




TRACK: Accelerate Giving

THE POWER OF ONLINE GIVING

INTRODUCTION

- What is The Power of Online Giving?
 - How has F1 Online Giving Accelerated Giving?
 - How Do We Maximize Online Giving?
 - What Have We Learned?
- 

Where Did We Start?

- Authorize.Net
 - Manual/No Schedule
 - No Integration With Web Site or Contributions

What Attracted us to F1?

- Membership Maintenance, Contribution Processing, and Reporting
- Scheduled, Online Giving Integrated with Web Site and Contributions Module

What Is The Power of Online Giving?



Seamless Integration With Web Site



Donor Driven and Directed



Fully Automated Processing

- Authorization
- Settlement
- Posting

Anytime, Anywhere



Reduced Check Processing



The Giving Schedule

- The Most Powerful Advantage
 - Allows Donors to Decide in Advance
 - Allows Donors to Give When They Don't Attend

How Has Online Giving Accelerated Giving?



	YTD 12/31/2007	YTD 12/31/2006	YTD 12/31/2005
CASH	\$ 525,783.31	\$ 465,230.78	\$ 878,115.96
CHECK	\$ 6,988,303.31	\$ 6,417,046.16	\$ 5,718,121.86
ONLINE	\$ 1,163,416.34	\$ 693,057.19	\$ 167,507.86
NON-CASH	\$ 612,615.45	\$ 26,657.45	\$ 64,343.60
Total	\$ 9,290,118.41	\$ 7,601,991.58	\$ 6,828,089.28

Online as % of Total


13%


9%

2%


A vertical barcode is located on the left side of the slide.


Year 1 - 2005

- Implemented Early June 2005
 - No Promotion – Word Of Mouth Only
 - Jan – Jun Online Giving = \$35K
 - Jun – Dec Online Giving = \$140K
 - Online Giving Quadrupled
- 
- A vertical bar on the left side of the slide, composed of several colored segments: a small red square at the top, a grey square, a blue square, and a long red bar at the bottom.

A vertical barcode is located on the left side of the slide.

Year 2 - 2006

- Focused Promotion Early 2006
 - Online Giving Increased \$525K
 - Online Giving Tripled from 2005
- 
- A vertical bar on the left side of the slide, composed of several colored segments: a small red square at the top, a grey square, a blue square, and a long red bar at the bottom.

A vertical barcode is located on the left side of the slide, near the top.


Year 3 - 2007

- Continued Promotion
 - Online Giving Increased \$470K from 2006
 - Online Giving was \$1.2M
- 
- A vertical bar on the left side of the slide, composed of several colored segments: a small red square at the top, a grey square, a blue square, and a long red rectangle at the bottom.

In 2 ½ Years...

- Online Giving Increased 7 Times
- Check Giving Increased 22%
- Cash Giving Decreased 40%
- Most Of Increase Related to Scheduled Gifts

How Have We Maximized This Tool?

- More Web Driven
 - Set Up, Maintenance, Accounting
 - Leader Buy In
 - Promotion
- 

Become More Web Driven



Simple, Attractive Web Site

For More Check Out

GCCWired.com


Daryl McMullen www.webdrivenchurch.com

Kem Meyer kemmeyer.typepad.com

Drive People to Your Web Site

- Make it Relevant to Your Ministry
- Use It to Help Communicate

Online Giving Becomes Natural

- If People Are There, They Might Donate
 - If They Might Donate, Give them a Tool
- 

Make It Subtle, Easy To Find

- Link On Your Home Page
- Link By Your Online Media Player

Set Up, Maintenance, Accounting




Setup, Maintenance

- Work with Fellowship Tech on Set Up
- Decide Forms of Payment
- Web Enable Funds/Sub Funds
- Attach G/L Account #s to Sub Funds

Accounting

Day to Day

- F1 G1048E – Contribution/Receipts Master List
 - CyberSource – Payment Batch Detail Report
 - Online Banking Transactions
- 

