

Cultivating a Culture of Generosity This Easter



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Agenda

- Seasonal Reflections
- Evolving Giving Preferences
- Making Giving Automatic
- Connected Giving Experience
 - Powerful Tools
 - Practical Plan For Generosity
- Questions

Today's Presenter



Ben Keeney | Director of Product Marketing - Vanco

Reflection on Easter



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Lent And Easter Reflection: Abundant Love, Bountiful Generosity

1 John 3:16-18

We know love by this, that he laid down his life for us and we ought to lay down our lives for one another. How does God's love abide in anyone who has the world's goods and sees a brother or sister in need and yet refuses help? Little children, let us love, not in word or speech, but in truth and action.

2 Corinthians 9:6-8

The point is this: the one who sows sparingly will also reap sparingly, and the one who sows bountifully will also reap bountifully. Each of you must give as you have made up your mind, not reluctantly or under compulsion, for God loves a cheerful giver. And God is able to provide you with every blessing in abundance, so that by always having enough of everything, you may share abundantly in every good work.



Evolving Giving Preferences



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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 More Active In Church

73%

more likely to
attend church
weekly



43%

more likely to
attend
fundraisers



27%

more likely to
volunteer



Making Giving Automatic



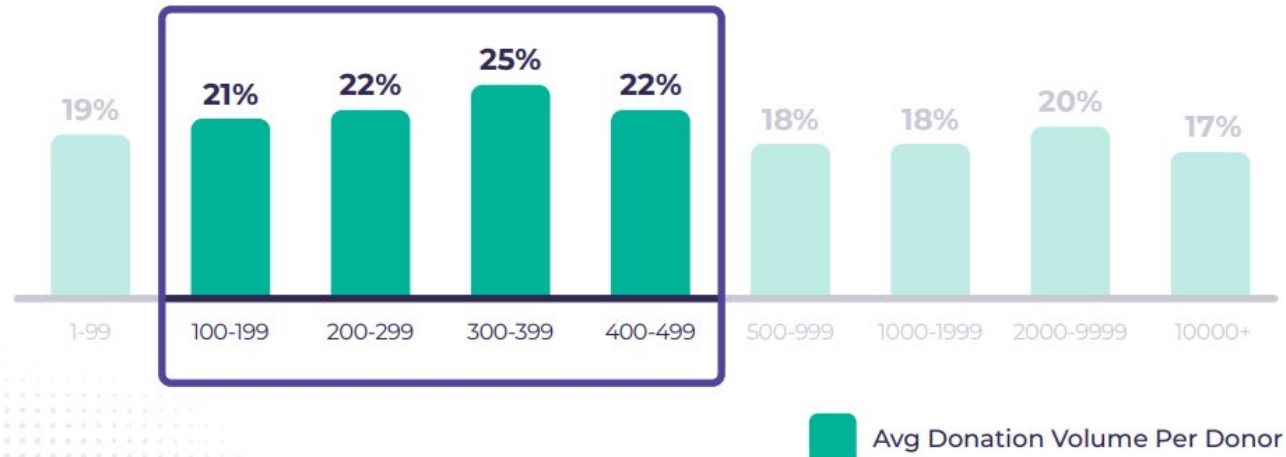
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% of Recurring Donors by Size

