THE POWER OF DIGITAL GIVING

WEBINAR PRESENTATION

JANICE MEIGHAN, DEVELOPMENT MANAGER

STEWARDSHIP & PLANNED GIVING

NOVEMBER 15, 2017
ABOUT JANICE

Fundraising Professional – CAGP, AFP

Master of Religious Studies (U of T) Christianity in the Public Sphere

BA. Religious Studies: History and Humanities
World Religions; BA. Honours, Biblical & Ritual Studies (York U)

Certified Bereavement and Grief Educator/Counselling Professional (trauma)

Published Author; Systems Analyst; Personal Business Owner

Spouse, mom-by-marriage, sister, friend, colleague, cook, gardener, music & art appreciator, philanthropist, a lover of black cats, etc.
STORY
STORY

The 143rd General Assembly – June 4-7 2017
WHAT WE’RE GOING TO COVER TODAY

• Does your congregation need digital giving?
  • Trends
  • Research
• How does your congregation get started?
• Digital giving partners – 2 are recommended by the PCC
• Next steps
• Resources
IS YOUR CONGREGATION A DIGITAL IMMIGRANT OR DIGITAL NATIVE?
DIGITAL NATIVE OR IMMIGRANT?
HAVE YOU EVER MADE A DONATION OR SHOPPED ONLINE?
GEN Y/MILLENNIALS AND GEN Z/iGEN
BOOMERS AND SENIORS
WHAT DO THEY / WE ALL HAVE IN COMMON?

Whether Digital Native or Immigrant –
More and More of Us Are Online
MORE AND MORE OF US ARE ONLINE

Percentage of American adults who own a desktop or laptop computer

<table>
<thead>
<tr>
<th>Generation</th>
<th>Desktop</th>
<th>Laptop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennials (18-34)</td>
<td>57%</td>
<td>70%</td>
</tr>
<tr>
<td>Gen X (35-46)</td>
<td>69%</td>
<td>61%</td>
</tr>
<tr>
<td>Younger Boomers (47-56)</td>
<td>65%</td>
<td>49%</td>
</tr>
<tr>
<td>Older Boomers (57-65)</td>
<td>64%</td>
<td>43%</td>
</tr>
<tr>
<td>Silent Gen. (66-74)</td>
<td>48%</td>
<td>30%</td>
</tr>
<tr>
<td>G.I. Gen. (75+)</td>
<td>28%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Source: Pew Research Center's Internet & American Life Project, August 9-September 13, 2010 Tracking Survey. N=3,001 adults 18 and older, including 1,000 reached via cell phone. Interviews were conducted in English (n=2,804) and Spanish (n=197).
MORE AND MORE OF US HAVE SMARTPHONES

Smartphone ownership by income/age grouping
% within each age/income grouping who own a smartphone (example: 77% of 18-29 year olds with an annual household income of less than $30,000 are smartphone owners)

Source: Pew Research Center’s Internet & American Life Project, April 17-May 19, 2013 Tracking Survey. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/-2.3 percentage points based on all adults (n=2,252).
### 2016 Online Giving Trends by Sector

<table>
<thead>
<tr>
<th>Sector</th>
<th>YOY % Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; Culture</td>
<td>15.4%</td>
</tr>
<tr>
<td>Environment/Animal Welfare</td>
<td>10.9%</td>
</tr>
<tr>
<td>Faith-based</td>
<td>8.8%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>9.6%</td>
</tr>
<tr>
<td>Higher Education</td>
<td>12.3%</td>
</tr>
<tr>
<td>Human Services</td>
<td>11.1%</td>
</tr>
<tr>
<td>International Affairs</td>
<td>-0.8%</td>
</tr>
<tr>
<td>K-12 Education</td>
<td>10.0%</td>
</tr>
<tr>
<td>Medical Research</td>
<td>-3.8%</td>
</tr>
<tr>
<td>Public &amp; Society Benefit</td>
<td>12.3%</td>
</tr>
</tbody>
</table>
PEOPLE GIVE AT ALL TIMES OF THE DAY AND NIGHT.

