

# The Future of Giving: Using Storytelling to Inspire Generosity in Your Congregation and Community

# VANCO

# Agenda

- Welcome and Introductions
- Today's Giving Landscape
- How Today's Members View Giving
- How Vanco can help churches tell their story
- Questions

# *Today's Presenter*



## *Abby Bergman, Director of Marketing at Vanco*

Abby Bergman leads the Vanco Faith marketing team in their efforts to provide churches with the best eGiving technology to assist them in their ministries. An expert in all things eGiving, she has worked in the field for many years and has seen the incredible impact eGiving and virtual ministry can have on churches and their communities.

# Meet Vanco



Over 20 years  
of experience



Partnered with over  
20,000+ churches



Multiple ways  
to give



Highlights your  
stories and missions



Easy to use



Saves your staff  
time hours

# The Future of Giving

1. Make giving simple (and secure)
2. Think beyond donations
- 3. Tell stories**
4. Acknowledge giving mindsets
5. Balance ministry and business

# Today's Giving Landscape

# ***Broad Philanthropic Giving Trends***

A look at all philanthropic giving, with insights from *Giving USA 2023: Annual Report on Philanthropy for the Year of 2022*, a report by the Indiana University Lilly Family School of Philanthropy and Giving USA Foundation.

# Overall giving trends

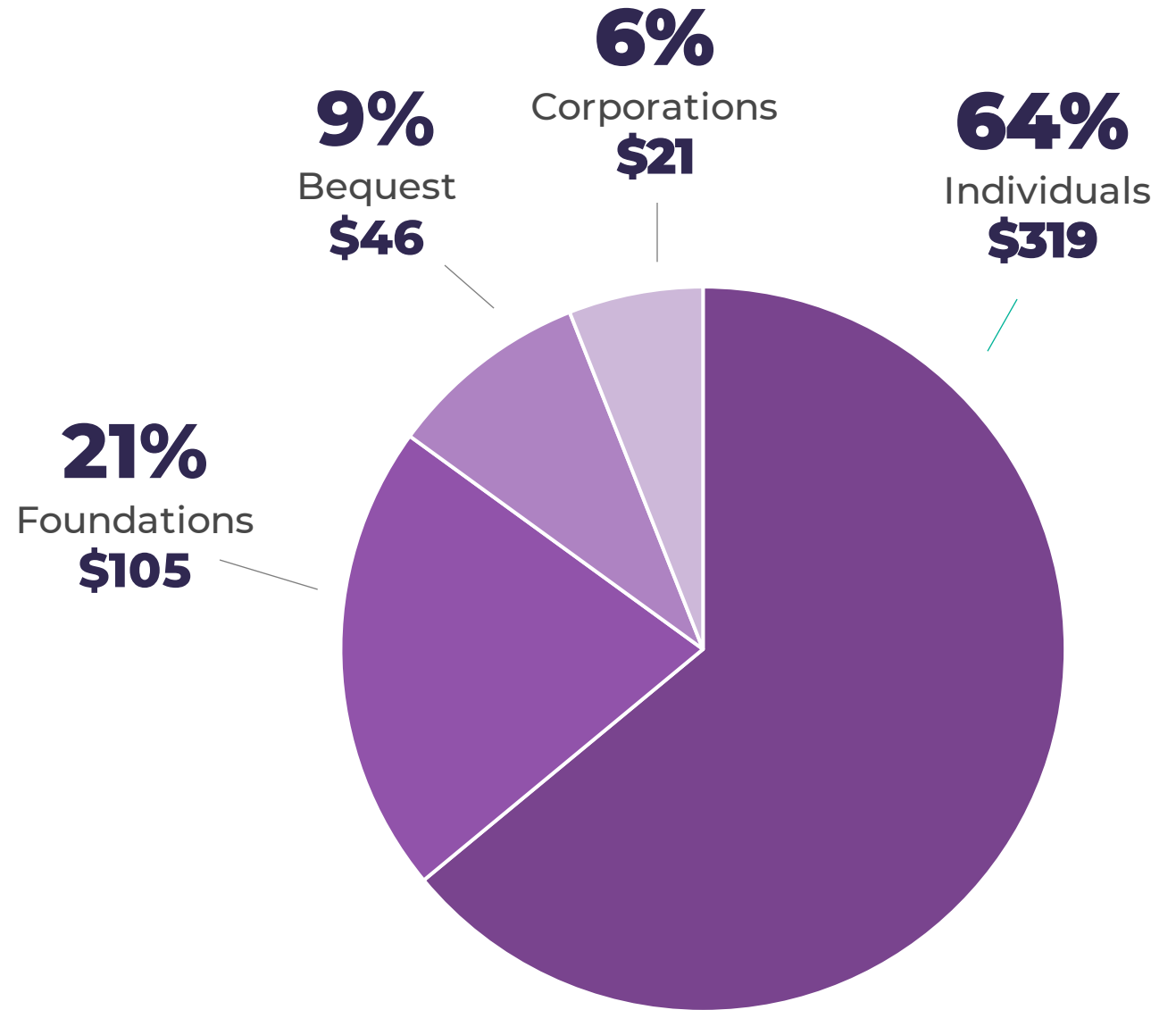
Source: Giving USA 2023: Annual Report on Philanthropy for the Year of 2022