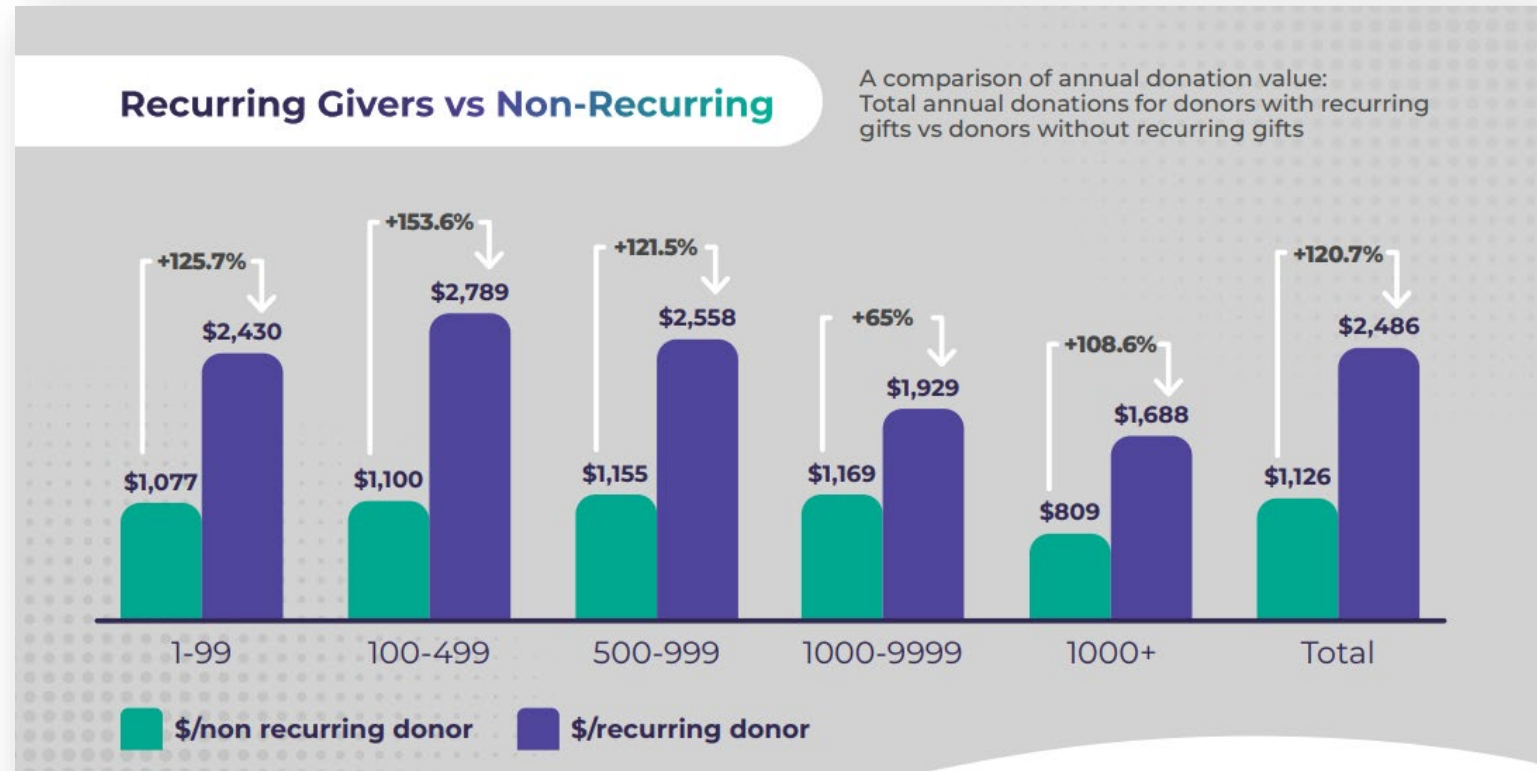
% of Donors with Recurring Donations

[See How Your Church Compares](#)

Insight: Mid-Sized churches have the highest percentage of recurring donors, likely pointing to an increased ability for churches to connect deeply with members to inspire generosity.



Recurring Givers Donate 2X More Than One-Time Donors



Connected Giving



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Make Your Story Come Alive with Deeper Connection

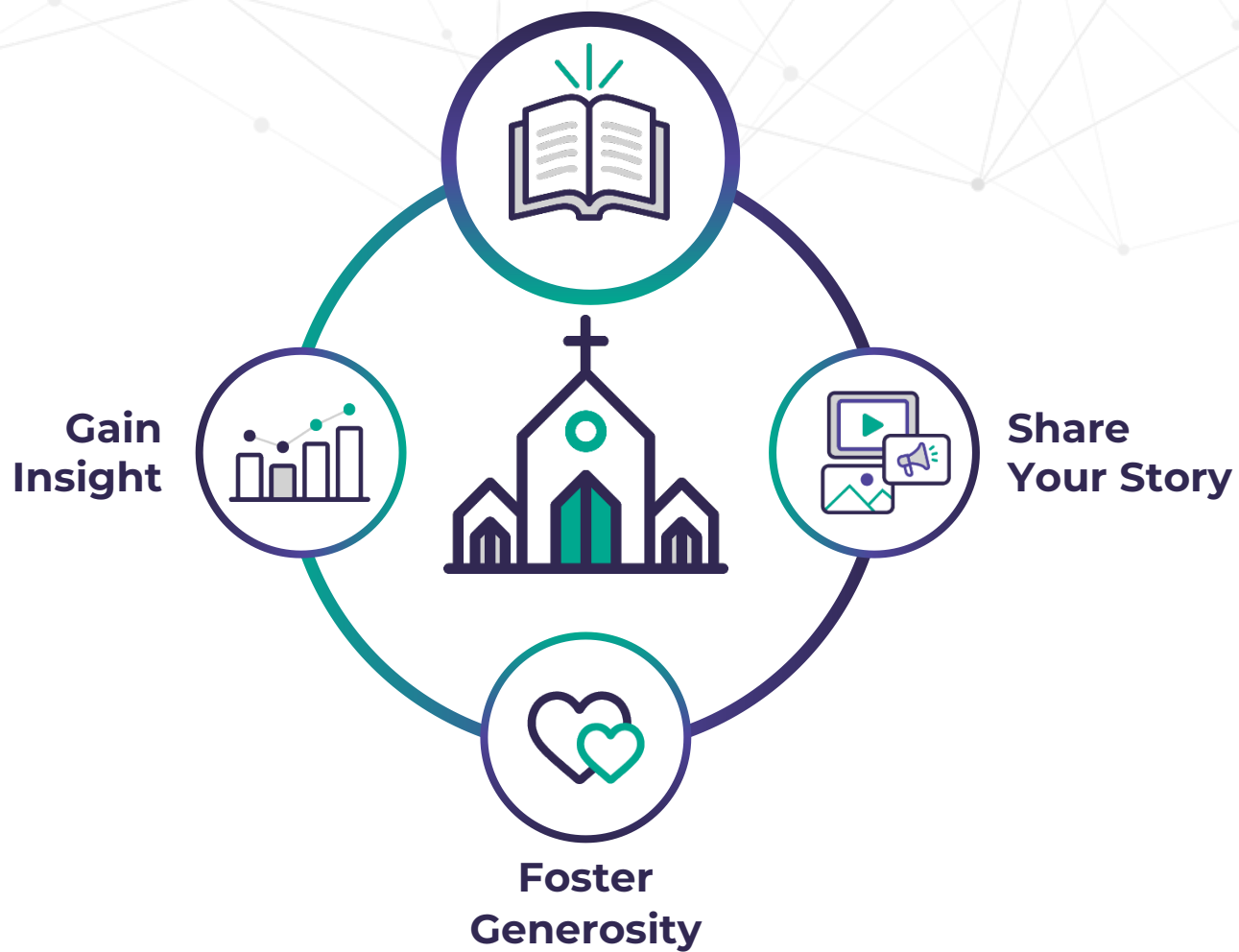


Enable deeper connection through **enhanced communication** of your mission, **increased engagement** with your content, **actionable insights** for your community, and a **foundation of financial stewardship**.

