

# While you wait ...

## Preparation

Please watch this intro (and promo) video from Kindrid

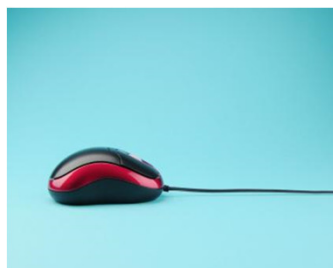
<https://vimeo.com/116190740>

## Poll questions

- *What is your role?*  
(a) clergy (b) vestry (c) stewardship (d) communications  
(e) other
- *Which of these devices do you use regularly?*  
(a) desktop (b) laptop (c) smartphone (d) tablet (e) multiple
- *How connected is your congregation online?*  
(a) lots of interaction (b) some interaction (c) no interaction

## Technical Notes

- ECF may need to mute all participants to limit background noise and audio interference
- To start your web cameras, press the "Start my Web Cam" button and "Start Sharing"
- If you have questions, please type them into the chat box on the right-hand side of the screen
- PDFs of the slides and resource list are available for download
- This webinar is being recorded and will be made public



## Digital Giving: Models & tools for fundraising online

October 27, 2015

ecf  
EPISCOPAL  
CHURCH FOUNDATION  
empowering congregations

## The Episcopal Church Foundation (ECF)

Independent, lay led organization, founded in 1949



Empowers congregations through visioning and planning, leadership development, and raising financial resources for ministry

Through our programs, ECF is building a Church...

- Lay and clergy leaders work together to transform the Church
- Healthy, vital, vibrant Episcopal communities of faith
- Meaningful opportunities for Christian stewardship and effective fundraising
- Innovative, mission-based ways to be the Church of the future

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empowering congregations

## Digital Giving: Models & tools for fundraising online



**Stand**

Transform your point of sale

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**Contactless + chip reader**

Accept EMV and NFC payments

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**Magstripe reader**

Swipe credit cards anywhere

[LEARN MORE >](#)

*Payment tools from Square*

Kyle Matthew Oliver ([@kmoliver](#))  
Center for the Ministry of Teaching ([@VTS\\_CMT](#))  
Virginia Theological Seminary

**Slides:**  
[bit.ly/ECFfundraising](http://bit.ly/ECFfundraising)

## Prayer

O merciful Creator, your hand is open wide to satisfy the needs of every living creature: Make us always thankful for your loving providence; and grant that we, remembering the account that we must one day give, may be faithful stewards of your good gifts; through Jesus Christ our Lord, who with you and the Holy Spirit lives and reigns, one God, for ever and ever. *Amen.*

--Collect for stewardship of creation (BCP, 259)

# Disclaimer

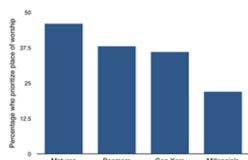


**eformation**  
LEARNING COMMUNITY



I am a technology tinkerer and ministry co-learner; this talk is an intro to giving tools, not a definitive how-to.

## Outline: Tools should connect to audience, goals in online fundraising



**Big picture: Diversify channels, specify impact**

Tools: Pledging, plate, projects

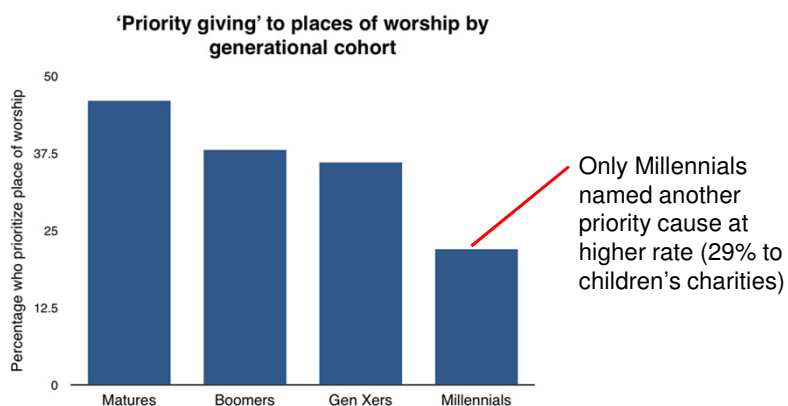


Next steps: Planning and implementation

## Big picture

Diversify channels, specify impact

### Churches still largest recipient of US 'priority giving'



Data from "[The Next Generation of American Giving](#)"  
(Mark **Rovner** via Blackbaud)

## “Multichannel is the new normal” in nonprofit fundraising

Online giving grew significantly with both millennials and boomers 2010-2013.