- In 2022, Americans made philanthropic gifts totaling **\$499.33 billion**, down 3.4% from 2021.
- Total giving **declined 10.5%** when adjusting for inflation

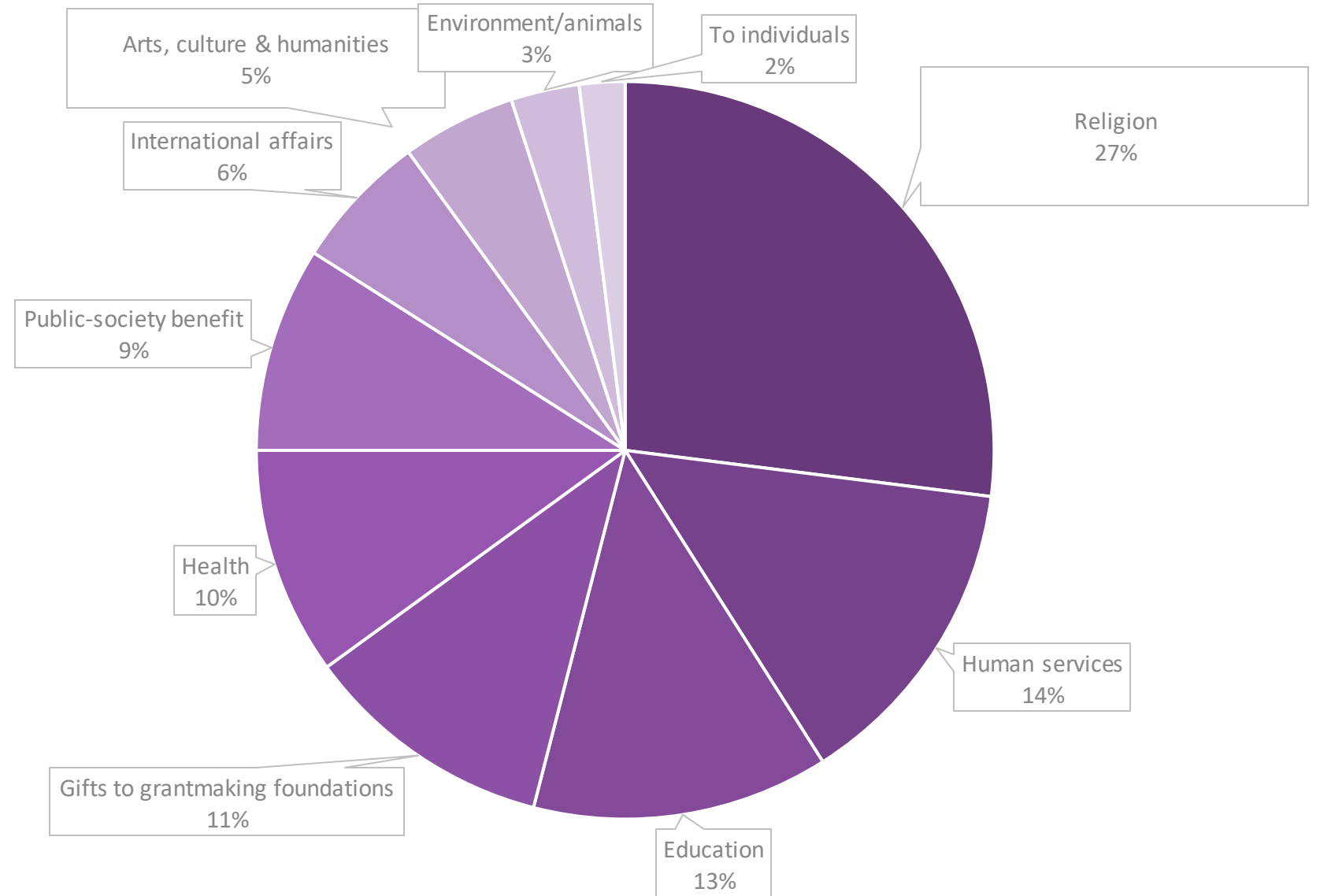


# Who Gives?

2022 Contributions: \$499.33 billion by source of contributions  
(in billions – all figures are rounded)



# Giving by sector.



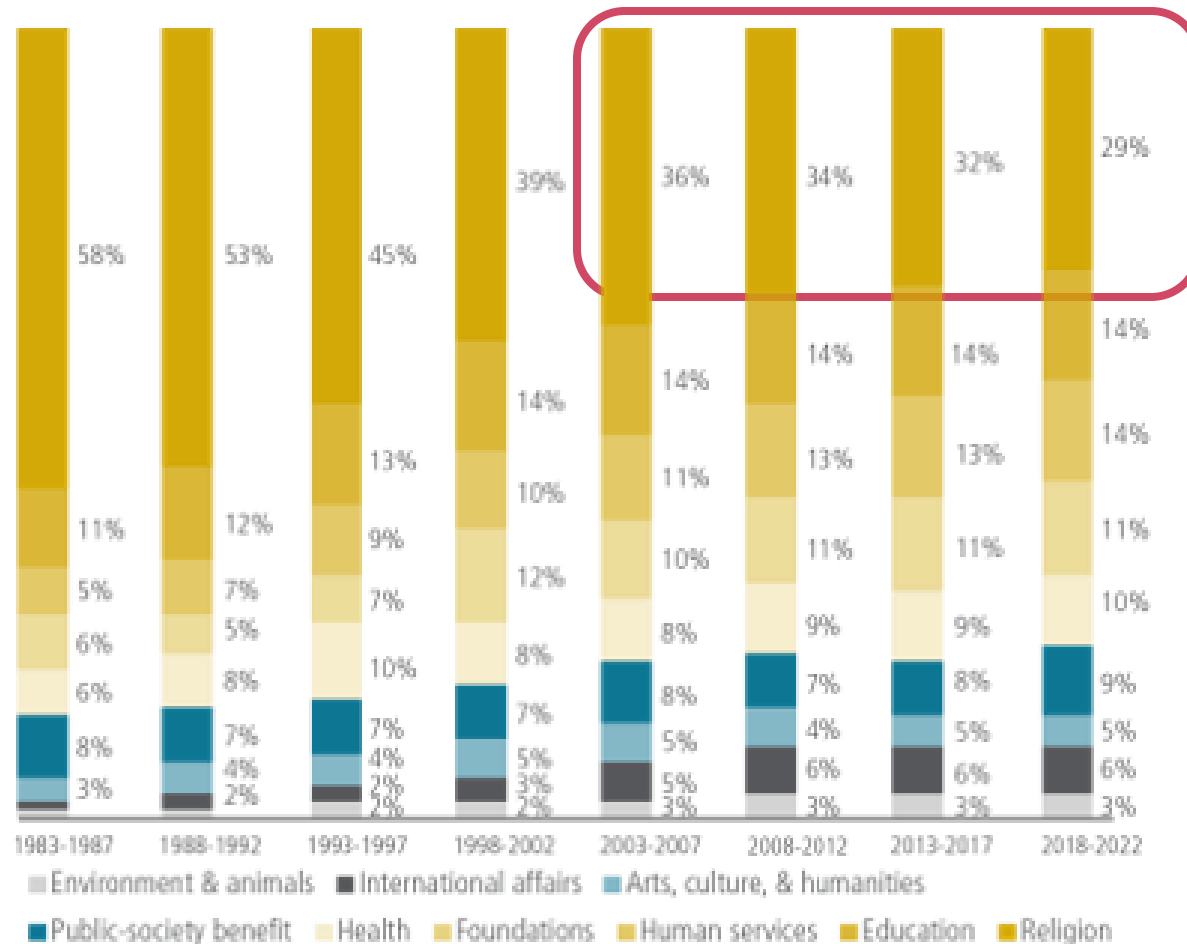
# Churches Increasingly Face Competition For Donation Dollars

In 40 years, donations to religion