Storytelling



Tell Your Story



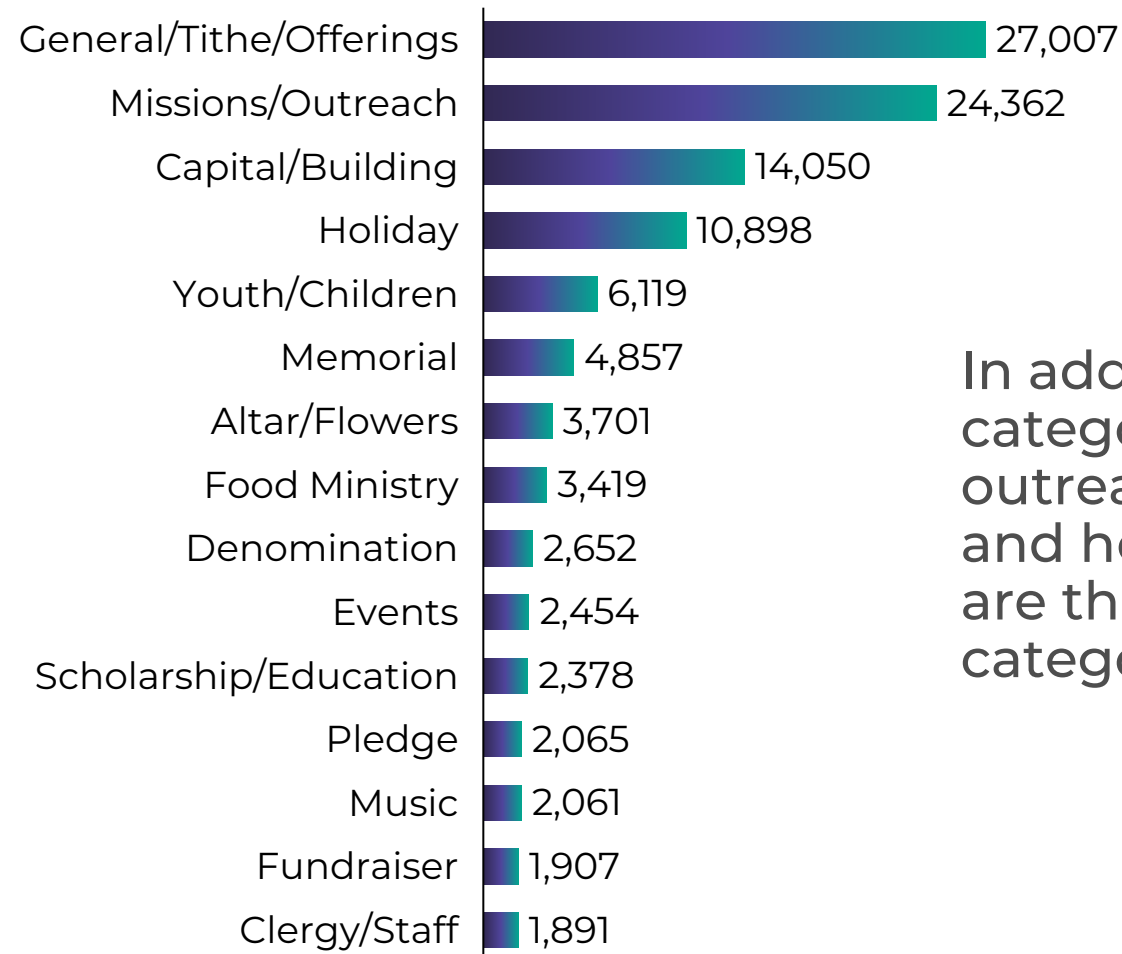
**Building connections
between your donors
and your causes**

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** from 2020-2022

Most Popular Giving Tile Categories



In addition to the general category, missions and outreach, capital projects, and holiday related giving are the most popular categories for Vanco clients.



Telling a Strong Story

- Identify the audience to make a specific ask
- Explain 'the why' and make an emotional connection
- If possible, introduce imagery through pictures and/or video
- Tell your story on multiple channels
 - Website
 - Sunday service
 - Bulletin
 - Announcements
 - Social media
 - Email
- Follow-up and share the results

Social Sharing





**Increase
engagement through
social channels**

Capturing Attention: The Power of Social Sharing



- The average attention span has dropped from 2 minutes and 42 seconds to between 9 to 30 seconds.
- 55% of people who engage with nonprofits on social media end up taking some sort of action. 59% of those people donate money.
- 46% of churches say that using social media is their most effective method of outreach.

Content + Reach = Growth & Engagement

Facebook Reach

- Rely on individuals to directly visit your Facebook page.
- Must pay for visibility
- Organic reach limited to 2% to 5%
- 60 to 140 is the usual range for 2700 followers

facebook



Vanco

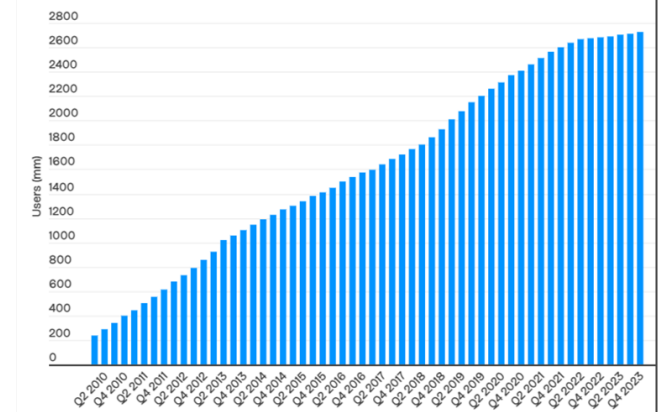
2.6K likes • 2.7K followers



YouTube

- 2.7 billion monthly active users
- Users spend 48.7 minutes on the platform per day
- Offers a lot of free access to publishers
- It is the second largest search engine in the U.S.

