

faithstreet



The Roadmap

A step-by-step guide to introducing online giving
at your church

Introduction

Here at FaithStreet, we want online giving to help drive your church’s mission. This means more people giving, with more faithfulness and joy. That’s why we’ve outlined a series of specific, simple actions that you as a church leader can easily accomplish. **If you follow this step-by-step, over time, you’ll likely see a significant increase in giving.** Let’s get started.



MONTH 1 Setting the example

Goal #1: Set up online giving

It’s easy and simple to complete your setup for FaithStreet Giving.

ACTION STEPS

-  Place the Give Online button on your church’s website and Facebook page.



-  Make sure FaithStreet knows who your giving administrator is (the person at your church who will manage online giving and receive weekly update emails).
-  If applicable, create appropriate funds for your church (examples: General fund, Church Planting fund, Youth Ministry fund).
-  Fill out the “Monthly Giving and Attendance Spreadsheet”

Goal #2: Pastor(s) gives recurring gift

The first and most important way to encourage church members to give online.

ACTION STEPS

-  Give a recurring gift to your church. The most important way to encourage church members to give online, and to eventually increasing giving, is for you to set an example.

Goal #3: Core staff and leaders give recurring gifts

A core team of online givers is crucial.

ACTION STEPS

-  Invite core staff and leaders (council, board, elders, deacons, etc.) to give recurring gifts online. Do this in person, and then follow up with personalized emails.

When inviting your leaders to give online, it's important to mention why your church is offering online giving and the benefits it brings, summarized below.

5 Benefits to Giving Online

It's how people give today

Online giving allows people to give whenever they want and wherever they are, not just during service on Sunday. They can give on their computer, phone, tablet, or anywhere they can access the internet.

It's safer than checks

It's more secure than giving by cash or check. Cash and check can get lost, stolen, or just tracked poorly. Online gifts through FaithStreet are secured by a 256-bit SSL connection and sent directly to your church's bank account.

It creates faithful giving

Recurring gifts help you make giving a priority. For the church, it makes income more predictable and budget planning an easier process. It also keeps giving consistently high during summer months.

It saves you time

Online giving reduces the administrative burden on your finance team. FaithStreet sends receipts and thank you's, transfers money to your church's bank account, and sends year-end statements.

It creates lifelong givers

When church members move, some may continue to give.

Launch!



Goal #1: Launch online giving + 3 more recurring givers

Launch Day serves as the time to initially introduce online giving to your congregation.

ACTION STEPS



Set the date where you want to first announce about online giving to your congregation, the “Launch Day”.

<p style="text-align: center;">Give online to Calvary Chapel of Nashua! with faithstreet</p> <p>Why give online to your church?</p> <ul style="list-style-type: none">  Good for your church - Online recurring gifts help churches create reliable budgets while reducing administrative work.  Secure and convenient - You don't need to carry cash or checks! You can give faithfully, securely, and easily at anytime, anywhere.  Track your giving - You can access your giving history or change a recurring donation anytime at www.faithstreet.com. <p>2 Ways to Give:</p> <ol style="list-style-type: none"> 1. Go to www.calvarynashua.org and click “Give Online” 2. Fill out the back of this card, and we'll send you instructions 	<p style="text-align: center;">Place In Offering</p> <p>Name: _____</p> <p>Email: _____</p> <p>How often would you like to give?</p> <p><input type="radio"/> One-time</p> <p><input type="radio"/> Once or twice a month</p> <p style="text-align: right;">faithstreet</p>
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During service on Launch Day, distribute the giving cards we’ve sent you. Announce online giving with the powerpoint slide we’ve provided you. Talk about the 5 benefits of giving online, as mentioned above (It’s How People Give Today, It’s Safer than Checks, It Creates Faithful Givers, It Saves Time, It Creates Lifelong Givers). Take time to connect your church’s vision to money. Be bold!

Let everyone know where they can find the “Give Online” button, on your website and Facebook page. Encourage those who want to to give their tithe or offering that day, to do so online.

Take any collected giving cards and record the information provided. Email these people with a link to your church’s giving page, and thank them for their willingness to contribute.



Announce online giving in your church’s email or physical newsletter.



Announce online giving on your church’s website ([here’s an example](#)).



Post about online giving on your Facebook page and share it wherever people from your church are online: Twitter, Instagram, et al.

Goal #2: Establish a process to thank givers

It's important to have a system in place to thank your supporters. Thanking supporters increases giving.

ACTION STEPS

-  Thank first-time givers with a handwritten thank you note or card. First time donors who get a personal thank you within 48 hours are 4 times more likely to get a 2nd gift.
-  **Thank givers who have already given online during your offering time.**
-  Figure out how periodically your church would like to send emails or statements to givers. For example, you can send quarterly, bi-annual, or annual statements celebrating what God has been doing at your church and thanking the giver for their support. Ask FaithStreet for examples of these communications.
-  Tell FaithStreet how often you would like one-time givers to receive reminders to give again.

MONTHS 3-5

Grow giver base and awareness

Goal #1: 10+ recurring givers

You'll start seeing a significant increase in overall giving at 10 recurring givers.

ACTION STEPS

-  Send a personalized email, crafted by you and incorporating a testimony of another person at your church, to regular attendees who aren't giving yet. Get an example from FaithStreet, and send your email to us for feedback before sending out.

Goal #2: Make online giving known and accessible

Integrate online giving with all ways your church communicates to its members.

ACTION STEPS

-  Include the "Give Online" button in your church's email newsletter **every week**.

- ✓ Include a call to action to give online in your church's bulletin every week. Include the link to your giving page.
- ✓ Mention online giving each week during service / the offering time and thank those who give online. Show a slide with information on how to give during this time. Make sure to use this time to also talk about **why giving is important**, to **celebrate**, and to **connect your church's vision to the gifts** being given.

MONTH 6 AND BEYOND

Full integration

Goal #1: 50% of your church gives online + overall increase in giving

Integrate online giving with all ways your church communicates to its members.

ACTION STEPS

- ✓ Send personalized emails or letters to current and potential external supporters, updating them on the life of your church and how they can contribute online.
- ✓ Check overall giving at the end of this month and compare it to overall giving before you started with FaithStreet (refer to the spreadsheet you filled out in month 1).
- ✓ Schedule monthly calls with the FaithStreet team.

Goal #2: Full integration with the life of the church

Integrate online giving with every way your church communicates.

ACTION STEPS

- ✓ Integrate online giving with your church membership process. Ask us for help.
- ✓ Integrate online giving with your pledge process (if you have one). Ask us for help.
- ✓ Let FaithStreet know when during the year your church plans on talking about financial stewardship. We'll work with you to create custom materials.