as a percentage of all charitable giving (or share of wallet) have dropped from 58% to 27%\*



# Giving by type of recipient: Percentage of the total in five-year spans, 1983–2022\*

(adjusted for inflation, 2022 = \$100)

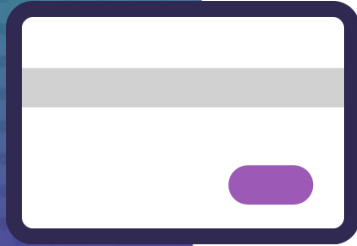


**Downward trend in religious giving**

\* Does not include "unallocated" or "giving to individuals"

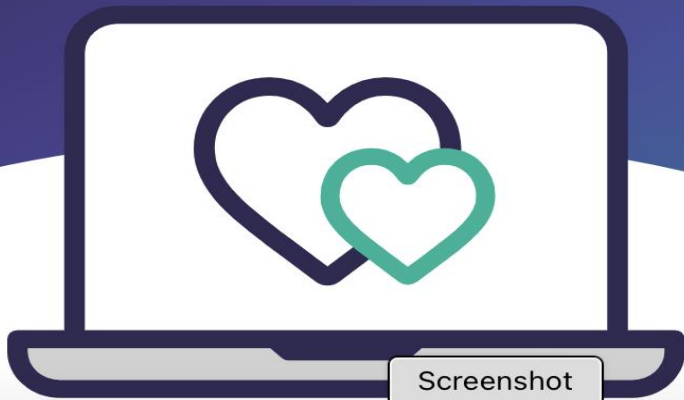
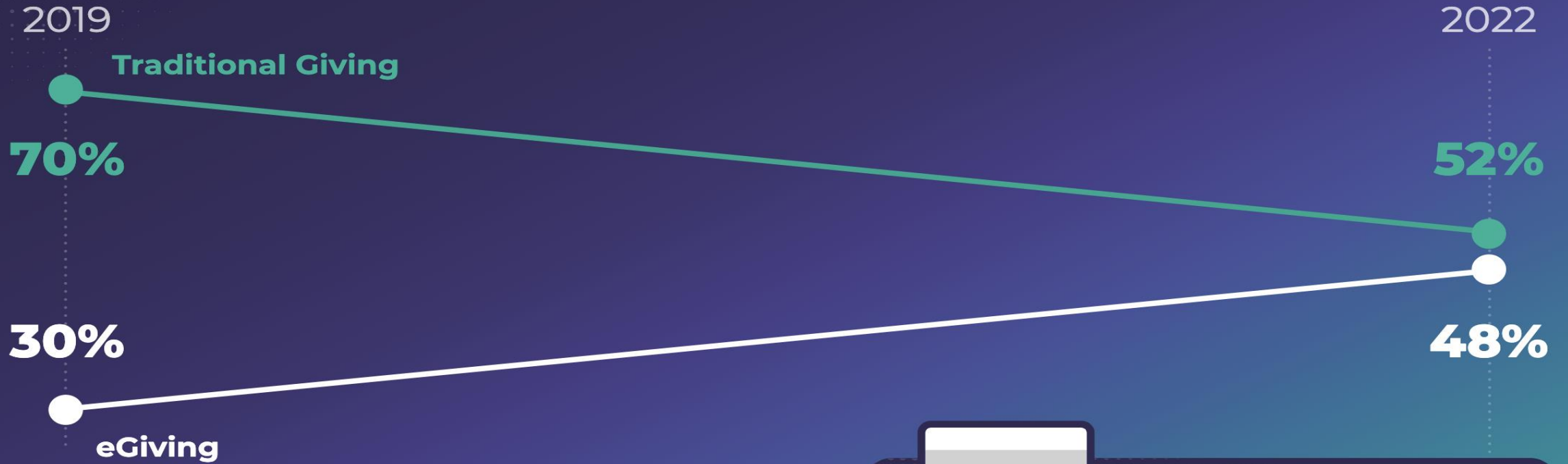
# How Today's Members View Giving

