

## Online Giving in Ministry Platform

During the Pandemic, many parishes investigated online giving. In the scramble to come up with a solution, there may have been some stumbling blocks in getting it implemented and then adopted by your parishioners.

Please mark your calendar for January 18, 2022 at 10 a.m. Vanco, the credit card merchant built into Ministry Platform will host a one-hour webinar covering the benefits of online giving for your parish and the features of their solution.

**Online Giving Benefits:** Now would be a good time to circle back to get your members to participate in online giving. Here are just a few of the benefits...

- When members are on vacation, they can still support the church.
- Gen X, Y, and Z don't carry cash, so online transactions is more convenient.
- Parishioners needn't worry about writing a check or forgetting their wallet in the Sunday morning rush.
- Parishioners can designate which funds they want to support within the church.
- Parishioners can see their giving history, run reports, and most importantly, know that the information is accurate and secure. This is because Ministry Platform will automatically upload information directly into your church's system.

**Relaunch Online Giving:** So how do you get your attendees to start using your online giving solution? Easy. Talk about it—a lot. Don't just include a mention in your bulletin or email. Promote it with pew cards; in your announcements, make directions on how to get started available, including information on your website. And don't forget to use your events to promote online giving. It's as easy as setting up a table to assist anyone who may not feel comfortable doing it themselves.

If your parishioners understand the benefits and how it helps your church, it is an easy decision. You may want to include cards in the pews that state, "I give online," for those who don't want to look like they aren't giving. Let your attendees know how many others are using online giving and how much is coming in online.

Another tip might be to reach out to those still giving cash or checks each week. Find out if there is a reason they aren't giving online. They may have security concerns, or they may spend part of the year in another state, or they could be technically challenged, etc. All of these can be addressed if you know the cause.

**Online Giving Resources:** If you need help launching online giving in your church, please check out Church Growth resources from PDS/ACS which we have curated here <https://www.eriescd.org/mpcgr.html> for your convenience.