YouTube quarterly users 2010 to 2023 (mm)



Creating Engaging Content with Your Existing Team

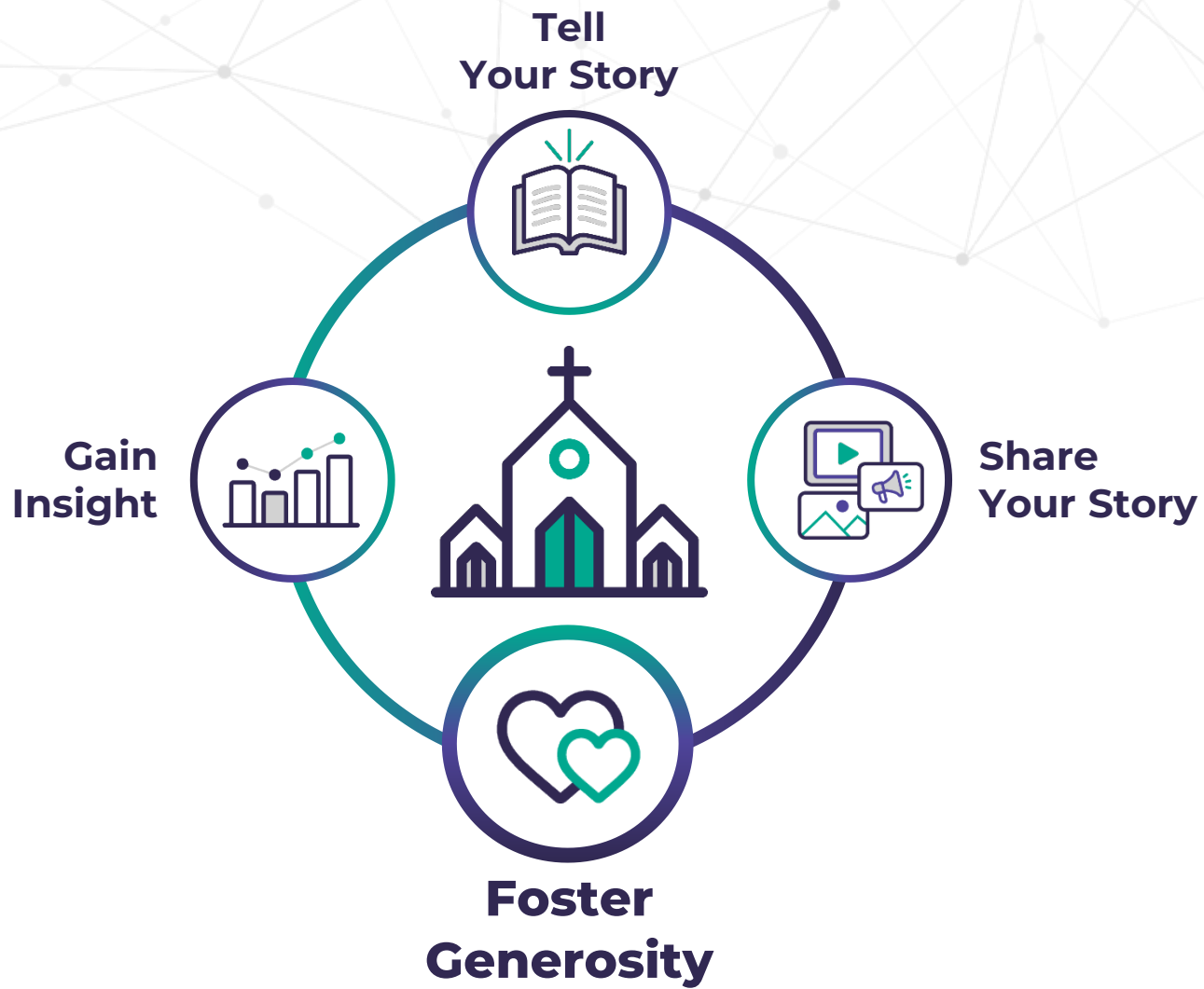
- Utilize Free Content
 - Free Social Media Kit
 - 250 Social media posts
 - Church social media strategy guide
 - Seasonal images



Fostering Generosity



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**Make the path to
giving easy**

Engage with your website

- Think of your website as an extension of your church lobby
- 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?

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.