# About the Definitive Guide to Churchgoer Giving



- In 2023, Vanco conducted our fifth biennial study of 1,000 churchgoers across the country and across Christian denominations.
- Our study delivers valuable insights into churchgoer giving and engagement trends.
- Church leaders can use this resource to develop successful giving strategies to meet their members' changing needs.

# 2019-2022 Churchgoer Giving Preference



The preference for eGiving has **increased by 60%** since 2019 and accounts for nearly half of all giving.

# Giving Preferences Have Evolved

In less than a decade churchgoers are...

**3x**

more likely to give via **recurring electronic contributions**



**4x**

more likely to give via **smartphone app**



**3x**

more likely to give via **texting**

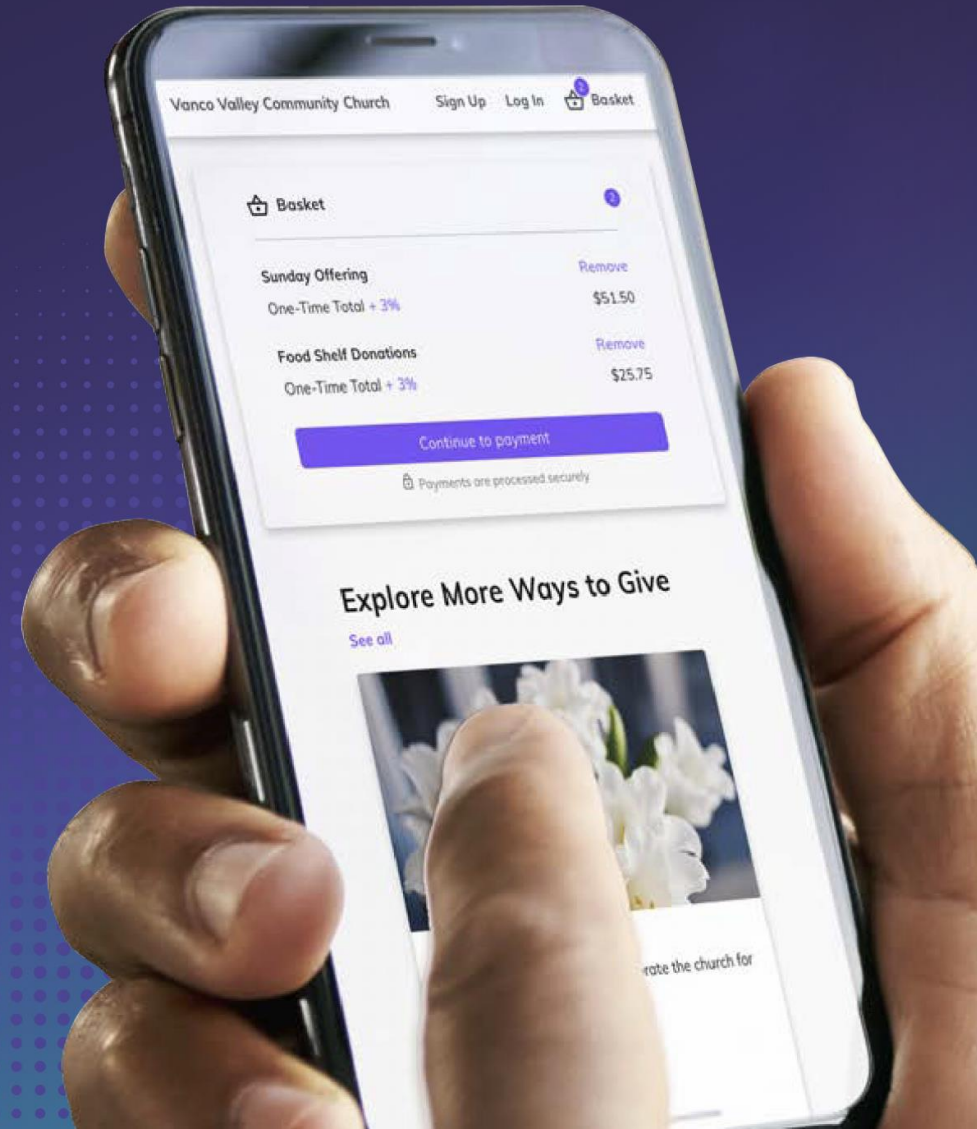




# eGivers Are Willing To Cover Processing Fees

81%

of eGivers are willing to cover the additional 2-4 percent processing fee to ensure the church receives the full donation amount.



