

# Recurring Giving: Establishing New Spiritual Disciplines



# Agenda

- Reflection on Lent
- How Recurring Giving Drives Discipline
- Creating a 40 Days of Giving Campaign
- Simplifying Easter Promotion with Vanco's Easter Toolkit
- Questions



**Jenny Lutter & Pastor Paul Lutter**



# Reflections on Lent







# Reflections on Lent

releasing your hands and heart for  
what God is calling you to

## **Mark 8:34-37 (RCL Feb 25), NRSV**

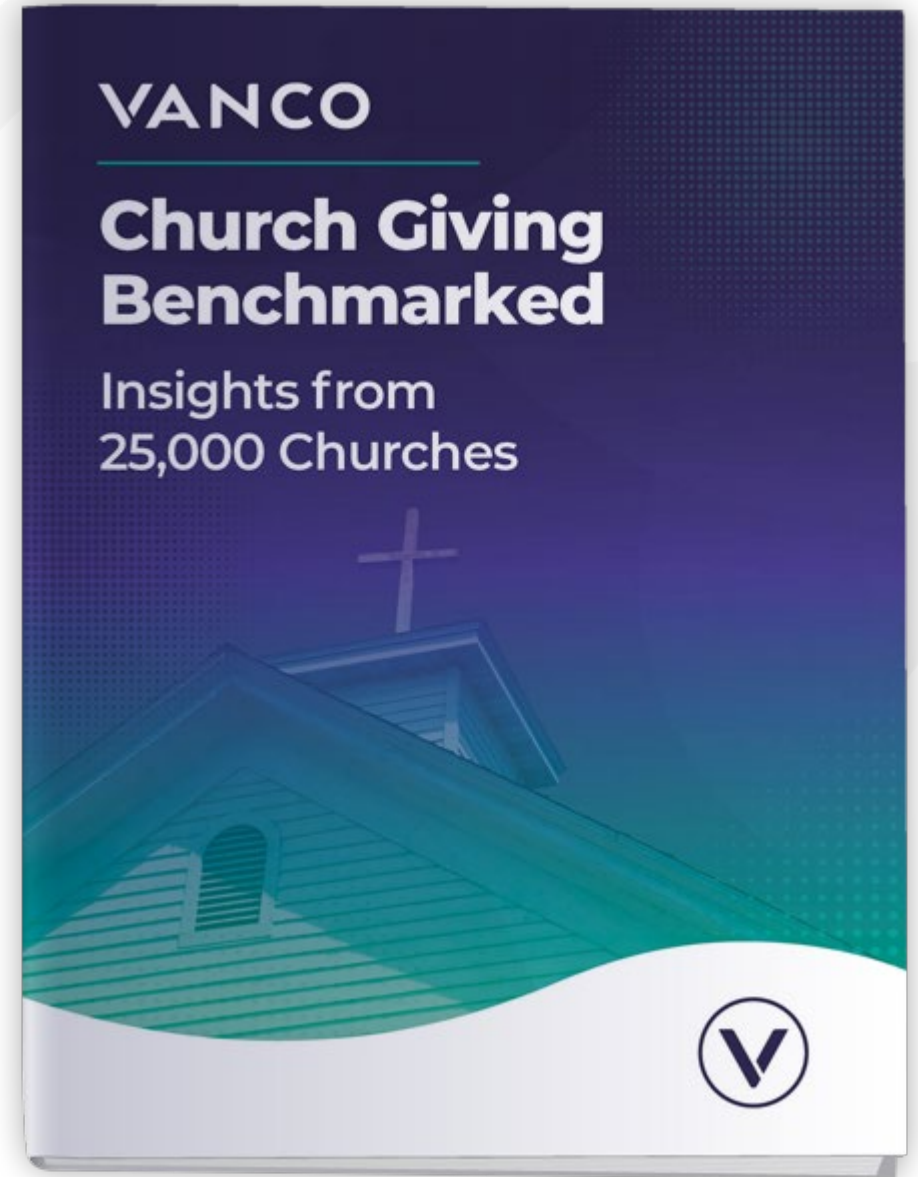
<sup>34</sup> He called the crowd with his disciples and said to them, "If any wish to come after me, let them deny themselves and take up their cross and follow me. <sup>35</sup> For those who want to save their life will lose it, and those who lose their life for my sake, and for the sake of the gospel, will save it. <sup>36</sup> For what will it profit them to gain the whole world and forfeit their life? <sup>37</sup> Indeed, what can they give in return for their life?