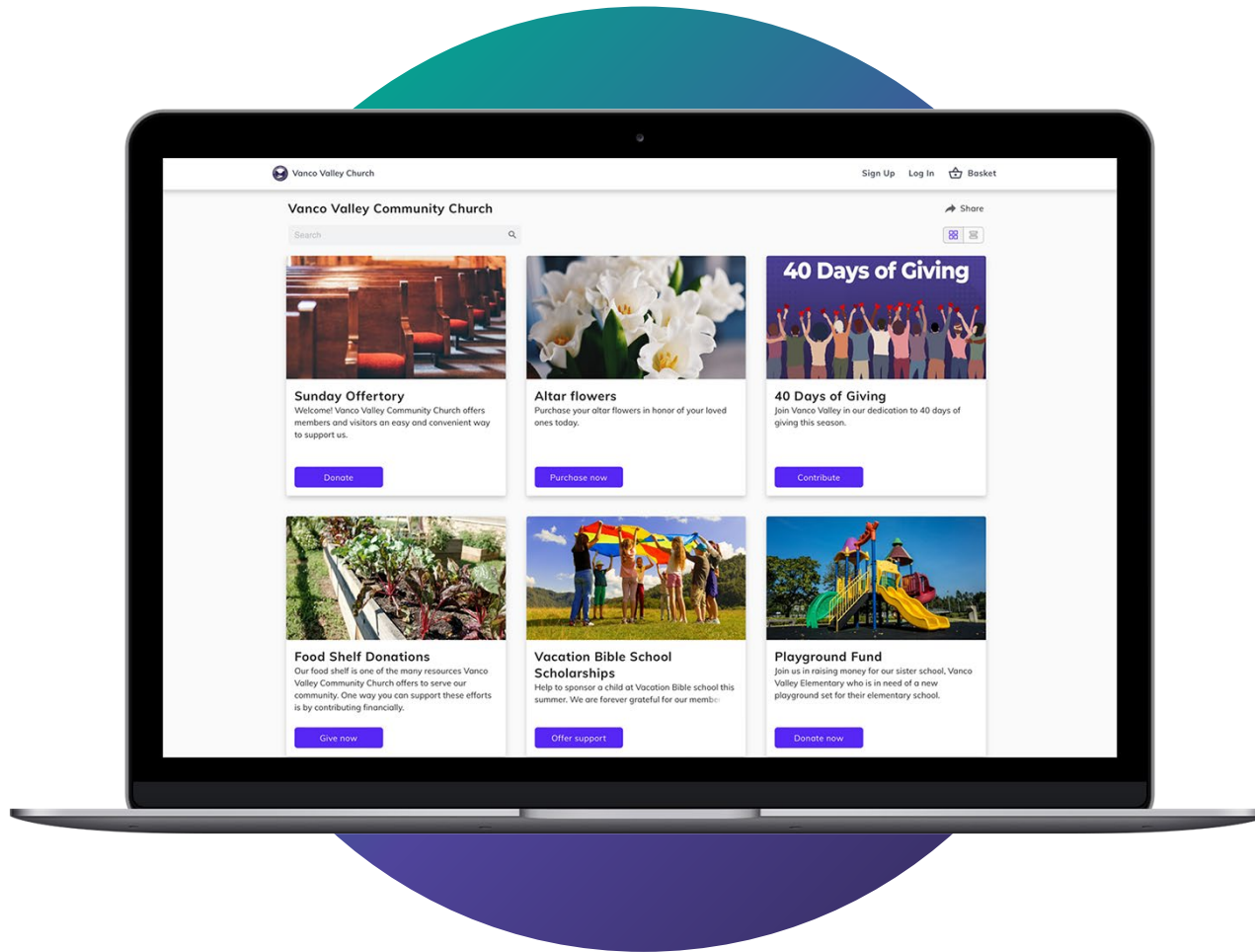
1.856.1516

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Bloomington, MN 55437

cs@vancopayments.com

[GIVE NOW](#)

Drive engagement with your giving page



- Use compelling imagery
- Explain the goal of each fund
- Post prior year metrics
- Provide ways to get involved outside of donations



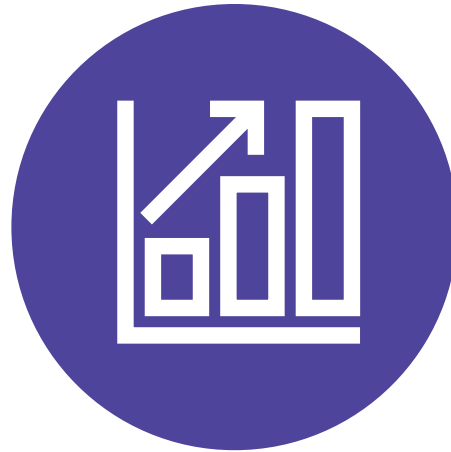
**Utilize actionable
insights to drive
outreach and strategy**

Using Data to Drive Outreach

Overall Health

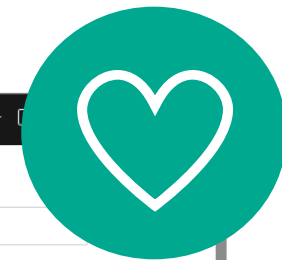


Giving Trends



Donor Insights





Scheduled Donations

Tracking and Forecasting Recurring Donations.

