

WELCOME TO eGIVING!



VANCO

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eGIVING LAUNCH GUIDE

INTRODUCTION TO VANCO

Thank you for choosing Vanco as your eGiving solutions provider! Our convenient and secure eGiving tools are trusted by more than 22,000 churches nationwide. We look forward to providing you with our expertise and service to help your church grow eGiving with your members and visitors.

ON-DEMAND TRAINING RESOURCES

We offer training options for our eGiving customers. You can schedule live training by calling our Client Services team at 800.675.7430 or emailing them at cs@vancopayments.com. If you prefer to complete training on your own schedule, Vanco offers a series of training videos in the ***MyVanco Service Center***.

WHAT THIS GUIDE WILL COVER

The purpose of this eGiving launch guide is to provide you with information and resources to successfully implement and promote eGiving tools in your church. In the following sections, we will cover:

- Setting up your new eGiving tools.
- Creating an eGiving communication plan.
- Your eGiving launch timeline.
- Ongoing promotion of your eGiving tools.



SETTING YOU UP FOR SUCCESS WITH eGIVING

At Vanco, we want to set your church up for success by helping you implement and promote eGiving. Our GivePlus suite includes many different electronic donation methods to make it easy and convenient for your members to give anywhere, anytime.

HERE ARE THE eGIVING TOOLS WE OFFER:



ONLINE

Easily collect donations and payments on your website.



MOBILE

A smartphone app that makes eGiving easy from anywhere.



TEXT

Make giving as simple as sending a text.



KIOSK

Empower self-service giving in your building.



SWIPE

Accept quick and easy one-time, on-site payments or gifts with a mobile card reader.

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800.675.7430
GIVEPLUS.COM

ONLINE GIVING WITH HOSTED OR EMBEDDED FORMS

Vanco offers two ways to bring online giving to your church: with an embedded form or a hosted page. A secure embedded giving form allows members to give without leaving your website, whereas a hosted online giving page is a link that brings your members to a custom giving page, built and hosted by Vanco.

5 TIPS TO MAKE YOUR ONLINE GIVING SUCCESSFUL



LOCATION, LOCATION, LOCATION

Prominently feature a link or giving form on your home page and throughout your website. Don't make your members work to find it – make sure you can see the form or link on each page without needing to scroll or look for it.



DEMONSTRATE THE IMPACT OF GIVING

Show your members how their gifts help your church reach its goals. Your members are at the heart of your ministry, and they want to know how their contributions have helped fund the important work you do.



FEATURE ONLINE GIVING THROUGHOUT YOUR WEBSITE

Add multiple embedded forms or links to your giving page throughout your website to make it easy for members to give online.



BE DIRECT

Add direct appeals for financial support on your giving page and throughout your website. Tell your members how their gifts will be used and share stories about your successes.



GUIDE MEMBERS TO YOUR SITE

Promote your website and giving page at every opportunity. Include your church's online giving page address in all communications – newsletters, bulletin messages, posters and social media. Whenever possible, remind members and guests they can give online.

MOBILE AND TEXT – EMBRACE THE POWER OF YOUR SMARTPHONE!

Most of your members bring their smartphones everywhere. So, why not let them give with their phones? Giving by text or via the GivePlus Mobile app is an incredibly convenient, easy way for your members to make one-time gifts or recurring payments.

5 TIPS TO EMBRACE MOBILE AND TEXT GIVING

Getting your members to embrace giving with their smartphone can help increase recurring donations and regular gifts, since they can give from anywhere, whenever they want. Here are some tips to get you started.



TELL YOUR MEMBERS ABOUT GIVING WITH THEIR SMARTPHONE

If your members don't know they can give by text or mobile app, they won't do it. Ask your church leader or pastor to talk about it from the pulpit and in emails or other communications. Be sure to mention that members can set up recurring payments as well as one-time gifts by text or through the app.



EXPLAIN THE BENEFIT OF GIVING ON THE GO

Members can't always attend service, and many are involved in other activities in your church. Promote your mobile and text giving options so these members can give from anywhere at anytime right from their smartphone.



APPEAL TO YOUNGER MEMBERS

Most young members would prefer to give with their smartphone than use cash or check. Be sure to let these members know how to give by text or through the mobile app. Put up signs and PowerPoint slides during church activities typically attended by younger members, and post about it on social media.



SPREAD THE WORD!

