



UNITED METHODIST
STEWARDSHIP FOUNDATION
OF GREATER NEW JERSEY

Online Giving in a Time of Crisis...and Hope!

Why we resist e-giving:

“It’s going to be an accounting hassle for our Treasurer.”

“We have an older congregation; they won’t use it anyways.”

“Our members aren’t tech-savvy....and neither is our staff!”

“It costs too much money.”

“We will lose the worship moment of giving. We will lose the spiritual discipline of generosity. We don’t want to be just another bill payment.”

MONEY FOLLOWS MISSION...AND MONEY = MISSION

Why we must embrace e-giving now – and for the future:

The accounting and technology aspects are easier than ever, and it more than pays for itself

Allows recurring giving and absent member giving all year long

Recurring donors give more, and online givers give more on average than cash/check donors

Only way for many young donors to give

Reaches members who don’t attend worship – Sunday is only one day

Not a bill payment – a way to reserve our first fruits for God, an opportunity for spiritual discipline

E-Giving Basics:

1.) Make it easy

If you are not set up yet: access the Vanco deal for Mt. Sky at <https://www.mountainskyumf.org/no-more-excuses-e-giving-promotions-only-for-mountain-sky-churches/>

- Communicate the step by step directions to your members
- Communicate the new options in every way: email, live stream, letter, Facebook page, website
- Remind your members every time you ask for an offering

If you are already set up for e-giving:

- Is it being used? Speak with your leadership and discuss why or why not
- Test the systems. Does everything work? Is it easy? Do people know about it?
- Simplify (switch to Vanco if you must) and message, message, message



2.) Make the ask at every contact point – Be a cheerful asker!

- Offering moment in worship with special thanks for online/recurring donors
- Specific ask in all emails
- Specific asks in Facebook posts

3.) Thank donors early and often – Have an attitude of gratitude!

- Handwritten notes bridge the distance
- Quarterly statements with mission accomplishments
- Thank you calls provide pastoral opportunities

4.) Keep the WHY front and center – We are the church and the church is needed

- Not the roof repairs...the roof that provides shelter for our worship, our VBS, our senior lunches
- Not the new stove...the kitchen that prepares food for our hungry neighbors
- Not the pastor's salary...the leader who brings us care and community
- Not our shared ministry bill...our connectional mission work because together we can do more
- Not the piano tuner or the organ player or the new choir chairs...the music ministry that brings joy to our worship
- Not operating expenses...the sustaining of God's ministry during difficult times, the continuation of our mission to the needy, the outreach of our message of hope to a suffering community

Now more than ever, our churches bring: mission, hope, community to a desperate people. To be Christ's hands and feet we must fund the mission and ministry!



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