# How Recurring Giving Drives Discipline



# Vanco Giving Index Vol. 1

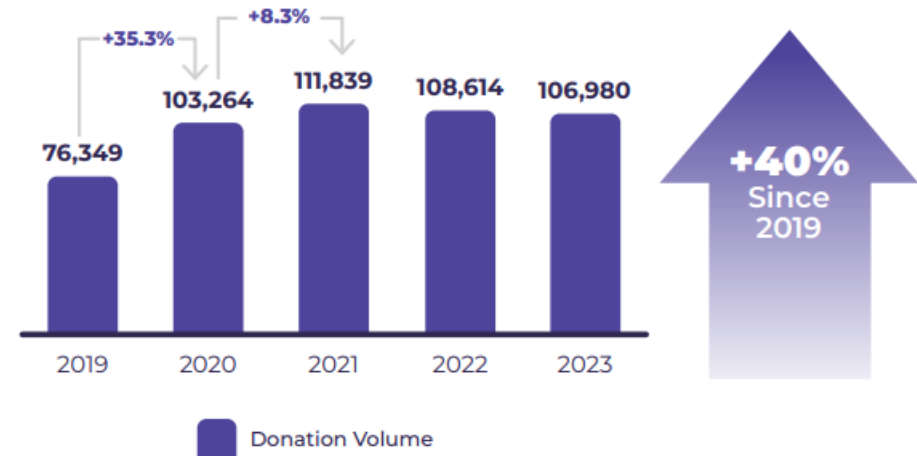
- Analysis of Vanco's church giving data from 2019 through 2023
- Analyzes data by:
  - Average electronic donation volume per church
  - Average total annual donation
  - % of donors with recurring donations
- Created to help churches benchmark against their peers and have a resource to help with goal setting



# Electronic Donations are Here to Stay for Churches of all Sizes

## Average Electronic Donation Volume for 100-499 AWA Churches

**Insight:** Medium-sized churches were much faster to adopt online giving early in the pandemic with slower growth during the second half of the pandemic. Since then, online giving has stabilized.



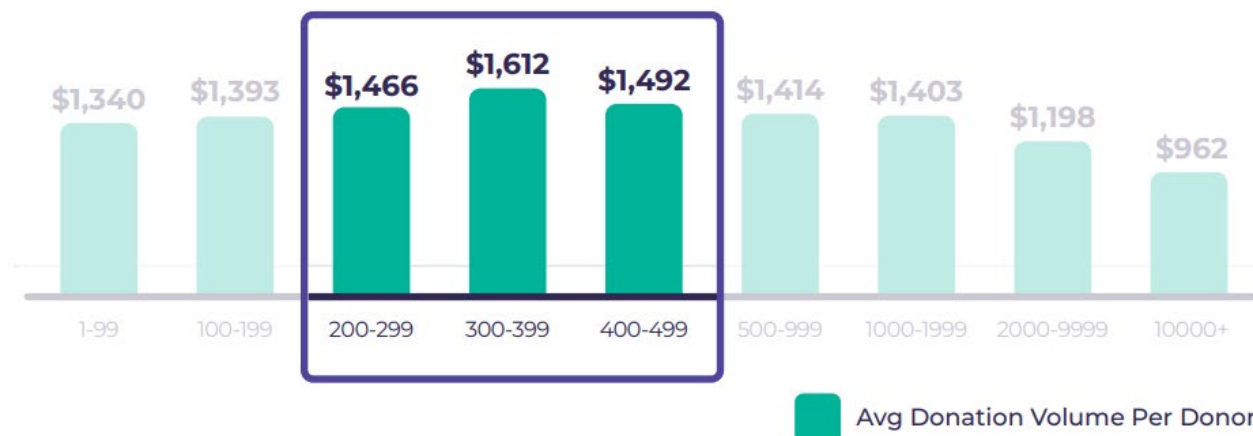


# Average Annual Donation Volume per Donor

## Average Total Annual Donations By AWA

[See How Your Church Compares](#)

**Insight:** The highest per-donor donations occur in medium size churches, this points to a connection between technological adoption and intimate member engagement.