Anywhere you talk about giving, include information about text giving and the GivePlus Mobile app. Add information on your website, in your weekly bulletin and on signs or digital displays around the church. We have a variety of resources in our [**Resource Center**](#) to help you promote eGiving.



START A TEXT CAMPAIGN!

Create funds for special events and fundraisers in [**MyVanco Service Center**](#), then promote them with a text campaign. Encourage members to donate to those funds via text message, and remind them they can also set up recurring donations through text. For assistance setting up funds through MyVanco Service Center, call our Client Services team at 800.675.7430 or watch our self-guided video in the service center.

LAUNCH

COMMUNICATION PLAN

A strong communication plan will improve eGiving adoption and provide church staff with the information they need to implement it. Create a plan that uses multiple communication channels to let members and guests know about their eGiving options and explain how recurring donations support the church's mission.

ENLIST THE SUPPORT OF LEADERS AND STAFF

Ask leaders and staff to sign up early and spread the word. If they lead by example, your members will follow.



PASTOR

Messages from the pulpit are powerful. Help your pastor develop a timeline for communicating during services and talking to church groups. It's important for members to hear church leaders talk about how they engage with eGiving tools.



STEWARDSHIP COMMITTEE

Encourage your committee to reach out to an agreed upon number of members. Start small – each leader should select three to five members and personally engage them in conversations about eGiving.



CHURCH OFFICE

Your staff is responsible for getting communications out, but there are plenty of resources to help in our [**Resource Center**](#). Here you will find member communications and other messaging to assist you in promoting your eGiving tools.



FINANCE

Show members how they can choose to offset processing fees to save on the cost of eGiving. And remind them they can contribute to different funds – Sunday giving, mission trips, building funds and more.

eGIVING LAUNCH TIMELINE



EMAIL

(biweekly)

Send an email to church members



ANNOUNCEMENT

(weekly)

Ask your pastor to make an announcement



BULLETIN MESSAGE

(weekly)

Insert a message into your bulletin



ANNOUNCEMENT

(weekly)

Ask church leaders to make announcements during small groups and events



POSTER

Hang up posters in common areas



SOCIAL POST

(weekly)

Post a message on Facebook or other social media



PRESENTATION

(monthly)

Ask stewardship committee to give a presentation on eGiving



POSTCARD

(monthly)

Mail a postcard about eGiving to members

eGIVING PROMOTION RESOURCES

There will also be visitors and new members at your church who haven't heard about your eGiving program. It's also nice to remind members how to use different eGiving options, like text giving or with the GivePlus Mobile app. Here are some tips and resources that can help you build awareness among your membership and promote online giving throughout the year.

ROTATE AND REPEAT YOUR MESSAGES

Use different messages for your church bulletin, website and social media accounts. Periodically repeat and rotate them, especially during the holidays or events. Visit our [Resource Center](#) to find member communication templates including bulletin inserts, email templates, PowerPoint slides and posters.

ASK CHURCH LEADERS AND MEMBERS TO TALK ABOUT ONLINE GIVING

Call a meeting with your leadership and key members to demonstrate how to use your eGiving tools and explain how they benefit the church. Then, ask each of them to set up small group meetings to talk to other members about the importance of eGiving.

DISPLAY INFORMATION ABOUT ELECTRONIC GIVING THROUGHOUT THE CHURCH

Use church bulletin boards, tables and literature racks to display and distribute program information in common areas, resource centers, bookstores, classrooms, kitchens and other places your church community gathers.

PROMOTE THE BENEFITS OF ELECTRONIC GIVING DURING CHURCH EVENTS

Your church isn't just open on Sundays. There's something going on every day of the week, and members of your church community contribute much more to your ministry than their weekly pledges. Give busy members the stress-free option to pay or give electronically during all their church activities – youth groups, school programs, sports activities, Bible study and more.



RESOURCES FOR ONGOING PROMOTION OF eGIVING

The most successful churches use a variety of communication methods to promote eGiving. The more ways you promote it and the variety of ways to give, the more gifts you're likely to receive. We have created a Vanco Resource Center with resources designed to help you easily implement and promote eGiving year-round.

VISIT OUR [RESOURCE CENTER](#) OR EXPLORE THE LINKS BELOW:



PRINT MARKETING

Discover pre-designed print materials like bulletin inserts, flyers, inserts and posters you can quickly update, print and use.



ARTICLES

Find articles and presentations on eGiving facts, benefits and best practices.



MESSAGES

Copy and paste bulletin messages and announcements to share with your members.