Giving Channels

	GEN Y	GEN X	BOOMERS	MATURES
Checkout Donations	52%	51%	53%	44%
Purchase of Proceeds	39% ↑	42%	41%	36%
Online Donation	47% ↑	40%	42% ↑	27%
Pledge	22% ↑	39% ↑	39% ↑	38%
Honor/Tribute Gift	17%	24%	42% ↑	42%
Mailed Check/Credit Card*	10%	22%	40%	52%
Street Canvassing*	25%	29%	26%	19%
Third Party Vendor*	29%	27%	16%	14%
Email*	12%	12%	16%	17%
Phone	6%	7%	12%	19%
Door to Door*	6%	9%	7%	9%
Mobile Text	15%	9%	5%	2%
Social Networking Site	8%	10%	5%	1%
Online Ad*	8%	6%	4%	4%
Will/Planned Gift	4%	7%	4%	5%
Radio/TV*	4%	4%	5%	7%
Stocks, Bonds, Property	4%	0%	2%	2%

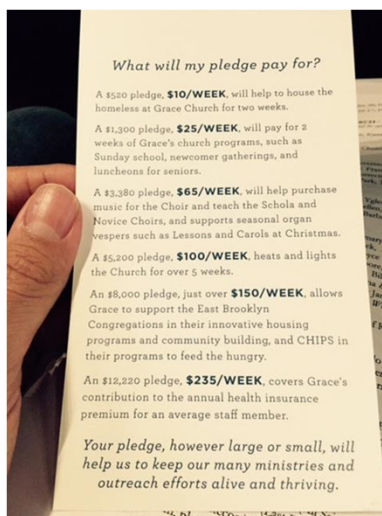
Asterisks indicate new or changed attributes with no tracking data. Bold indicates statistical significance among audiences. Arrows indicate statistical significance between 2010 and 2013.

Chart from Rovner

## “How is my money actually making a difference?”

... Nearly 60 percent of Generation Y and half of Generation X agree that the ability to directly see the impact of their donation would have a significant bearing on their decision to give.” (Rovner, 13)

See also “[Addressing Lackluster Stewardship Campaigns](#)”



Grace Church, Brooklyn, pledge card courtesy Miguel Escobar

## Questions & Conversation

# Tool profiles

Three essential tasks

## Pledgers need an easy way to manage monthly payments (merchant accounts)

Demo: Setting up a  
[PayPal button](#)

**DONATE MONTHLY**





Thanks for considering a monthly donation to help further Forma. Many of you have asked for this capability, which we can now offer via PayPal.

If you'd like to give at a level other than the options in the menu, please [contact Advancement Working Group chair Kyle Oliver](#), who would be happy to set that up for you.

Monthly donation options

\$1500/yr : \$125.00 USD - monthly ↕

Subscribe

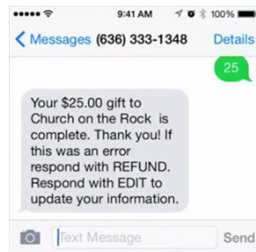
See also [Electronic Giving Card](#) via ECF Vital Practices



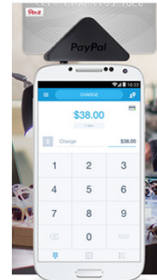
## Collection plates need an upgrade for people who don't carry cash



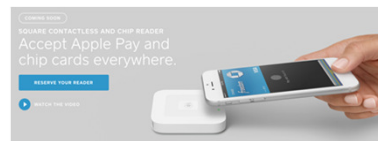
[Kiosks](#)



[Text Giving](#)



[Credit Card Readers](#)



[NFC Readers](#)

## Projects need a positive case for funding to take to the crowd

Story | Updates 4 | Comments 6 | Backers 263

St. Lydia's Dinner Church

**\$33,240** USD  
raised by 263 people in 1 month

111% funded No time left

\$30,000 USD goal  
Flexible Funding

**CAMPAIGN CLOSED**  
This campaign ended on July 2, 2014

SELECT A PERK

**\$30** USD

The Grocery List

St. Lydia's is moving to a place of our very own. Help us renovate and move in!

See also [related blog post](#) and [Who Are You, Jesus?](#) on Kickstarter

## **Questions & Conversation**

## **Sharing online resources**

Planning and implementation

## Next steps: Describe your needs, *then* choose a tool that meets them



	Feature 1	Feature 2	Rate 1	Rate 2 ...
Tool A		x	##	n/a
Tool B	x		##	\$\$
Tool B+	x	x	#	\$

Sample [Crowdfunding comparison](#), [merchant comparison](#)

## Next steps: Find the help you need (a little), test your system across platforms (a lot)



### Who can/should help?

- Your web contractor/volunteers
- Your treasurer/financial secretary
- Your financial software vendors
- Members who are small business owners
- Neighboring congregations
- Contractors you've carefully vetted

## Questions & Conversation



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[eformationvts.org](http://eformationvts.org)



## Upcoming ECF webinars

### Digital Giving: Models & Tools

*October 27 from 7-8 PM ET*

This webinar will survey digital tools to support various models of congregational fundraising. Presented by Kyle Oliver, digital missionary and instructor in the Center for the Ministry of Teaching at Virginia Theological Seminary.

### Basics of Endowment

*October 29 from 7-8 PM ET*

Join us to review basic principles and best practices for endowment management. Presented by Ken Quigley, ECF Program Director.



### La atareada época del año de la junta parroquial

*19 noviembre, 7-8 PM ET*

La temporada de otoño e invierno es muy atareada para las juntas parroquiales de la Iglesia Episcopal. La ECF proporcionará recursos prácticos correspondientes a todos estos temas aptos para ser empleados en conversaciones en reuniones de juntas parroquiales o en otros medios de liderazgo de feligresías.

