CHURCH GIVING GOES ONLINE

HEADS OF CONGREGATIONS

During this time of crisis as we worship virtually, it is essential to remain connected to your congregants and to ensure their ongoing giving. Morever, it is also an excellent opportunity for you to use this medium to connect with new people from the greater community who are seeking God for the first time, or are simply re-engaging with their faith.

Now that we are worshiping virtually, we must also implement alternative forms of giving, via online giving platforms.

HELPFUL TIPS

• Mention your online giving system during the offertory period.
• Display your PayPal (or other platform's) URL during the offertory period, if possible.
• Remember to always direct them to your website for easy reference.

The EPISCOPAL DIOCESE OF TEXAS is here to support you through this process. To that end, if you do not currently have an online giving platform in place, we strongly encourage you to use PayPal. It is reliable, has tremendous name recognition in the marketplace, and is likely not foreign to our most senior parishioners and other donors. The sign-up process is simple on your end, and the program is intuitive and easy to use on the donor's end.

We recommend that you set up your church's account using the link, containing instructions for non-profit fundraising, found at the following URL:

https://www.paypal.com/us/non-profit/fundraising/fundraising-online .

ESSENTIAL FEATURES AND BENEFITS INCLUDE

• The ability to add a **DONATE** button from your existing website, making it easier for people to donate in just a few taps or clicks. You would simply need to add a standard or customized donate button on your website. With a little manipulation of your website template, your donate feature could be up and running in 15 minutes–no programming skills required!
• All major credit cards, debit cards, and PayPal are accepted;
• The ability to customize donation amount options for donors;
• The ability for donors to give to specific programs, if you choose to have that option;
• The ability for loyal donors to set up recurring donations; and
• Low friction donation processing capability with support for email, QR codes, and shareable URLs.
• You are able to add your own branding (including logo and imagery) visuals about what the system can do. It is customizable to your congregation. Please visit the following link containing visuals about what the system can do: https://www.paypal.com/us/webapps/mpp/non-profits/fundraising/donate-button?CampaignName=VanityURL-DonateButton

FINANCIAL GAIN CAN BE EXPONENTIAL

To increase your reach, you are able to add your PayPal button to social media posts, emails, blogs, and other platforms. To reap exponential gain, you can ask congregants to share on their platforms.

To ensure sustainability, you can offer monthly recurring donations to loyal donors. Program designation allows your donors to contribute to specific programs within your church.

It even offers a QR code, giving the ability to accept online donations at events with an on-thego scannable QR code.

INSTRUCTIONS TO CREATE OR CUSTOMIZE YOUR BUTTON ARE FOUND HERE

https://developer.paypal.com/docs/paypal-payments-standard/integrationguide/donate-step-1/

Business officials within the diocese, highly recommend PayPal because of its stability, security, and its solid brand. Remember, people feel more comfortable using a well-recognized platform.

Jonathan Blaker will be available to answer questions you may have regarding the transition to online giving. He can be reached via email at jblaker@epicenter.org or via telephone at 281-701-3153.