

Online giving for congregations

Many people today make most of their financial transactions electronically – they receive their paychecks through direct deposit, purchase items with debit and credit cards, and make their utility, mortgage and other regular payments online. Some report that giving in the offering plate is one of the few checks they actually write, and they wish for the ability to give to the congregation electronically.

Many congregations feel they are “behind the times” in not offering online giving as an option, but are unsure about how to begin the conversation. This sheet is designed to help congregations consider the opportunities involved in providing electronic giving options to worshippers.

Reasons to consider online giving*

1. Wide acceptance
2. Stability in collections
3. (Potentially) increase collections
4. Security
5. Convenience
6. Attract younger generations

Worship connection



Creative churches have provided ways to participate in the offering while giving electronically. Some churches have made cards with an “I gave electronically” message, making them available in pew racks or near the sanctuary entrance. By laminating the cards, they can be placed in the offering and then returned to the pew or entrance during the week for reuse.

Steps to implementing electronic giving:

1. Leadership makes the decision to accept electronic giving.
2. Consider various implementation options.
3. Work with the financial institution or vendor to develop the systems for receiving funds.
4. Develop internal systems for accurately recording deposits for bookkeeping and recording purposes.
5. Work out any bugs by inviting a few congregational leaders to test the system with actual gifts.
6. Provide online giving via your congregation website.
7. Promote the advantages of electronic giving to your congregation.
8. Consider quarterly reminders in your bulletin or newsletter.
9. Incorporate information about electronic giving in welcome information for new attenders.



*Jeste, Vijay. “Online giving: Why churches should implement electronic giving” (White paper) Retrieved from osvoffertory.com

Options for electronic giving

Online options

Many vendors also provide electronic giving options for churches and nonprofit organizations, typically for a per-transaction fee or a percentage of the total gift. Several are listed here. Everence® does not have a relationship with any of these companies, and inclusion on this list does not imply an endorsement by Everence. This information is from each company's website, and Everence didn't independently verify it.

Pushpay

Pushpay provides churches with resources on how to grow giving, grow engagement and manage that growth. Pushpay offers the speed of 10-second giving and integration across all digital giving methods online, mobile, web and text.

pushpay.com

Vanco

Vanco works with churches, schools and other faith-based organizations, offering the ability to accept credit card, debit card and eCheck donation. More than 20,000 churches, schools and other faith-based organizations nationwide use Vanco for electronic donation and payment services.

vancopayments.com

Easy Tithe

Easy Tithe provides a customized giving page for members and visitors to access through a church website or elsewhere. Donors create an account from the giving page and set up recurring giving with selected fund, frequency and amount, giving through the web, mobile app, text and giving kiosks.

easytithe.com

ShareFaith

ShareFaith's suite of services allows your church to create, update and maintain a professional web presence. ShareFaith Giving allows attendees to give online via text or smartphone, making one-time or recurring gifts using their debit or credit card.

sharefaith.com

ACH transfers

Everence Federal Credit Union can provide assistance in receiving ACH transactions from attendees and does not charge churches a set-up or transaction fee to do so. Contact carla.weaver@everence.com for more information.

If you already have a relationship with a local bank or credit union, it may be able to assist you as well, often for a fee that is significantly lower than for the services mentioned above. Financial institutions vary greatly in their ability to provide such service, but working with your current financial institution may be easiest.