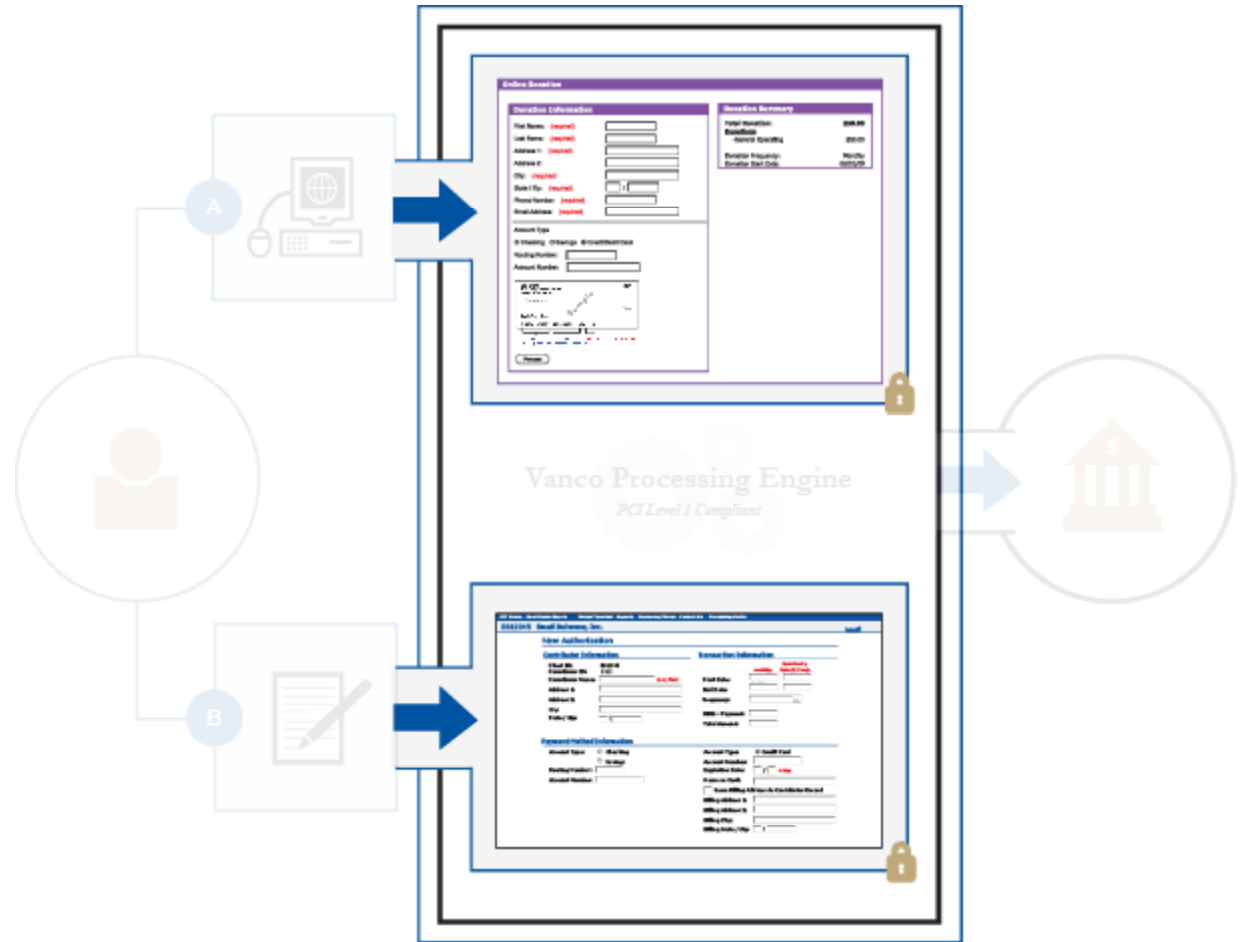
## 2. Donations are entered

### A) Church Website:

Church member personally enters information on a secure Vanco-hosted giving page linked from church website.

