

A person wearing a light blue button-down shirt is holding a white smartphone in their right hand. The background is a soft, out-of-focus light blue and white. The text 'GIVE+Mobile' is overlaid on the left side of the image.

# GIVE+Mobile

Getting Your Members Started

# GIVE+ Mobile

## Spread the word and watch your ministry thrive

Once your church has been set up for Give+ Mobile, let your members and visitors know about your new church giving app and how you enthusiastically support electronic giving. Vanco is here to help with tips and resources that ensure you and your donors get the most out of Give+ Mobile.

Use this guide and Vanco's Church Marketing Center to chart your path — from encouraging members to try the app for the first time to having it become an integral part of your church's thriving stewardship program.

We'll take you step by step through making a plan, assembling all the tools you need and executing and promoting your plan throughout the year. See what's inside:

**READY:** Assess your church and make a plan.

**SET:** Visit Vanco's Church Marketing Center for the tools you need.

**LAUNCH!** Put your plan into action and watch Give+ Mobile take off.



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Search "GivePlus Church" to find and download the app today!

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## **READY:** Assess your church and make a plan.

Deciding how and when to reach your members will help you make the most of Vanco's printed and digital materials to promote Give+ Mobile. Take a minute to evaluate the physical layout of your church and how your members currently receive or would like to receive information about church programs.

### **Start with your Sunday services**

- Where do members congregate on Sundays before or after services?
- Do you hold services in different locations at different times?
- Do you have tables with printed information about new church programs?
- Can members view video messages inside or outside the sanctuary?

### **Identify online communication options**

- Where do you post information and announcements on your church website?
- Do you have online registration pages for youth events, concerts, VBS or fundraisers?
- Do your members regularly engage with Facebook? Twitter? Instagram?
- Does your pastor send out a weekly email?

### **Think about other weekly activities**

- Do you have a children's ministry area, preschool or daycare?
- Do you have a gym that hosts sports activities?
- Do you regularly provide information to new members during an orientation course?
- Where do you post information for your group meetings?

### **Make a plan**

- Who will hang posters and stock tables with flyers and where will they be placed?
- Who will add information about the church giving app to your website and social media?
- Who will add information about the app to your church bulletins?
- Who will ensure your pastor and church leaders are ready to encourage members to use the app?



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## **SET:** Visit Vanco's Church Marketing Center for the tools you need.

Next, use that information to make a plan on how you will send communications and where you will place materials. Then go to **Vanco's Church Marketing Center** to find a wealth of ready-made resources to promote the app throughout your church and through different types of media.

**TIP!** Referencing the app as "GivePlus Church" in communications targeted to your members makes it easy for them to find and download in the App Store or Google Play. All of Vanco's predesigned materials are branded with GivePlus Church for your convenience.

### **Materials available for download**

- Posters and inserts
- Reminder cards
- Product FAQs and promotional flyers

### **Pre-written promotional messages**

- Messages for emails and bulletins
- Posts for your social sites
- Give+ Church logo to add to your website/campaigns

## **LAUNCH!** Put your plan into action and watch the app take off.

Let your members know about your church giving app in as many ways as possible. Once they try it, they will love how quick and easy it is to use. Here are a few ideas to get you started:

- Add information about the app anywhere you are already promoting your other electronic giving options
- Place the GivePlus Church logo on your website with links to download
- Post messages on your church's social media sites
- Add announcements and reminders to your weekly church bulletin
- Ask your pastor to talk about the app from the pulpit and in his emails or other communications
- Show a short video during Sunday services or other group gatherings
- Put up posters where members frequently congregate
- Decorate a table in a prominent location with balloons, printed collateral and reminder cards



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## **REPEAT:** Promote Give+ Mobile throughout the year.

You won't reach all your members or visitors at once and new opportunities to promote Give+ Mobile will come up year round. Visit **Vanco's Church Marketing Center** throughout the year for ideas and resources that make it easy. The more ideas like these you can put into action, the more your church and your members will benefit from the app.

**Remember!** Reference the app as "GivePlus Church" in communications targeted to your members to make it easy for them to find and download in the App Store or Google Play.

- Hang posters in different locations based on seasonal or group activities and change up the messages in your Sunday bulletin
- Provide promotional materials to group leaders
- Encourage your pastor and church leaders to talk about the app and encourage use — knowing leadership supports electronic giving goes a long way in getting members to try and adopt new giving methods
- Promote your church giving app at events throughout the year
- Create funds for special events and fundraisers in MyVanco Service Center to make it easy for members to give and staff to track donations
- Ask members who use the app to share with your congregation what they like about using it via social media and word of mouth
- Don't forget to add information about your church giving app to your annual stewardship drive — members can set up recurring gifts that make it easy to fulfill their pledges



**For more information, please visit**

**<http://connect.vancopayments.com/launch-giveplus-mobile>**



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