# eGivers Are More Active In Church

**73%**

more likely to  
attend church  
weekly



**43%**

more likely to  
attend  
fundraisers



**27%**

more likely to  
volunteer



# Directed Giving Is On The Rise

**38% of churchgoers** prefer to give to a **specific church fund** as opposed to a general fund, a **46% increase** from 2017.

Preference for directed giving has **nearly doubled** among **45–54 year olds** in the past two years

# eGIVING DISCOVERY QUESTIONNAIRE

Your church's giving needs go beyond the weekly offering. That's why so many churches love the versatility and convenience of our eGiving tools. You can use them to support every ministry, activity and event. Below is a list of the types of payments and donations your church can collect with Vanco's eGiving tools.



Online



Mobile



Text



Swipe



Kiosk

*We encourage you to fill out the checklist to see the many ways Vanco can help support your mission with eGiving.*

## Ministry

- General Offering
- Special Collections
- Virtual Ministries
- Community Fundraisers
- Global Outreach Funds
- Stewardship Drives
- Building Funds
- Music Ministry
- Other \_\_\_\_\_

## Seasonal Events & Items

- Christmas Craft Sales
- Fall Festival Tickets & Sales
- Easter Egg Hunts
- Pancake Breakfasts
- Fish Fry Dinners
- Giving Tuesday
- Easter Lilies
- Poinsettias
- Christmas Trees
- Butter Braids

## Rental Fees

- Facility Rentals
- Weddings
- Funerals
- AA Meetings
- Other \_\_\_\_\_

## Goods

- Books
- Sheet Music
- Other \_\_\_\_\_

## Annual Fundraisers

- Fun Runs
- Gala Dinners
- Silent Auctions
- Golf Tournaments
- Other \_\_\_\_\_

## Church Activities

- Bible Study
- Retreats

# Igniting Generosity Through Storytelling

## The Experiment:

- Testing viewers given synthetic oxytocin vs those without oxytocin

## Results of those given oxytocin:

- Donated to 57% more of the featured charities
- Donated 56% more money
- Reported more of an emotional connection to the ad

[How Stories Change the Brain | Greater Good \(berkeley.edu\)](#)

# ***Keys to Telling a Strong Story***

**1**

**Characters**

**2**

**Conflict**

**3**

**Results**

# Telling a Strong Story

- Identify an individual to make a specific ask
- Explain the why and make an emotional connection
- If possible, introduce imagery through pictures or video
- Follow up and share the results

# Telling a Strong Story

- Tell your story on multiple channels
  - Website
  - Sunday service
  - Bulletin
  - Announcements
  - Social media
  - Email



# Engage with your website

- Think of your website as the new lobby of your church
- Be a visitor to your own website
  - What is your first impression?
  - Is it easy for new visitors to learn you?
    - Service times?
    - Upcoming events?
    - What missions you support?
    - How can they get involved?



**VANCO VALLEY**  
COMMUNITY CHURCH

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WELCOME TO  
**VANCO VALLEY**  
**COMMUNITY CHURCH**

**CONTACT US**

Monday – Friday, 7:30 a.m. to 6:00 p.m. CT

Available 24/7 for urgent after-hours support.

855.856.1516

5600 American Blvd W. | Suite 400  
Bloomington, MN 55437

[cs@vancopayments.com](mailto:cs@vancopayments.com)



[GIVE NOW](#)



transactions every day.

# Put a Link to Your Online Giving Page on Your Website

- Make your giving page easy to find
- Require as few clicks as possible
- Create a giving button on your home page and consider putting a button in your website footer

# Engage with your printed materials

- Be a visitor to your own church
  - What information do you have for new visitors and members?
  - Is it easy for new visitors to learn you?
    - Upcoming events?
    - What missions you support?
    - How can they get involved?
- Create QR codes to make giving as easy as possible

# The Power of Social Sharing



- 55% of people who engage with nonprofits on social media end up taking some sort of action.
- 59% of those people donate money.
- 46.1% of churches say that using social media is their most effective method of outreach.

# The Power of Social Sharing

“One must not merely rail against the darkness, but must instead light a proverbial candle by creating literary and cultural works that rival and surpass the bad.”

- Hannah More

# Make Giving Easy

- Familiarize yourself with your online giving tools
- Utilize a variety of different methods to communicate with your members about how they can give
- Make the ask by telling a story
- Create a QR code for your church's giving page