Over 30% of giving dollars come in between 9pm and 6am—the “late hours” of the night and early morning. Perhaps donors are watching sermons or reading a bible study and feel a call to give.
BIG GIVING ISN'T RESERVED FOR PAYDAY OR END OF MONTH.

The first, fifteenth, and "last day" (30th & 31st) of the month are big days for giving relatively speaking, but those are not the only days giving spikes. The fifth, twelfth, nineteenth, and twenty-sixth are all elevated days of giving.

5.54% if you join the last two days, the "biggest day" of the month for giving.

Distribution of giving by day of month.
THE SUMMER SLUMP IS A MYTH.

The “Summer Slump” is 100% based on the fact that people have to be “in church” to give. You have the power to change that by providing your church with digital giving tools. Churches using Tithe.ly actually see giving increase gradually through the summer vs. declining.

The dipping trend line represents the giving trend most churches see in the summer months. The green bars represent what churches on Tithe.ly experience.

Distribution of giving dollars by month of year.
THE OFFERING PLATE ONLY – MISSES OUT WHEN...
ANY QUESTIONS SO FAR?
DOES YOUR CONGREGATION NEED DIGITAL GIVING?

HOW DOES YOUR CONGREGATION GET STARTED?
INTRODUCING NEW WAYS TO GIVE...
FAST. SIMPLE. SECURE.

church offering
mobile app
church kiosk
church website
OUR FIRST PARTNER IS ...
CANADAHELPS – OPTION 1 – BASIC ACCOUNT

• It’s FREE
  • Your congregation’s profile can be set up on CanadaHelps.org
  • Monthly donations (like PAR)
  • Accepts credit and debit transitions
  • They issue a CanadaHelps tax receipt and transfer funds monthly

• Fees
  • 4% flat rate on one-time donations
  • 3.5% flat rate on monthly / recurring donations (PAR)
  • No additional admin or other transaction fees
• 3-5 business days to approve and set up your account
CANADAHELPS – OPTION 2 – FULL FUNDRAISING ACCOUNT

• Customizable donation form and pages + donate button on your website

• Fees
  • One-time and monthly donations - 3.5%: $50.00 would yield $48.25
  • Peer-to-Peer social fundraising – 4.9%
  • Event/Ticket sales – 4.5%
  • Accept debit bank / credit card information
  • No additional administration or costs per transaction
  • They issue the tax receipt and transfer funds monthly

• 3-5 business days to approve and set up your account
The PCC’s Basic Account

THE PRESBYTERIAN CHURCH IN CANADA

Registered Name: THE PRESBYTERIAN CHURCH IN CANADA
Business Number: 107856619RR0001
Add to my Favourite Charities

Donate Now

About
Our Impact

The Presbyterian Church in Canada is a national Christian organization representing 150,000 people in over 840 congregations and ministries across Canada. Presbyterian congregations and individuals work together with the national office to develop, equip and support congregations; share in ministries that support Indigenous, refugee and inner-city communities; equip and prepare people to become ministers through theological education and leadership development; participate in healing and reconciliation with Indigenous peoples; speak out on issues of justice; and accompany international partners to heal a broken world.

The PCC’s overall mission and ministry is funded through gifts to Presbyterian Sharing which supports congregations, ministers, lay leaders, international ministries, Canadian ministries, justice ministries, Indigenous ministries, and the overall functioning of the church.
A Variety of Mission and Ministry Accounts

The PCC’s overall mission and ministry is funded through gifts to Presbyterians Sharing, which supports congregations, ministers, lay leaders, international ministries, Canadian ministries, justice ministries, Indigenous ministries, and the overall functioning of the church.

Presbyterian World Service & Development, the PCC’s relief and development agency, receives gifts to help vulnerable people overcome poverty through sustainable development programs addressing food security, livelihoods, health, human rights, refugees. PWS&D also responds to emergency situations caused by crisis such as earthquake, famine, tsunami and conflict.

