E-Giving

1. Will this help you?
2. Tools
3. Decision-Making
4. Effective
Online Giving: $163 million in 2012

% of Donors Making an Online Gift

2002
- Made on line gift: 4%
- Did NOT make an online gift

2012
- Made on line gift: 65%
- Did NOT make an online gift
**Is it worth the effort?**

*Putting it bluntly:*

Is there a net gain in time, efficiency and revenue?

Will this impact:
- Number of givers?
- Size of gifts?
- Regularity of gifts?

Are there unintended consequences? For example:
- Givers feeling removed from their gifts?
- Isolating most dependable givers?
- Increased burden on staff?
- Increased expense to securing gifts?
Competition is increasing
The number of 501(c)(3) organizations, 2001–2010

% of contributions to religion

Source: USA Giving
We are not the same as non-profits

but

What they do has a major impact on us

Who is your Audience?

Think about your givers
2011 Average Contribution per Member

- Largest Givers
  - $2,221
- Modest Givers
  - $1,025
- Casual Givers

2011 Average Contribution per Worship Attendee

- Core Membership
- Tithers
- Gifts > Average
- E-Giving tools do not suit their gift size
- Older
- E-giving tools are less interesting / unfamiliar

Largest Givers
- E-Giving Neutral
- RECOMMENDATION
- Modest Givers

✓ Do NOT detract from traditional giving
✓ Planned Giving
- Regular Membership
- Gifts =/< Average
- Regular to Irregular Givers
- Young Adults and Families, Baby Boomers
- E-giving tools are convenient
- E-giving tools are helpful discipline
- May not give if not present in church

RECOMMENDATION

Modest Givers

- Regular Membership
- Gifts =/< Average
- Regular to Irregular Givers
- Young Adults and Families, Baby Boomers
- E-giving tools are convenient
- E-giving tools are helpful discipline
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RECOMMENDATION

Online Banking
Website Giving

Largest Givers

- Some Regular and Some Infrequent Members / Visitors
- Non-Tithers
- Gifts < Average or Nothing
- Give in the Moment
- Over 50% Church Attendees Give $0.00
- E-Giving Tools Are Helpful

RECOMMENDATION

Immediate Giving Tools

Modest Givers
Who is YOUR E-Giving audience?

E-Giving Tools

Online Banking
Basic, Easy, Low Cost

Online Giving
Expected, 3rd Party, % Cost

Mobile Giving
Advanced, 3rd Party, % Cost

Giving Kiosk
Advanced, 3rd Party, Equip Cost, % Cost

Mobile Card Processing
Easy, Events, % Cost
E-Giving
SIMPLIFY

Tool
Description
Cost
Who needs it?
Pro's & Con’s

1. Online Banking
2. Online Giving
3. Mobile Giving
4. Text to Give
5. Giving Kiosk
6. Mobile Card Processing
1. Online Banking

Members conduct their own financial transactions through a website operated by their own financial institution. In most cases, a processing center mails a computer-generated check to the church.
E-Giving

1. Online Banking

Church Action:
- No set-up.
- Comparable to receiving check via mail or in rare cases an EFT.

Donor Action:
- Easy First Time Set-Up (Minutes).
  Quick implementation of current, future-scheduled or recurring transactions.
- Also fast and easy to do from Smart Phones.

PROS:
- 80% of households already pay at least one bill online: Already the favorite/preferred/primary method of bill payment
- No Cost
- No Contract to Donor or Church
- Easy and Fast
- Frequency Options: Single, Recurring or Specific Dates
- Improved Consistency & Budgeting for both Donor and Church
- Secure
- No debt instrument involved

CONS:
- Not Participating in Offering Part of Liturgy
- When not automatically recurring, potentially less predictable than EFT/ACH
2. Online Giving

Description: Accepting credit cards, debit cards and ACH (electronic checks) through your website.
E-Giving

2. Online Giving

- VENDOR Website
- Fraud Control
- Merchant Account
- Gift Acknowledgement
- Reporting
- YOUR Bank

COST: Varies

E-Giving

Fee Storm:

- Discount Rate (fee): 1.5%-3%
- American Express: +1%
- ACH/e-check: 0-1%
- Merchant Account if not provided by your vendor
  - Monthly minimum fees $0-$75
  - Gateway fees $20-$100
  - Statement fees $5-$50
  - Authorization fees $0-$100
  - Chargeback fees $15-25

- 3-Tier Pricing: Cards are ranked in 3 tiers and they are charged differently
  - 1st Tier: Qualified Rate: lowest rate quoted by merchant
  - 2nd Tier: Mid-Qualified Rate: Keyed in trans. or rewards card
  - 3rd Tier: Non-Qualified Rate: higher marked up rate

3/14/2014
E-Giving

FOCUS FIRST ON:
- User experience
- Customer service
- Compatibility
- Security

CONSIDER FEES AFTER YOU IDENTIFY THE BEST SYSTEMS:
Fees will frustrate you, and in reality they probably vary only slightly

<table>
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<tr>
<th>Feature</th>
<th>Presbyterian Mission Exchange</th>
<th>American Church</th>
<th>National Church Solutions</th>
<th>PayPal</th>
<th>Just Give</th>
<th>Service/ACS Technologies</th>
<th>Easy Tithe</th>
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<tbody>
<tr>
<td>No Website required</td>
<td>✓</td>
<td>✗</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>N/A</td>
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<td>Automatic ACH to church</td>
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<td>✓</td>
<td>✗</td>
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<tr>
<td>Withdraw funds as needed</td>
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<td>✗</td>
<td>✗</td>
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<td>No</td>
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<td>Transaction charge</td>
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<td>1% per donation</td>
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<td>3% + 0.25 per donation</td>
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<td>4.5% for all donations</td>
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<td>0.25% per donation</td>
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<td>Credit card/Debit card charge</td>
<td>2.59% + $0.26</td>
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<td>3% + 0.25</td>
<td>2.20%</td>
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<td>Bundled with transaction</td>
<td>N/A</td>
<td>0.75% + 1.25</td>
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</table>

3/14/2014
2. Online Giving

**PROS:**
- It is expected
- Easy and fast for donors
- Relatively low cost
- Easy to operate once set up
- Donor can designate to tithe, special offering, etc.