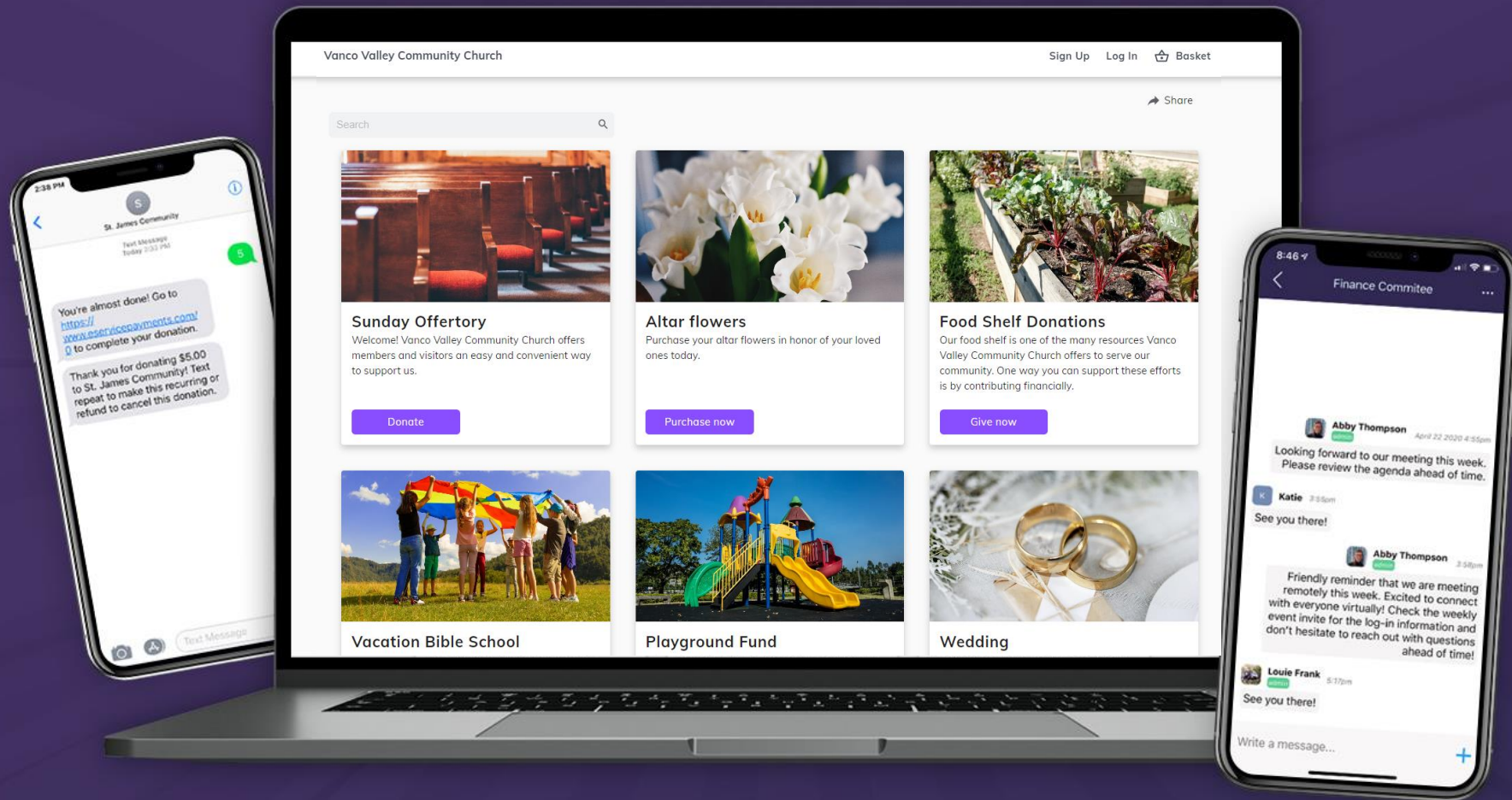
# Tools to help you drive storytelling, giving and engagement



# The Future of Giving

1. Make giving simple (and secure)
2. Think beyond donations
- 3. Tell stories**
4. Acknowledge giving mindsets
5. Balance ministry and business

What if your **online giving page** could use pictures and words to **tell the story** of your missions and help your members feel engaged and connected to the work that you do?



**TELL YOUR STORY AND INSPIRE  
GENEROSITY WITH VANCO FAITH**



# VANCO VALLEY COMMUNITY CHURCH

## Online Donation/Payment

[Return to our Home Page](#)

[Español](#)

### Donation/Payments

Welcome!

We are grateful for your support. Our electronic giving program offers convenience for you in a safe and secure way. You're invited to make automatic contributions for regular church offerings and other contributions without the need to write checks, carry cash or prepare envelopes.

Online giving allows you to log-in at any time to set up an automatic donation plan, change your donation plan, make a one-time donation or view your online donation history.

Many thanks for your time, talent and treasure!

*If you've already created a profile, please "Log In" on the right, otherwise continue.*

#### Donations

-Sunday Giving:	<input type="text" value="0.00"/>	
-Building Fund:	<input type="text" value="0.00"/>	
-Missions:	<input type="text" value="0.00"/>	
-Food Pantry:	<input type="text" value="0.00"/>	
-Disaster Relief:	<input type="text" value="0.00"/>	
-Other - Please Specify:	<input type="text" value="0.00"/>	<input type="text"/>

Frequency:

Donation/Payment Start Date:  mm/dd/yy

### Log In help

Email Address:


Password:

[Forgot your Email Address or Password?](#)

### Create Your Online Profile

# Vanco Valley Community Church

 Share

## Sunday Offertory

Welcome! Vanco Valley Community Church offers members and visitors an easy and convenient way to support us.

[Donate](#)



## Altar flowers

Purchase your altar flowers in honor of your loved ones today.

[Purchase now](#)



## Food Shelf Donations

Our food shelf is one of the many resources Vanco Valley Community Church offers to serve our community. One way you can support these efforts is by contributing financially.