Fund

Select values

Upcoming in July

\$121k

Expected in August

\$141k

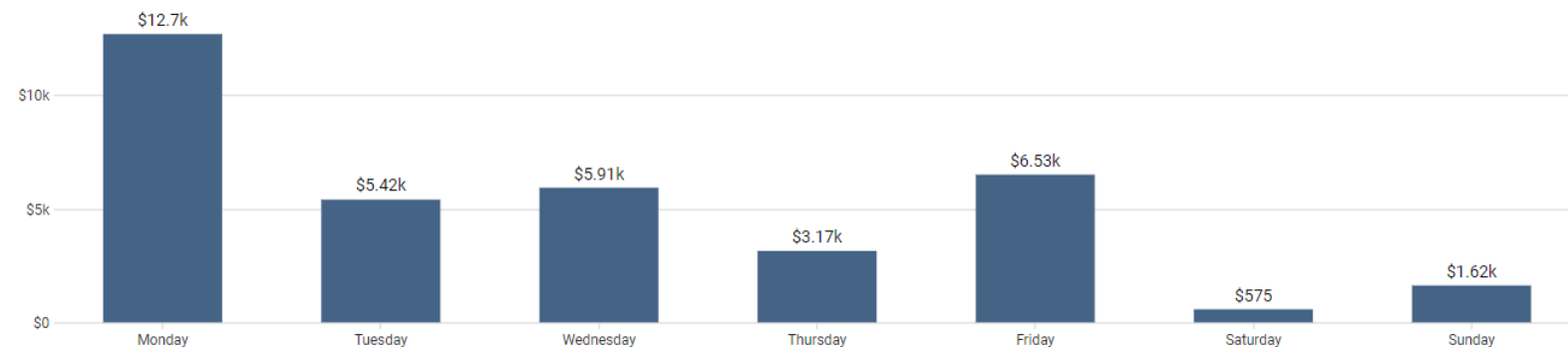
Expected in the Next 6 Weeks

\$207k

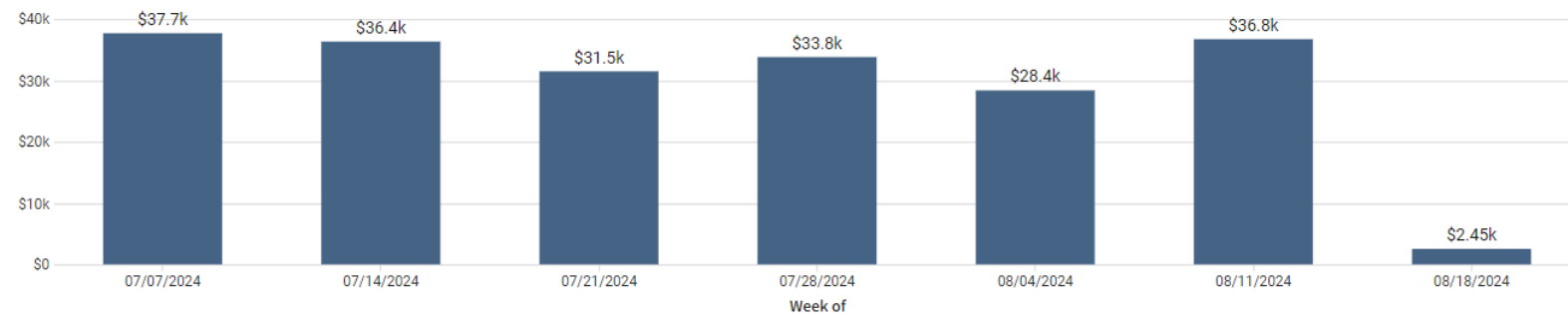
Scheduled Donation Volume (Mon - Sun)

This Week Next Week

\$35.9k is scheduled from 07/15/24 - 07/21/24.



Scheduled Donation Volume (Next 6 Weeks)



Donor Churn

Track and analyze donor retention and engagement patterns.

Churn Timeframe (Months)

6

-

12

*Members are currently defined as churned if their last donation was 6 - 12 months ago (07/08/2023 - 01/08/2024)

Fund

Select values

Churn Rate

30%

Donors Lost

-2.32k

Donors Gained

1.83k

Net Donors

-490

Est Churn Volume Loss

\$2.52M

New Donors Volume Gain

\$1.44M

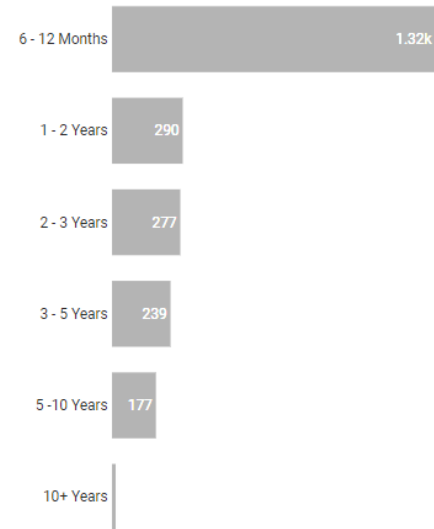
Est Volume Change New vs Churned

-\$1.07M

Churned Donors

Member Id	Member Name	Member Email	Member Since	Last Donation Date	Est Loss
53840790	Demo User	demo@vanco.com	11/12/2023	11/13/2023	\$298k
53958006	Demo User	demo@vanco.com	11/21/2023	11/30/2023	\$177k
41407465	Demo User	demo@vanco.com	02/24/2021	10/31/2023	\$97.2k
53197046	Demo User	demo@vanco.com	09/22/2023	09/23/2023	\$57.8k
52916264	Demo User	demo@vanco.com	08/31/2023	10/01/2023	\$48.7k
53795652	Demo User	demo@vanco.com	11/08/2023	11/09/2023	\$48.4k
52190478	Demo User	demo@vanco.com	06/29/2023	07/14/2023	\$30.3k
53337425	Demo User	demo@vanco.com	10/03/2023	10/12/2023	\$30k
49998808	Demo User	demo@vanco.com	01/12/2023	08/01/2023	\$23.2k
52005938	Demo User	demo@vanco.com	06/12/2023	07/17/2023	\$20.6k
52262530	Demo User	demo@vanco.com	07/06/2023	07/12/2023	\$20.2k
20645631	Demo User	demo@vanco.com	09/18/2016	07/16/2023	\$20.2k
52264522	Demo User	demo@vanco.com	07/06/2023	07/10/2023	\$18k
52204108	Demo User	demo@vanco.com	07/01/2023	07/09/2023	\$17.9k
52210292	Demo User	demo@vanco.com	07/01/2023	07/14/2023	\$15.8k
52192060	Demo User	demo@vanco.com	06/30/2023	07/10/2023	\$15.2k
15983361	Demo User	demo@vanco.com	01/05/2015	08/11/2023	\$14.3k

Churned Donors by Account Age





Giving Changes

Comparison Period Date Range*
365 Days

Fund
Select values

Page
1

Members Per Page
10

Tracking & understanding shifts in donations.