### B) Authorization Form:

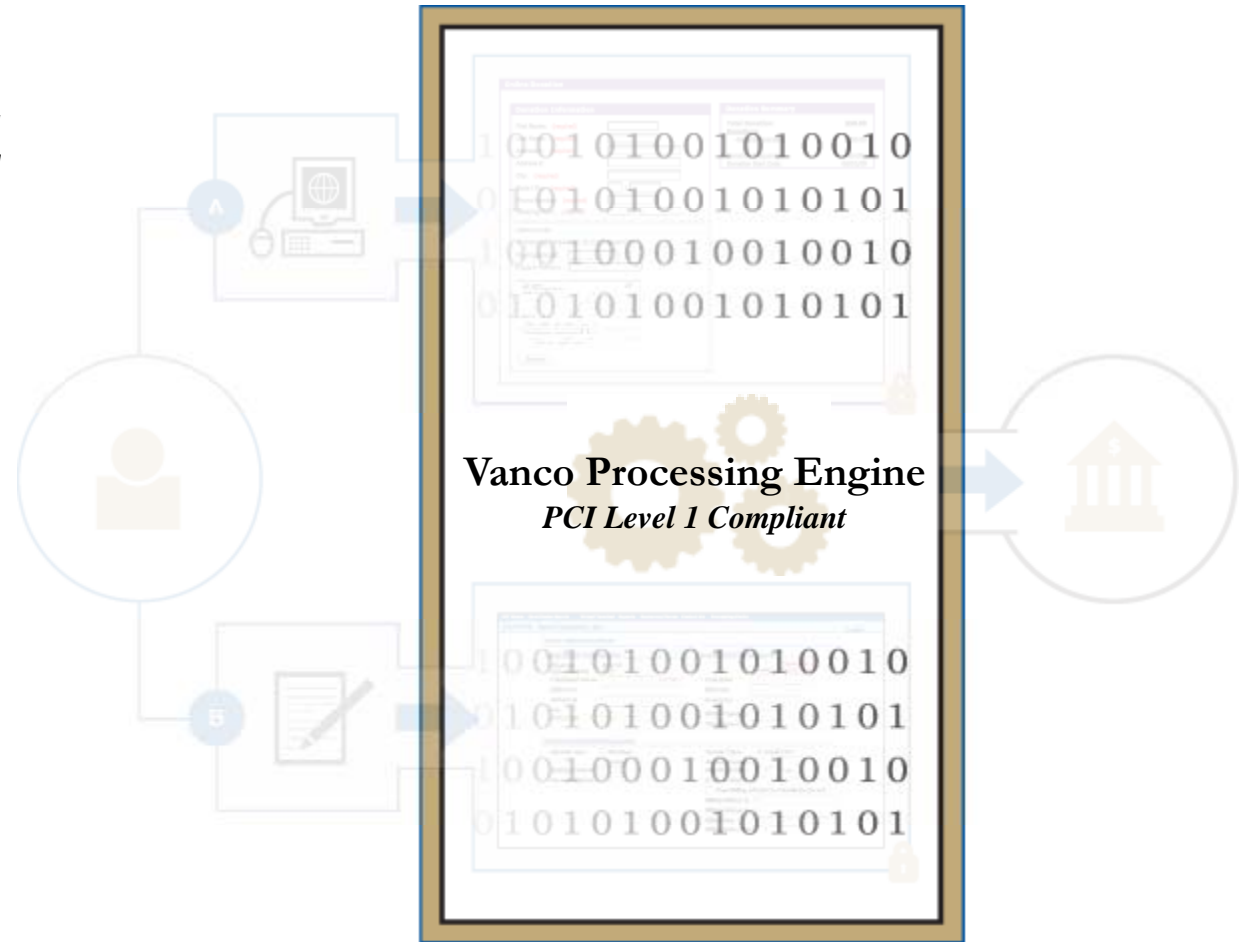
Church staff enters information from member's signed authorization form into Vanco's secure Online Service Center.



# How it works

## 3. Donations are processed

- *All transactions are processed in Vanco's secure, PCI Level 1 Compliant environment.*

