
ONLINE GIVING BEST PRACTICES

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.

STRATEGIES:

CONTACT A PROFESSIONAL COMPANY TO SET UP ONLINE GIVING

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

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

REPORTING RESULTS TO YOUR PARISHIONERS

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.