Average Giving Increase
\$1.37k
-\$1.2k Average Giving Decrease

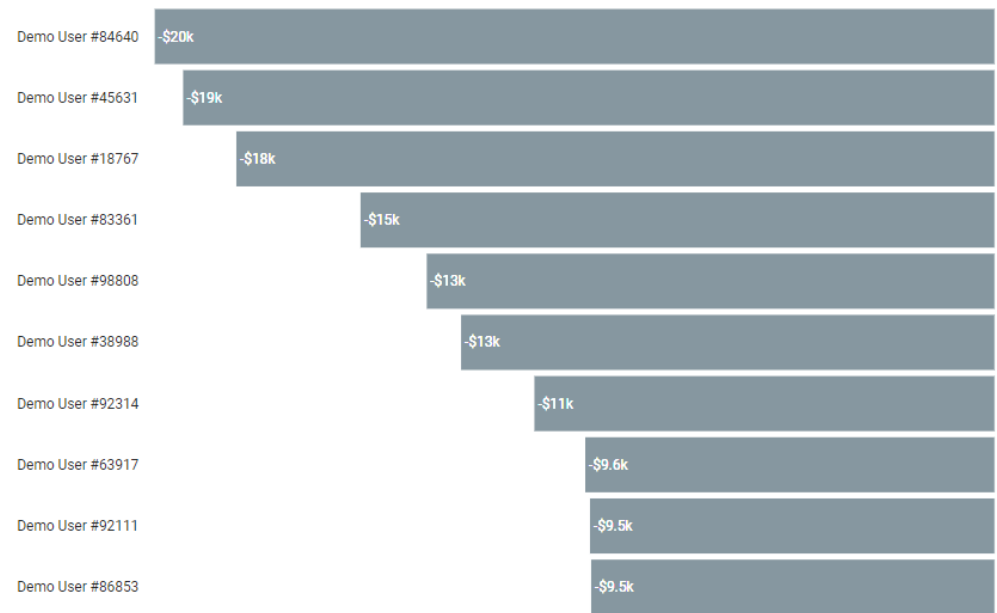
Net Giving Change ⓘ
\$146k

Total Giving Increase
\$2.15M
-\$2M Giving Decrease

Increased Donor Contributions
1,569
1,549 Decreased Donor Contributions

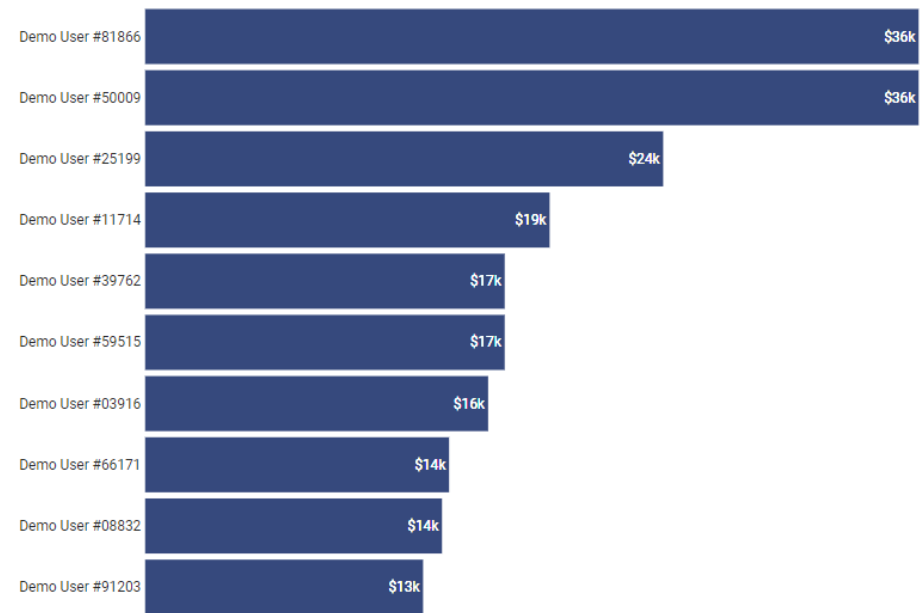
Giving Decreases

#1 - 10

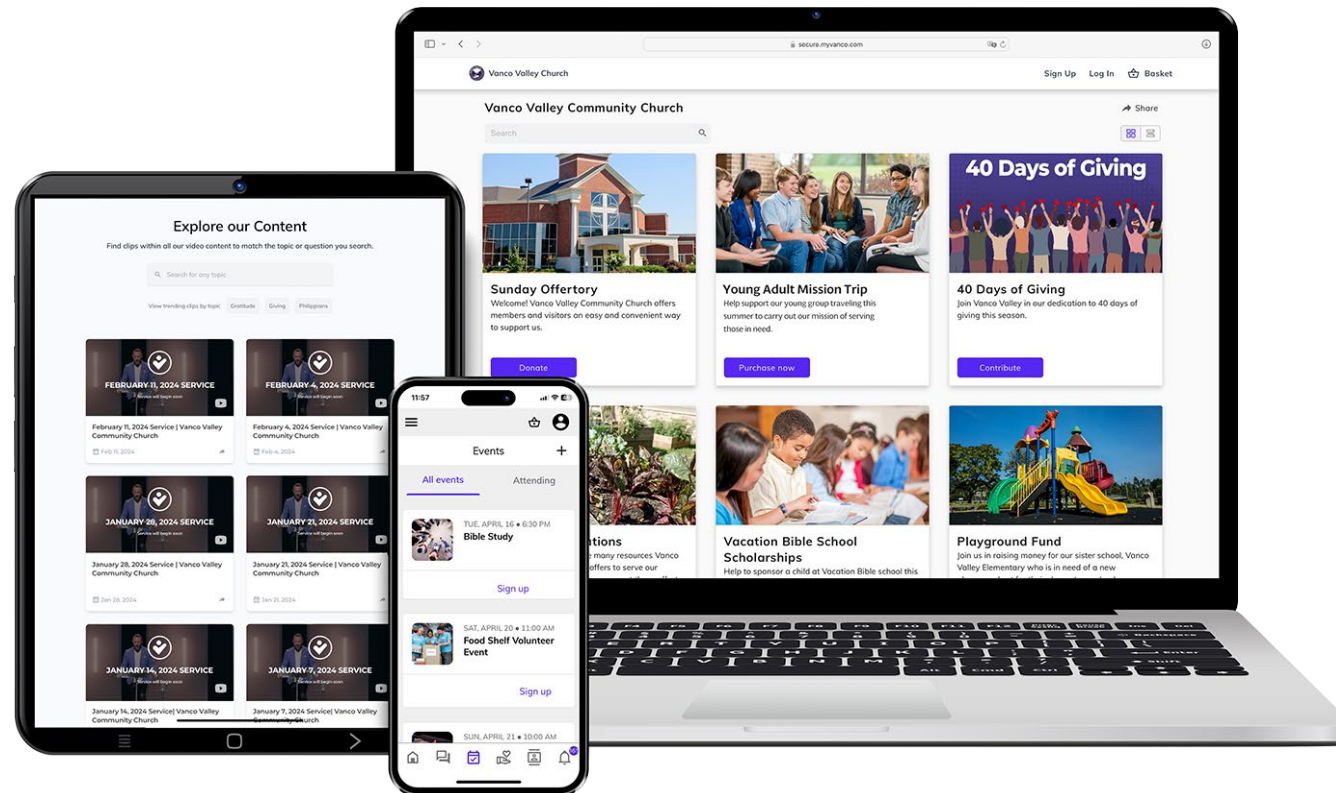


Giving Increases

#1 - 10



Vanco Giving Platform



Elevate Your Community's Experience through
Effortless Giving, Enhanced Engagement

Donor Experience



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The Vanco Giving Platform

Your Partner in Growing Generosity Through Connected Giving