Read More

Donate To This Charity

Donate Now

$25  $100

Canadian Ministries
International Ministries
Mission Priority Funds
Presbyterian Archives
Presbyterians Sharing
Presbyterian World Service & Development

APPLY YOUR DONATION TO

INCLUDE A MESSAGE FOR THIS CHARITY

1200 characters remaining

DEDICATE THIS DONATION

Give in honour or in memory of someone special
OUR SECOND PARTNER IS ...
TITHE.LY — OPTION 1

- This option uses a Tithe.ly page with your congregation’s name prominently featured
- It’s Free and Includes
  - Mobile Tithe.ly App
  - Kiosk
  - Website donation button
- Easy to approve and set up – they’ll walk you through
- Credit Card and Visa Debit only (no access to Canadian bank accounts for debit)
- Fees (in Canadian dollars)
  - Special PCC rate of 2.75% + $0.30 per transaction
  - Text Giving is optional for an additional $9 per month (special PCC rate for 3 months - $19 after this period)
TITHE.LY – OPTION 2 – FULLY CUSTOMIZED

• Your church name and look is featured
  • Includes complete giving suite: mobile, text, kiosk, web-button, and monthly giving (PAR)
  • Custom branding, layout and design
  • + 12 other features

• Fees for the App (in US Dollars) are
  $149 to set up the App (one time only)
  $59 per month

• Fees for giving transactions (in Canadian Dollars) are
  Special PCC rate of 2.75% + $0.30 per transaction

Full support from Tithe.ly is provided 24/7 with both the customized app and digital giving tools
ANY QUESTIONS SO FAR?
WHAT ARE YOUR NEXT STEPS?

• Download and Review the Handouts – Start with the Handout called: Questions to Ask Before Adopting eGiving / digital giving

• Download and Review Today’s Presentation in PDF (the recording will also be available shortly)

• Visit both the Tithe.ly and CanadaHelps websites and look around those sites
WHAT ARE YOUR NEXT STEPS?

• Contact Me with any questions: jmeighan@Presbyterian.ca or 1-800-619-7301 ext 257 or 416-441-1111 ext. 257

• Layout a plan to adopt digital giving with a provider that best suits your needs and take that plan to your Session and/or Board of Managers

• Then initiate the plan

• Consider - an outreach initiative – find someone who is tech savvy to help regardless of age!
RESOURCES/HANDOUTS ON PCC WEBSITE

- [http://presbyterian.ca/webinar-wednesday/](http://presbyterian.ca/webinar-wednesday/)
- Questions to Ask Before Adopting eGiving – Start here
- eGiving Comparison Chart – Review this resource next
- CanadaHelps – What Every PCC Congregation Needs to Know
- How to Sign Up for Digital Giving with Tithe.ly
- Tithe.ly Digital Giving Checklist
- Worship Offering Slides (6) – Resources you once you have digital giving up and running
- Digital Giving Cards - similar to the PAR Cards – Resource once you have digital giving up and running
WANT TO KNOW EVEN MORE – GREAT!

• You are strongly encouraged to visit both Tithe.ly and CanadaHelps websites and watch their video to see what digital giving option might work best for your congregation

• https://get.tithe.ly/
• https://www.canadahelps.org/en/
THANK YOU!

Upcoming Stewardship & Planned Giving Webinars

• *Wednesday December 6 – Saying Thank You!*
  • Time: 1 - 2 PM EST - Presenter: Lori Guenther Reesor    Hosts: Karen Plater & Janice Meighan

• *Wednesday January 3, 2018 – Legacy Gifts and How to Ask*
  • Time: 1 - 2 PM EST - Presenter: Janice Meighan  Host: Karen Plater

Re-Watch this webinar starting tomorrow & get the handout:
http://presbyterian.ca/webinar-wednesday/previous-webinars/