Week to Week

- Weekend Offering Processing

- F1 Reports
 - G1121P – Fund Summary by Date Range

 - G1125 – Contribution Summary by Batch/Fund

 - G4901E – Pledge vs. Non-Pledge Giving

Week to Week

- Separate Online from Weekend Offering

- F1 Report
 - G1050P – Contribution Master List Online Only
 - G1048E – Contribution/Receipts Master List

Month to Month

- Reconcile Contributions to G/L

- F1 Reports
 - G1121 – Contribution Fund Summary by Date
 - G4102E – Pledge Drive Contributor Listing
 - G4901E – Pledge vs. Non-Pledge Giving

Get Leader Buy In



Show Them Other Churches Using Online Giving



Encourage Your Leaders to Use Online Giving

Provide Evidence that Online Giving is Adding Value



GRANGER COMMUNITY CHURCH
8 WEEK GENERAL FUND GIVING COMPARISON
2005-2007

8 Week General Fund Data 2005

<u>Date</u>	<u>Actual</u>	<u>budget</u>	<u>Variance</u>	<u>Online</u>
6/5/2005	84,970.61	89,084.02	(4,113.41)	716.00
6/12/2005	107,984.96	89,084.02	18,900.94	937.20
6/19/2005	94,701.93	89,084.02	5,617.91	1,665.60
6/26/2005	99,281.90	89,084.02	10,197.88	1,510.00
7/3/2005	78,440.00	93,787.16	(15,347.16)	2,872.00
7/10/2005	100,585.26	93,787.16	6,798.10	611.00
7/17/2005	88,634.59	93,787.16	(5,152.57)	1,281.60
7/24/2005	92,092.54	93,787.16	(1,694.62)	5,547.60
Totals	746,691.79	731,484.72	15,207.07	15,141.00
Weekly Averages	93,336.47	91,435.59	1,900.88	1,892.63

8 Week General Fund Data 2006

<u>Date</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Online</u>
6/4/2006	112,412.81	106,911.17	5,501.64	\$ 12,552.05
6/11/2006	137,820.34	106,911.17	30,909.17	\$ 9,305.60
6/18/2006	106,310.16	106,911.17	(601.01)	\$ 12,731.99
6/25/2006	106,501.58	106,911.17	(409.59)	\$ 12,576.57
7/2/2006	113,564.66	108,038.39	5,526.27	\$ 14,099.58
7/9/2006	114,927.46	108,038.39	6,889.07	\$ 9,627.60
7/16/2006	116,496.78	108,038.39	8,458.39	\$ 14,902.89
7/23/2006	100,454.55	108,038.39	(7,583.84)	\$ 9,542.61
Totals	908,488.34	859,798.21	48,690.13	95,338.89
Weekly Averages	113,561.04	107,474.78	6,086.27	11,917.36