[Give now](#)



## Vacation Bible School Scholarships



## Playground Fund

Join us in raising money for our sister school, Vanco



## Wedding

Vanco Valley Community Church welcomes couples



Our food shelf is one of the many resources Vanco Valley Community Church offers to serve our community. You can support these efforts by donating non-perishable food items or by contributing financially. Last year we were able to package over 350 boxes of food for families in our local community.

If you are in need, please contact our church office for more details.

Looking for volunteer opportunities? Visit our events page or Vanco Mobile to learn about upcoming food shelf volunteer events!

[← View other opportunities](#)

## Food Shelf Donations

Amount

Once

Recurring

Frequency

Once, now

Add to Basket

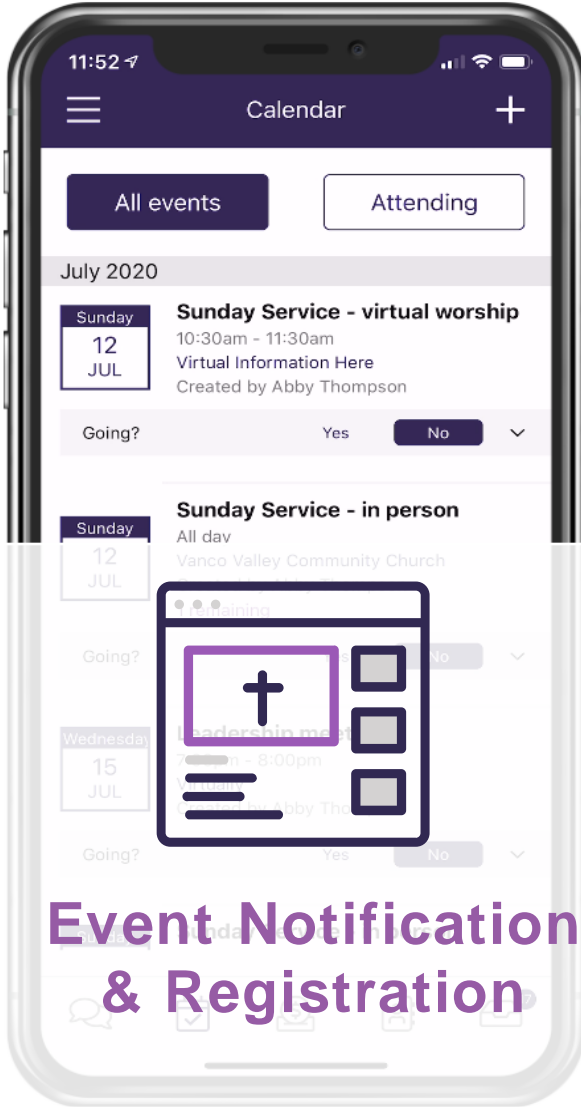
## Share Food Shelf Donations

Spread the word to friends and family.