Giving Module

Secure, flexible, expanding digital payment solution.



Giving



Connection

Donor Communication

Connect more deeply to members and the larger community with opportunities to forward your ministry.

Reporting and Insights

Visual, actionable reports and insights about what's working and where to grow.



Insights

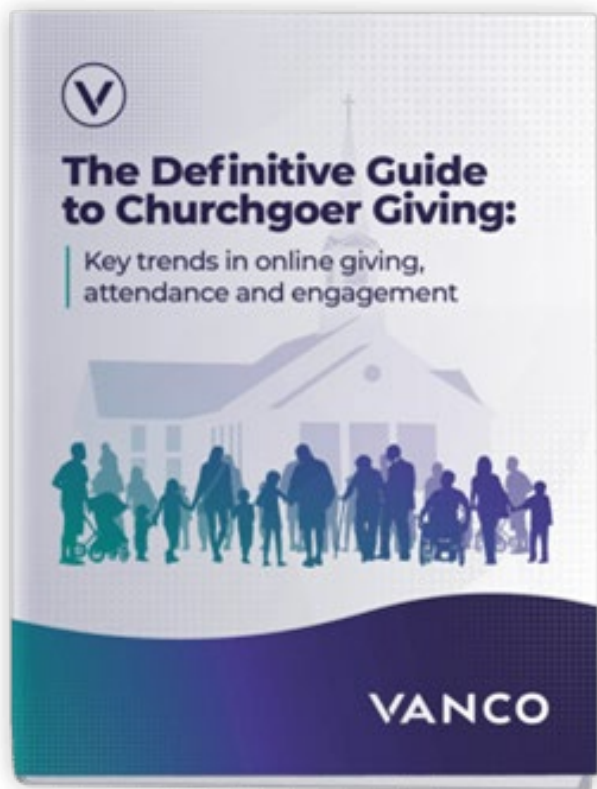


Partnership

Partnership

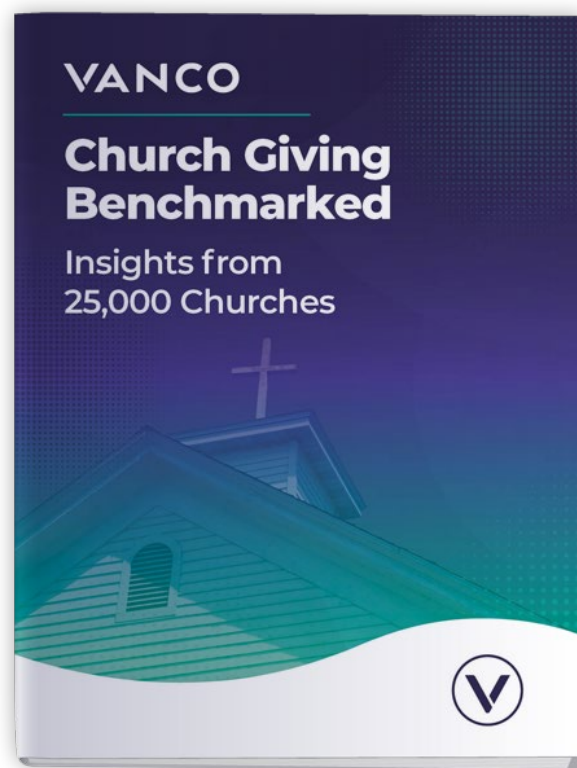
Support and ideas from Vanco and our specialized partners.

Resources to help you drive growth



[Giving Study](#)

[Giving Index](#)



[Giving Letters](#)

[Donor Appreciation](#)



Questions

Thank You!

