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## ONLINE GIVING BEST PRACTICES

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**PRINCIPLE:** Provide a quick and convenient way to make contributions online. Parishes are highly encouraged to offer parishioners the opportunity to give electronically through Online Giving that offer all ways to give - Credit or Debit Card, Checking or Savings, or onsite Card Swipe. Online Giving has been shown to safely and securely increase contributions, increase recurring gifts and create a more consistent cash flow.

### DID YOU KNOW?

- In 2017 – Charitable giving in the U.S. hit a record high – over \$400 Billion!
- The majority of charitable dollars went to religion (32%)!
- Online giving continues to grow 8% year after year!
- 80% of Americans own a smartphone. 43% ages 30-60 and 70% under the age of 30 use their smartphone for mobile banking. There has also been an increase among households earning less than \$30K/year: 64% of these lower-income households now own a smartphone.

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## STRATEGIES:

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### CONTACT A PROFESSIONAL COMPANY TO SET UP ONLINE GIVING

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1. Key providers used across the Archdiocese. They all allow automatic posting to PDS and some have a mobile app for online giving, just ask them:
  - a. **Our Sunday Visitor** - <http://www.osvoffertory.com/onlineGiving.aspx>
  - b. **Vanco** - <http://www.ElectronicDonations.com>
  - c. **Faith Direct** - <http://www.faithdirect.net>
2. Or, check with your bank to see what they recommend and what they recognize.

### HOW TO INFORM PARISHIONERS OF THE ABILITY TO GIVE ONLINE

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1. **Initial Marketing:**
  - a. Pulpit Announcements
  - b. Announce it on the Parish Website home page  
Promotional Flyers for you to use can be found at <http://www.seattlearchdiocese.org/Stewardship/PS/Resources.aspx> - look under Promotional/Educational Materials heading
  - c. Periodically provide a link to online giving in a mobile app 'push'
  - d. Create a donate button that is easy to find on the website
  - e. Large poster graphic in vestibule or parish hall
  - f. Offertory envelope packet – have online giving address printed on envelope or an insert with the online giving address in packet – check with your offertory envelope company
  - g. Quarterlies – include a link to your online giving in the quarterly statement you mail parishioners
  - h. ALL outgoing communication from ALL Parish Departments

**2. Ongoing Marketing:**

- a. Promotional Flyer/insert at least quarterly (do this for 2-3 consecutive weekends)
- b. Parish Stewardship commitment card/materials
- c. Add a checkbox to your current offertory envelopes - i.e., "I give electronically"
- d. Periodic Pledge Reminder Letters

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## REPORTING RESULTS TO YOUR PARISHIONERS

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1. Weekly or minimally, Monthly
2. Annual Report to parishioners

**For example:** How many families give online; Percentage of these families out of Parish Households;  
Average monthly gift amount of online giving users.