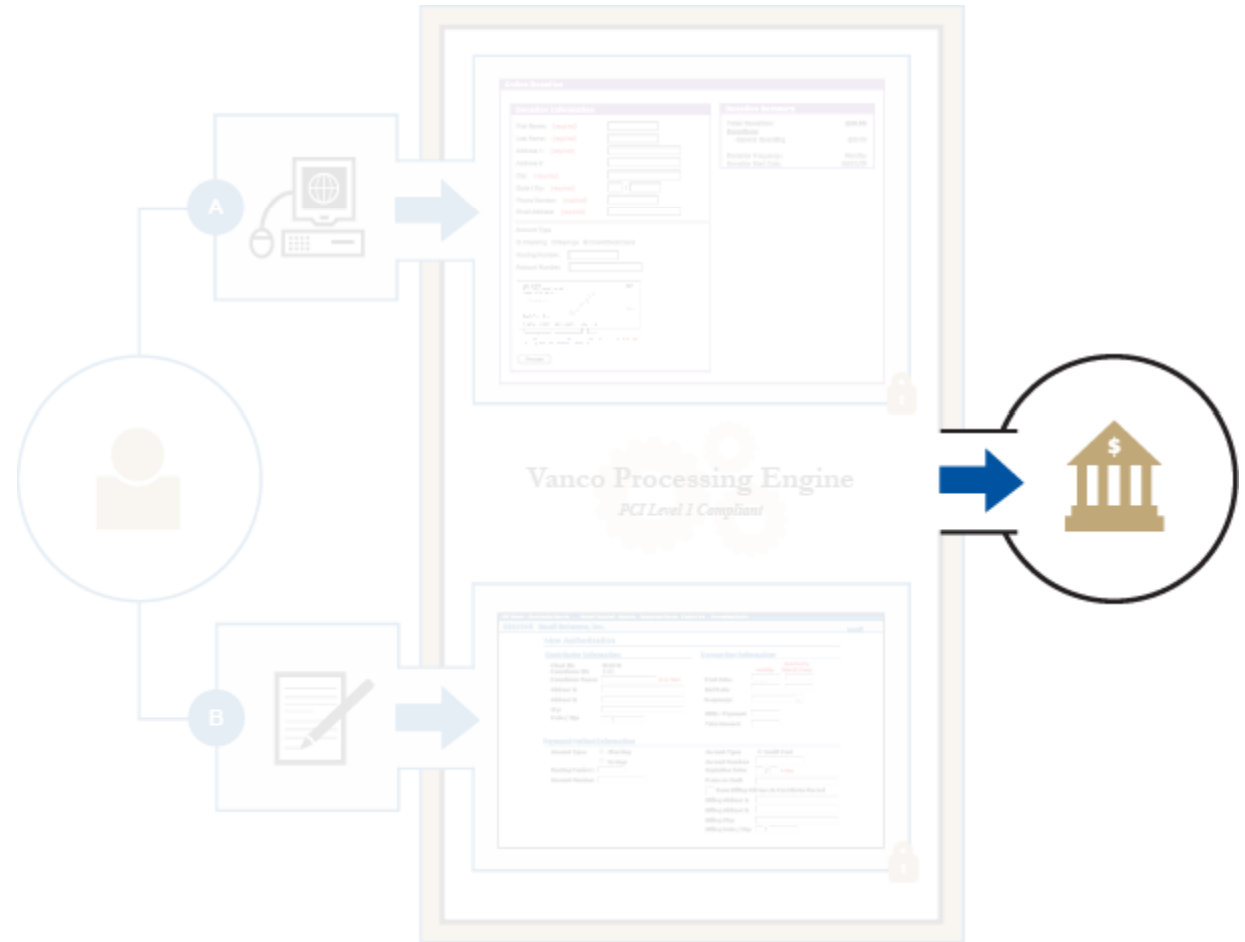


# How it works

## 4. Donations are deposited into church bank account

- Church staff can view, download or import Vanco deposit reports\*
- Donation information can be segregated and reported by type of fund
- Member sees donation on bank statement under the church name



\* Donation information can be imported into church management software or recorded manually.





# How it works

## Comparing entry methods



 <b>Church Website</b> <i>Appeals to church members who prefer to make donations and payments online</i>	 <b>Authorization Form</b> <i>Easy to distribute and a very effective method for getting members to sign up</i>
✓ Church members enter own donation info	✓ Church staff enters donation info
✓ One-time & recurring contributions	✓ One-time & recurring contributions
✓ Church determines which funds to list	✓ Church determines which funds to list
✓ Information is entered and stored in Vanco's secure systems	✓ Information is entered and stored in Vanco's secure systems
✓ <b>e.service® by Web</b> required	✓ Customized form provided

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# ***What payment methods are available to members?***

# Payment methods

## Your church designates which methods to offer

 <b>Credit Card / Debit Card</b>	 <b>Direct Debit</b>
<p><b>e.service® Merchant Services</b> enables your church to accept both credit and debit cards or, if preferred, only debit cards.</p>	<p><b>e.service® Electronic Funds Transfer (EFT)</b> is a payment method that automatically transfers funds from a member's checking or savings account to the church's bank account. EFT is also called Direct Debit, Direct Payment or ACH.</p>

# Payment methods

 <b>Credit Card / Debit Card</b>	 <b>Direct Debit</b>
<b>Unique benefits of payment cards:</b> <ul style="list-style-type: none"><li>➤ <i>Appeals to the large and growing number of families who rarely write checks or carry cash</i></li><li>➤ <i>Lets members earn airline mileage and other rewards</i></li><li>➤ <i>Attracts larger gifts—contributors often make larger one-time gifts when they use a credit or debit card</i></li></ul>	<b>Unique benefits of Direct Debit:</b> <ul style="list-style-type: none"><li>➤ <i>Enjoys greater acceptance among longtime members since many already use direct debit for utility bills and other monthly obligations</i></li><li>➤ <i>Provides the church with a low cost method for processing contributions</i></li></ul>

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## *How much does it cost?*

# Program Charges

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## How much does it cost?

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Refer to Vanco's **Program Charges** for the following services:

- **e.service® by Web**
- **e.service® Merchant Services**
- **e.service® Electronic Funds Transfer**

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# ***What else can Vanco Services do for the church?***

# Beyond donations

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## What else can Vanco do for the church?

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- **Online pledges (optional feature of e.service® by Web)**
  - *Members can visit the church website and choose to pledge and set up payment(s) at the same time or, if they wish, they can pledge now and pay later.*
- **Online registrations and payments (optional feature of e.service® by Web)**
  - *In addition to online donations and pledges, Vanco can set up a separate web page capable of accepting registrations and payments for camps, daycare, educational programs, special memorials and more.*
- **Express checkout at live auctions (optional feature of e.service® Merchant Services)**
  - *When auction-goers check in at a live auction, they can pre-register their payment information for any potential purchases by swiping a credit or debit card. Winning bids are then processed with ease and bidders can leave without waiting in long checkout lines at the end of the event.*



***Thank you for considering Vanco!***



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