Welcome to e-Giving

VANCO
PAYMENT SOLUTIONS.

Quick Start Guide

Thank you for choosing Vanco as your e-Giving solutions provider. Our convenient and secure electronic giving and payment solutions are trusted by more than 20,000 churches nationwide. We look forward to providing you with our expertise and service to help your church grow e-Giving across your congregation.

If you haven't already completed training, we strongly encourage you to do so before you set up your account. To schedule training, call our Client Services team at 1-800-675-7430 (press 1 when prompted) or email them at cs@vancopayments.com.

Online Giving with an Embedded Form

Vanco's secure embedded giving form allows members to give without leaving your website. Simply add the code for the form to any page where you would like to accept gifts and payments.

5 Tips to Make Your Giving Form Successful

You don't need to be tech expert to add the giving form to your website. By following a few best practices, you'll ensure that online giving becomes a vital part of your overall giving program.

Location. Location. Location.

Prominently feature your giving form on your home page and throughout your website. The form can accept recurring and one-time gifts and payments for pledges, events, after school and sports programs and other activities. So make sure members and guests can easily give when visiting pages related to these activities.

Demonstrate the impact of giving.

Everywhere the form appears on your website, add information about how gifts from your members will help the church reach its goals. Your members are at the heart of your ministry, and they want to know how their contributions are helping you do the important work you are called to do.

Add the power of smartphone giving.

Did you know the Vanco Give+ Mobile app is free with our ACH or debit/credit card processing services or any e-Giving plan? There's no additional software to set up or monthly fees to pay, and the transaction costs are the same as your other Vanco products. Your members and guests can then download the app for free and donate directly from their smartphone.

Tell your members about other ways to give.

In your financial appeals and various church communications — newsletters, bulletin messages, social media and more — tell members about all of their giving options.

Online Giving with a Hosted Page

Vanco's secure hosted online giving pages operate seamlessly behind the scenes. Simply add the Vanco-provided URL throughout your church's website to make it quick and easy for your members and guests to sign up for e-Giving.

5 Tips to Make Your Page a Winner

Similar churches can experience substantially different results with online giving. The difference is in execution and promotion. By following these tips, you'll ensure that your church can successfully capture one-time and recurring gifts from your website.

Location. Location. Location.

Prominently feature a link from your church's home page to your online giving page. Don't make members work to find it. Place the link so it will be visible without scrolling. Navigation from your home page to your giving page should take one click.

Offer multiple links to your giving page.

Provide links to your giving page from several locations throughout your website.

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 the good they will do, and they'll often be moved to give more.

Guide members to your site.

Promote your website and giving page at every opportunity. Your church web address and online giving page address should appear in all communications — newsletters, bulletin messages, social media and more. Within all financial appeals, remind members and guests they can give online.

Offer multiple payment methods.

Accommodate the giving preferences of your members by accepting other electronic contributions, such as mobile, text or kiosk.

Prepare a communication plan

A strong communications plan will help speed e-Giving adoption and keep your church staff working together. Create a plan that uses multiple communication channels to let members and guests know about all of their giving options and explain how recurring electronic donations help 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 make donations online.

Stewardship Committee

Encourage your committee to reach out to an agreed upon number of members. Start small; each leader should select 3 to 5 members each and personally engage them in conversations about e-Giving.

Church Office

Your staff is responsible for getting communications out. Give them ample notice to put together a launch plan for announcing e-Giving and an ongoing promotion campaign to get members to adopt.

Finance

Show members how they can choose to offset processing fees to save on the cost of electronic giving. And remind them they can contribute to various funds — Sunday Giving, Ministry Trip, Building Fund and more.

Create a launch timeline

Develop weekly communications that can be used in multiple channels to introduce e-Giving to the entire congregation.

Week 1

- Send an email to church members.
- Place posters and cards in common areas.
- Ask your pastor to make an appeal from the pulpit.
- Insert a message in your bulletin.
- Post a message on your Facebook page or other social sites.

Week 2

- Ask your pastor to make an appeal from the pulpit.
- Ask your stewardship committee to give a presentation on giving options.
- Ask church leaders to make announcements during small groups and events.
- Insert a message in your bulletin.
- Post a message on your Facebook page or other social sites.

Week 3

- Mail a postcard to capture members who may not have provided an email address.
- Ask church leaders to make announcements during small groups and events.
- Insert a message in your bulletin.
- Post a message on your Facebook page or other social sites.

Week 4

- Send a second email to church members.
- Insert a message in your bulletin.
- Post a message on your Facebook page or other social sites.

Ongoing promotion of e-Giving

There will always be visitors and new members who haven't heard about your electronic giving program. Here are some tips and resources that can help you build awareness among your membership and promote your online giving program throughout the year.

Rotate and repeat your messages.

Design several messages for your church bulletin, website and social media sites. Periodically rotate and repeat them. Don't forget to use these same messages on your pledge cards and giving statements. You can also use them in emails, newsletters or direct mail messages and always include a link to your website, your Give+ Text phone number or links to download the Give+ Mobile app.

Ask leaders and members to talk about online giving.

Call a meeting with your leadership and key members to present a demonstration of how your e-Giving form, hosted page, mobile, text or kiosk options work and how they benefit the church. Then, ask each of them to set up small group meetings to talk to members about the importance of e-Giving.

Display information about online giving throughout the church.

Use 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 online giving at church activities.

Your church isn't open just 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.

Ongoing promotion of e-giving

The most successful congregations use a variety of communication methods. The more ways you promote e-Giving and the variety of ways to give, the more gifts you're likely to receive. We have created a Church Marketing Center containing resources that are designed to help you easily implement and promote e-Giving.
Visit **vancopayments.com/church-marketing** or explore the links below:

Welcome
Get started with your e-Giving program with launch plans and tools.

Print Marketing
Discover pre-designed flyers, inserts, pew cards that you can quickly print and use.

Articles
Find articles and presentations on the facts, benefits and best practices of e-Giving.

Messages
Copy and paste from pre-composed messages and announcements.

Case Studies
Learn how other churches are growing the donation plate with e-Giving.

Give+ Mobile
Learn how Give+ Mobile works and how to promote it to members.

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