Online as a % of Actual

2%

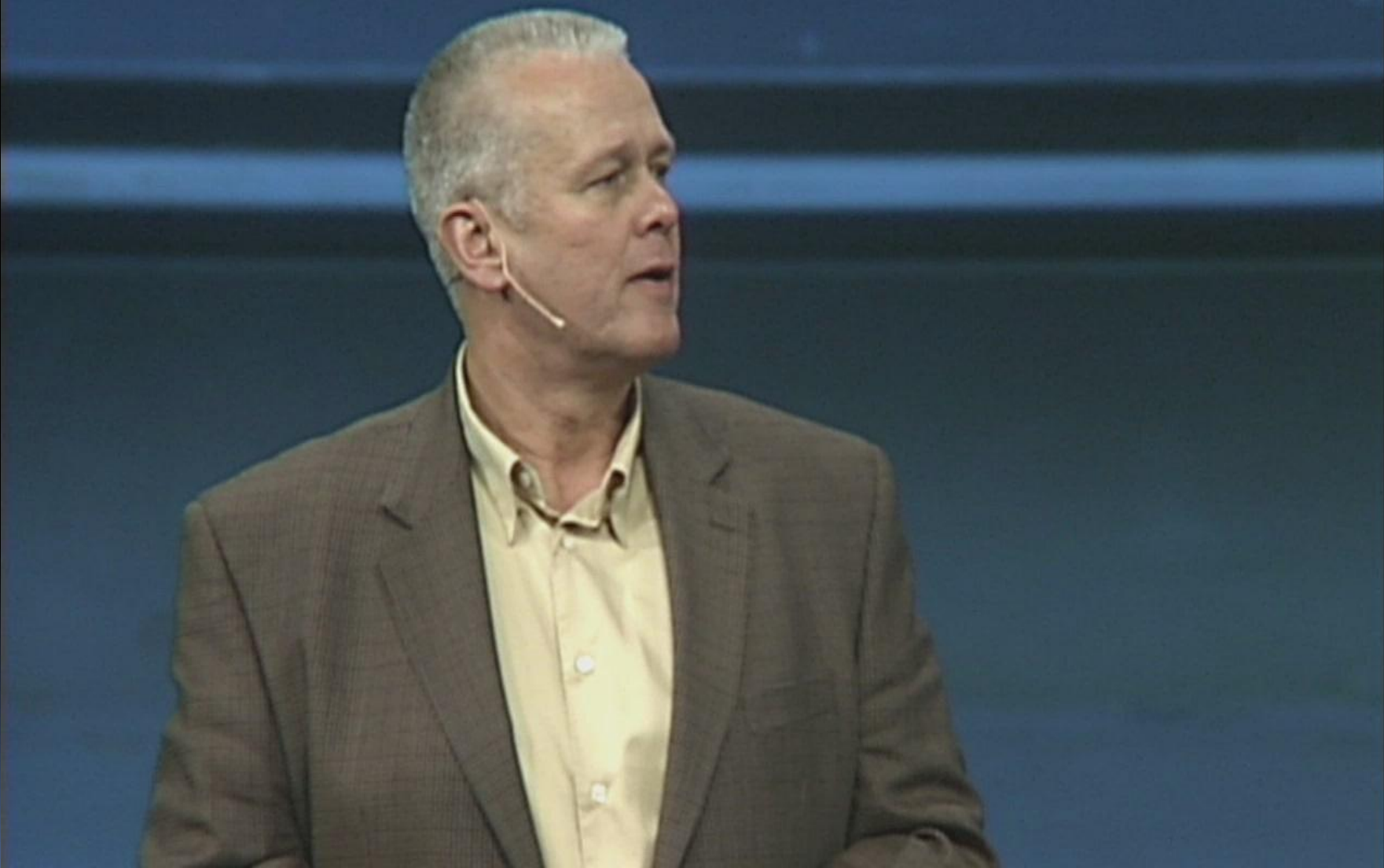
10%

PROMOTE ONLINE GIVING



Promotion from Platform

- Ask Your Leaders to Promote it
- Include it in the Message
- Mention During Announcements



Promotion Card



online giving...

↙ pastor

so easy a ~~caveman~~ can do it!

www.highlandsfellowship.com




Provide Feedback

- Show How Promotion Helped
 - G6000E – Online Giving Schedules
 - G6007E – Scheduled Contributions

A vertical barcode is located on the left side of the slide.


Other Possibilities

- Add a Comment on Statements
 - Any Others?
- 
- A vertical bar on the left side of the slide, composed of several colored segments: a small red square at the top, a grey square, a blue square, and a long red bar at the bottom.

What We've Learned




Prepare for Critical Questions

- Why Do We Promote Credit Card Giving When We're Telling People Not to Use Them?
 - Don't We Pay Fees for Online Giving?
 - What Do I Do During the Offering?
- 


Don't Assume It's Easy - Support

- Create Some Help Documents
- Check Out Jing for Video Support
- Be Prepared to Help Those Who Forget Their Password

Card Expiration Reminder

- Don't Assume People Know Their Card Expired
 - Use G6250E – Credit Card Expirations
 - Send email Reminders Monthly
- 

Failed Transaction Follow Up

- Don't Assume People Read Email
 - Use G6500E or G6262E to Find Failed Transactions
 - Send a Follow Up Email
- 

Questions?



Please fill out session evaluation!

<http://DynamicChurchConference.com/survey>