**CONS:**
- Expensive for card usage
- Giver is not Participating in Offering Part of Liturgy
- Extremely difficult to compare providers.
  Complicated comparison, especially of pricing

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### Mobile Giving

Members and visitors may conduct their own financial transactions through their mobile phone or tablet.

The transaction is similar to online banking with the interface optimized for mobile devices.
Mobile Giving

1. Donor completes 1-time setup online
2. Goes to mobile site for transaction
3. Donation captured in secure environment
4. Funds transmitted as ACH or plastic card
5. Donor receives confirmation by text, e-mail and on financial account statements

Many vendors provide mobile giving in addition to their computer-based online giving.
E-Giving

Mobile Giving

Who needs it?

Visitors and casual givers

By 2015 mobile internet will overtake desktop internet usage

E-Giving

Mobile Giving

PROS:
• Can be part of liturgy
• Fewer people carry cash
• Mobile apps are becoming standard for payments/giving
• Giving is available to visitors
• Tool of younger generations
• Soon will be the norm
• Fees may be justified, as these givers would not give otherwise

CONS:
• Very non-traditional
• High fees
• Phones are discouraged in worship
• Expensive if used by regular givers
E-Giving

Text to Give

Micro donations
- Not suited for a church
- Receive donations of $5 and $10
- Requires a large donor base
- Gifts are processed through cell phone carrier bills

Effective

QR Code
http://qrcode.kaywa.com
Effective Pew Card

Virtual Offering Plate

Scan Here

The earth is the Lord's and everything in it; the world, and all who live in it.

- Psalm 24:1

My Church / Organization

I gave online

3 WAYS TO GIVE ONLINE

1) OUR WEBSITE
   Go to our website’s “Online Giving” tab.

2) YOUR SMARTPHONE
   Scan the QR code on the reverse side, or go to our website online.

3) ONLINE BANKING
   Go to your bank’s website and select Bill Pay. You will need our
   organization’s EIN number and other information to complete the
   online donation process.

For more, see our Frequently Asked Questions on our website.
Effective Pew Card

Ways to support First Presbyterian Church:
1. Place gift in check in the offering plate.
2. Use your bank's online bill pay service to send a payment to the church.
3. Setup an Electronic Funds Transfer from your savings or checking account on our website or enter the QT code below.
4. Use your debit/credit card on our website or scan the QR code below.
5. Make a gift of cash, stock, or other appreciated securities. Contact the church office for more information.
6. Remember the church in your will and/or your estate plans. Contact the pastor for more information.

Please feel free to place this card in the offering plate to signify your financial support of the mission of the church.

www.firstpresptc.org

Online Giving

Scan Here
**E-Giving**

**Giving Kiosk**

Free-standing or desktop interface where givers can swipe a credit or debit card.

Other features are available such as volunteer and event registration.

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**E-Giving**

**Giving Kiosk**

... plus the standard charges for card transactions outlined in online giving

**COST = $2,500-$5,000**
E-Giving

Giving Kiosk

PROS:
• Convenience
• Reflecting reality of financial tools
• Giving must be easy

CONS:
• ATM appearance in church
• Giving is a transaction
• Commercializing church
• Cost

E-Giving

Mobile Card Processing

Accept major cards on a smart phone or tablet.

A free card easy-to-use app downloads onto the mobile device. A quick registration process permits transactions, signatures and receipts.

A free card-reader plugs into a smartphone or tablet.
E-Giving

Mobile Card Processing

PROS:
• Low cost and easy set-up
• Best for sales, fundraisers, events
• No monthly/annual fees

CONS:
• Transaction cost
• Requires person with modest technical know-how
• Does not link in with church software

No contracts, monthly fees or merchant accounts required.
E-Giving

Mobile Card Processing

VENDORS:

- Square Up
- Intuit GoPayment
- PayPal
- Several others...

Decisions
Decisions

Consider the giving trends in your church

1) **Pre-approve with Session**: ensure the effort has support of the leadership
2) **Assemble your team**: research and decision-making team (incl. Bus. Adm.)
3) **Assess your congregation**: what tools does the culture need
4) **Identify providers**: your MRO can help you identify vendors
5) **Feature comparison**: ensure the providers have the features you need
6) **Identify 3-4 vendors**: make spreadsheet comparing the services most desired
7) **Cost comparison**: calculate comparison based on giving forecasts
Effective

Will e-giving boost your revenue?

Probably not IF you don’t
1. Lead people to it.
2. Make it easy.

Effective

- Announcements
- Article
- FAQ’s
Effective

- Q&A on the website about online giving
- Newsletter articles and bulletin blurbs
- Announcement at worship and testimonial
- Survey younger members if they’ve tried it and to give you feedback

E-Giving

- Online Banking
  - Basic, Easy, Low Cost
- Online Giving
  - Expected, 3rd Party, % Cost
- Mobile Giving
  - Advanced, 3rd Party, % Cost
- Giving Kiosk
  - Advanced, 3rd Party, Equip Cost, % Cost
- Mobile Card Processing
  - Easy, Events, % Cost