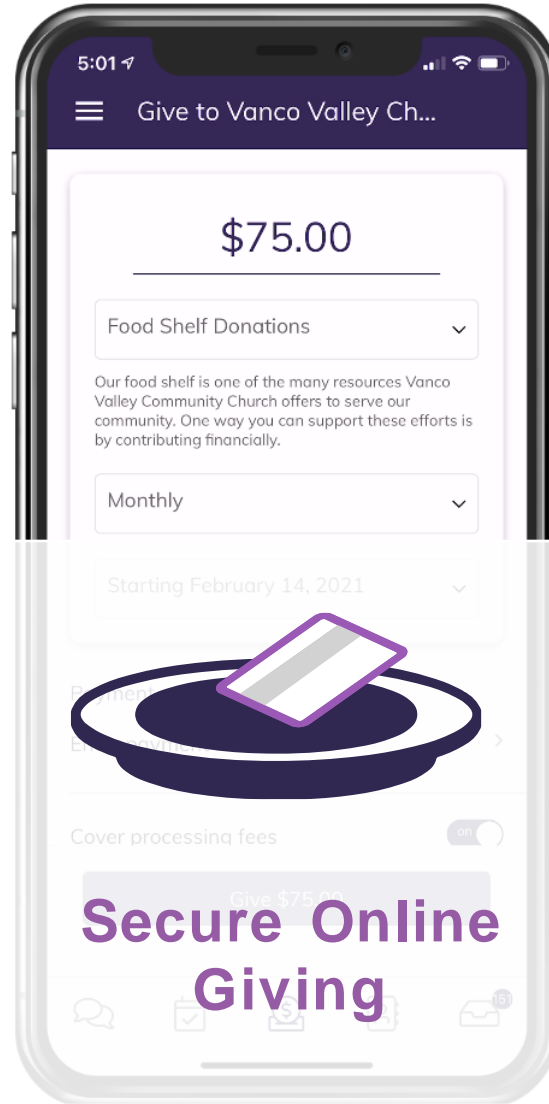
 Share



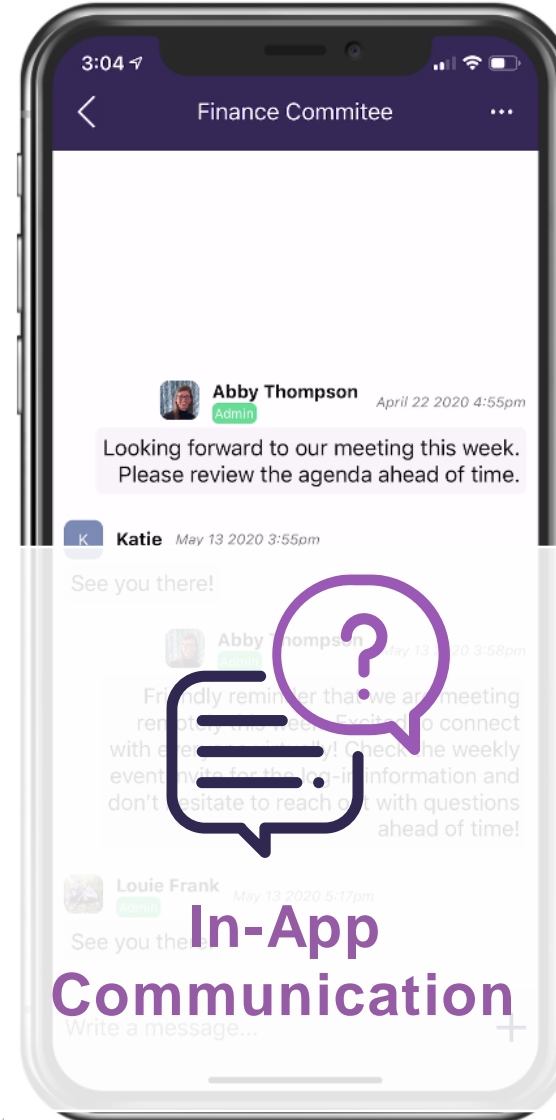
# Embrace Mobile for Engagement



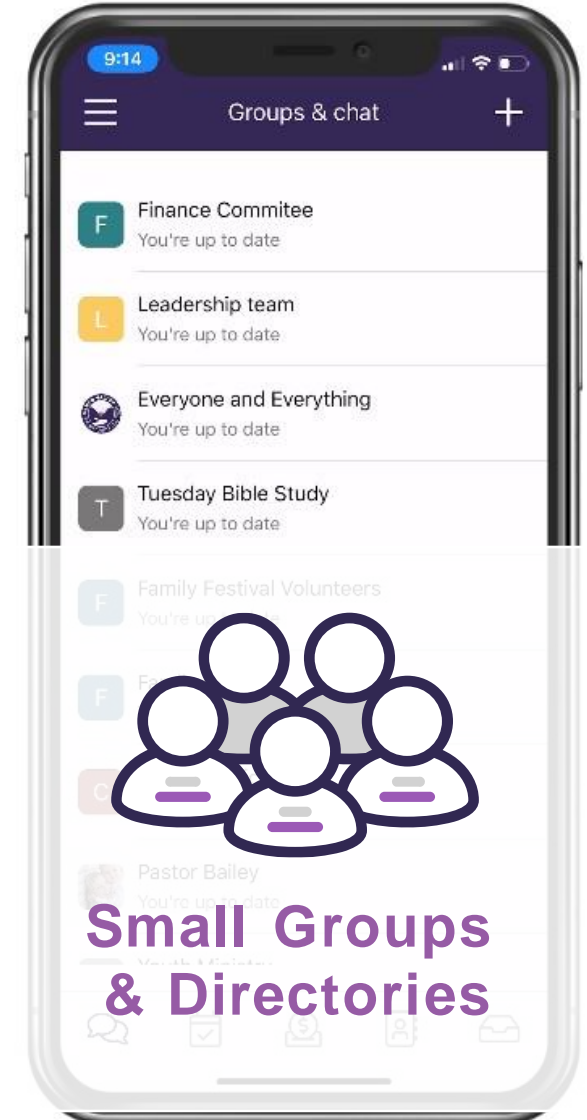
**Event Notification  
& Registration**



**Secure Online  
Giving**



**In-App  
Communication**



**Small Groups  
& Directories**



# Create Events with Ease

- **Easy-to-use event templates** – Start with an event template or create and save custom templates.
- **Branding** – Customize your event pages, tickets & more to match your school's brand.
- **Space to introduce your cause and raise donations** – Add additional details to help attendees understand the event, what you're supporting and give you your cause.

VANCO  
EVENTS

## Discovering Your Faith Workshop



### ABOUT

Our Discovering Your Faith workshop is created to help you begin your journey into bringing Faith into your life and understanding the lessons within the Bible. Whether you are new to the church or at a point in your life where you are wanting to restart your Faith journey, this workshop is created for any men or women seeking guidance. Join us on our weekly journey to understanding and growth.

### DATES

Friday June 2 2023 - Friday September 8 2023 (UTC-05)

### LOCATION

VANCO

# Scan Tickets with Ease

- **Scan tickets on a mobile device** – Download the free ticket scanning app for [Apple](#) or [Android](#).
- **Check attendees in and out** – Volunteers can scan attendees both in and out of events.
- **Set up volunteers with QR code** – Start scanning tickets with a simple QR code, no need to create an account!



**VANCO**

# ***Next Steps***

**1**

Be a visitor to your own website and online giving page.

**2**

Identify a story you want to tell next Sunday.

**3**

Start increasing connections and donations!



***Questions?***

# Enter our Giveaway!

Scan our QR code to enter Vanco's Stewardship Kaleidoscope giveaway and receive a copy of our Definitive Guide to Churchgoer Giving.



***Thank You!***