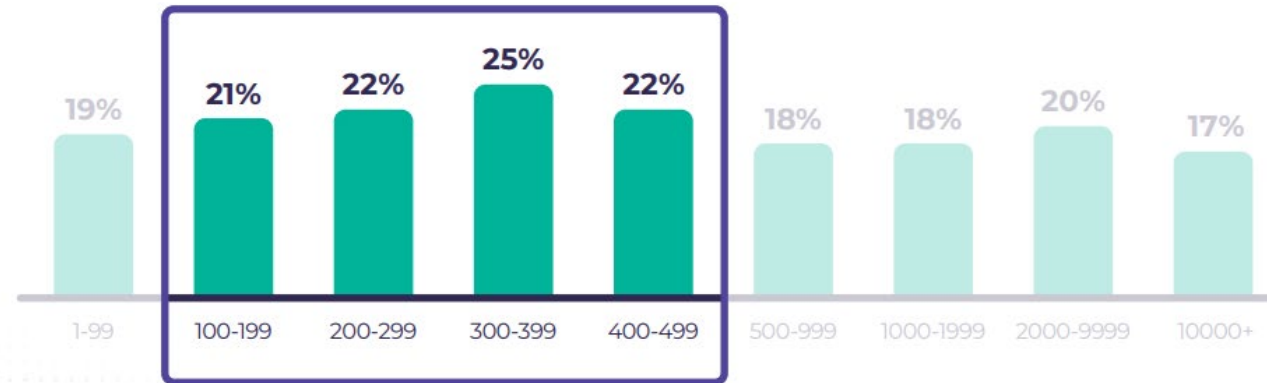


# % of Recurring Donors by Size

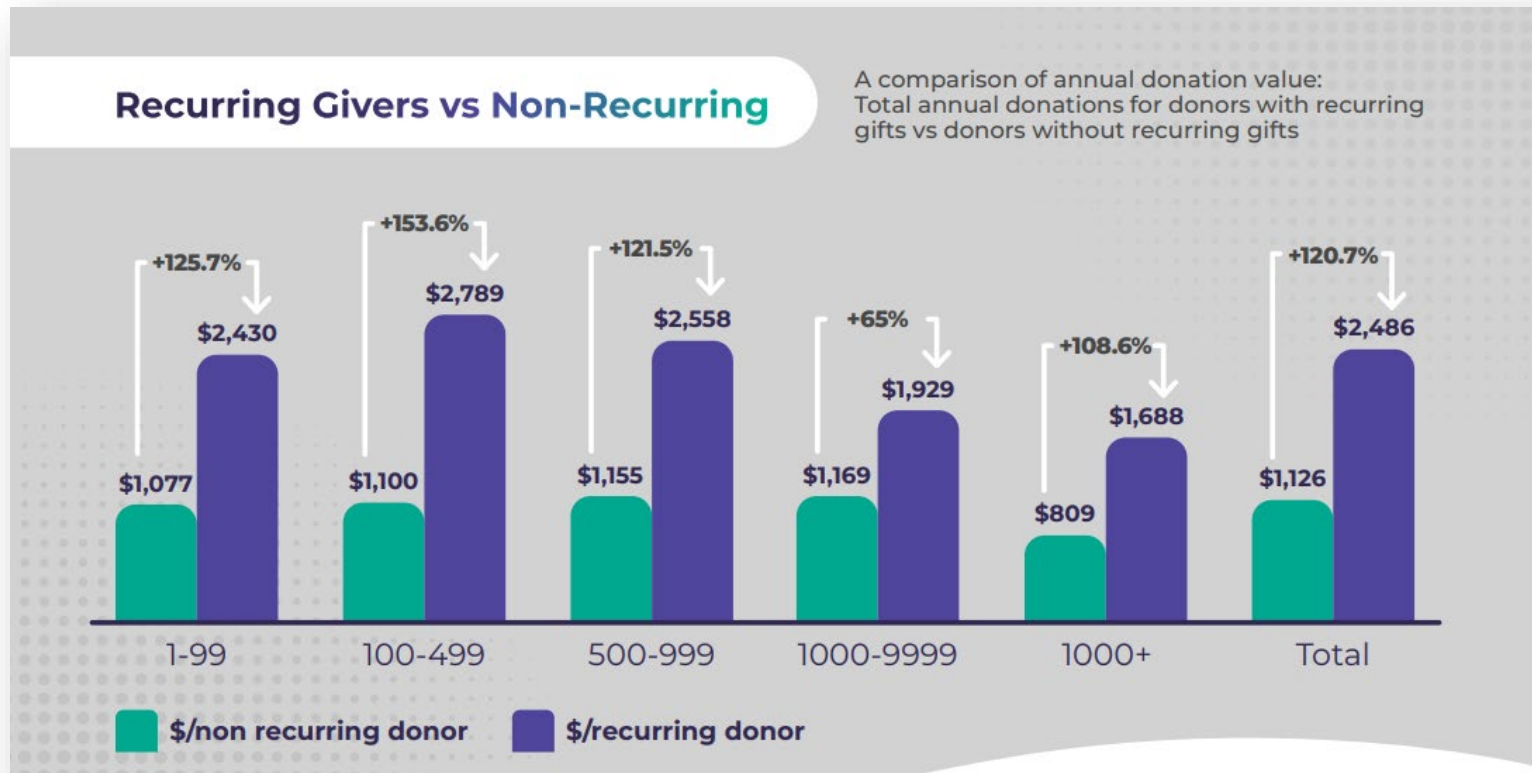
## % of Donors with Recurring Donations

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 More Than One-Time Donors



# Creating a 40 Days of Giving Campaign





# 40 Days of Giving Campaign

- Explain the why behind your ask
- Be specific about the intent for a recurring donation
- Provide a tutorial on how to make a gift
- Share the results of number of individuals who participated and the impact of the donations raised



# Simplifying Easter Promotion with Vanco's Easter Toolkit



# MARKETING KIT

[Vancopayments.com/eGiving/Resources](https://Vancopayments.com/eGiving/Resources)

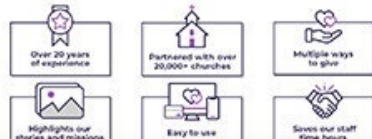


Ways to Support  
[Insert Church Name]



Giving through our online site

Meet Vanco, Our Online Giving Provider



## I GIVE ELECTRONICALLY

I support this church and its mission, programs  
and activities by giving electronically.

I place this card in the plate as a way of participating in this offering.

[Insert Church Name] [Insert Church Name] [Insert Church Name]

**Ways to Give:**

**In Person**  
Whether it's cash or check, we appreciate your kindness. Please place your donations in an offering envelope and drop them in the offering box.

**Online**  
Visit [INSERT WEBSITE] and click [INSERT INSTRUCTIONS] to set up a one-time or recurring donation, or to make a payment.

**QR CODE**  
[Paste QR Code Here] Scan the QR code to visit our online giving page.

**Text**  
Text [INSERT NUMBER] to set up a one-time or recurring donation. Make sure to have your payment information on hand.

**Mobile App**  
Download the Vanco Mobile app from your app store to set up a one-time or recurring donation. Search [INSERT CITY HERE] and then choose [INSERT CHURCH HERE]. Available on [Apple](#) and [Android](#) devices.

### HOW TO USE VANCO ONLINE

Support seasonal and year-round missions, make one-time gifts or set up recurring donations online.



**1 Select Your Funds and Amount**

Select your fund and click the **Donate** button. Next, choose a donation amount and frequency, then proceed to payment.

**2 Enter Payment Method**

Enter your credit card, debit card or bank account information. Sign up for an account to save your information for future donations.

**3 Complete Your Donation**

Review and complete your gift by clicking Submit.



**Vanco Online Account Features**

From your Vanco Online account, you can review your giving history, manage recurring donations and update payment information.

**VANCO**  
FAITH

## Support Our Mission with eGiving

This Easter, consider making your gifts using our eGiving tools. [Church Name] offers [include the eGiving tools your church uses].

### HELP US GROW THROUGH EGIVING

Electronic giving is a convenient, easy way to support [Enter church name](#)

By giving electronically, you can:

- Give anywhere, anytime from your computer, smartphone or tablet.
- Donate to one of our special project funds.
- Set up recurring payments and never worry about bringing your checkbook or cash again.

Get started today! Visit our donations page to set up your online contribution:

[Enter church website](#)

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# 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.

5.856.1516

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

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



[GIVE NOW](#)



# 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

# 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

# Questions

Vanco Church Giving Index



Vanco's Easter Giving Toolkit

