

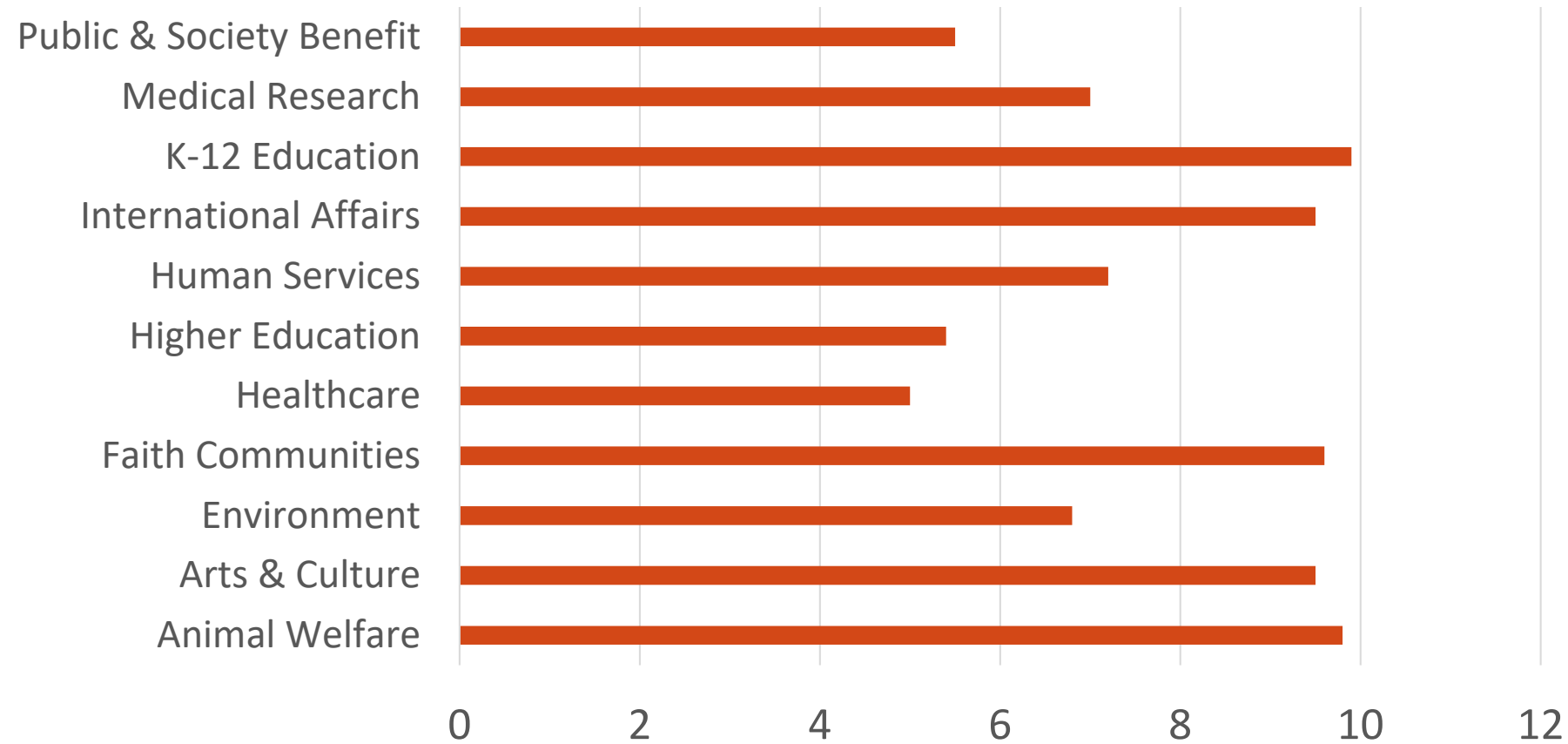


Takeaways

- Wherever your treasure is, there also will your heart be.
- Teach the importance of giving and generosity regularly
- Impact report – how can you speak to the difference gifts are making
- Focus on the mission, not the organization
- Provide plenty of opportunities to give easily online – as few clicks as possible

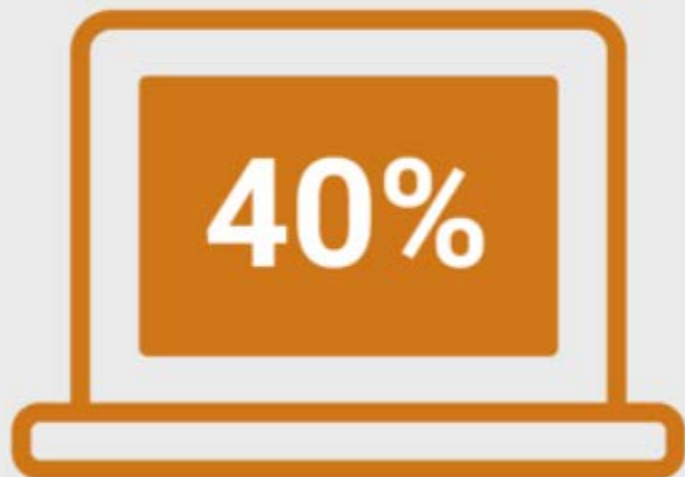


2018 % Funds from Online Giving





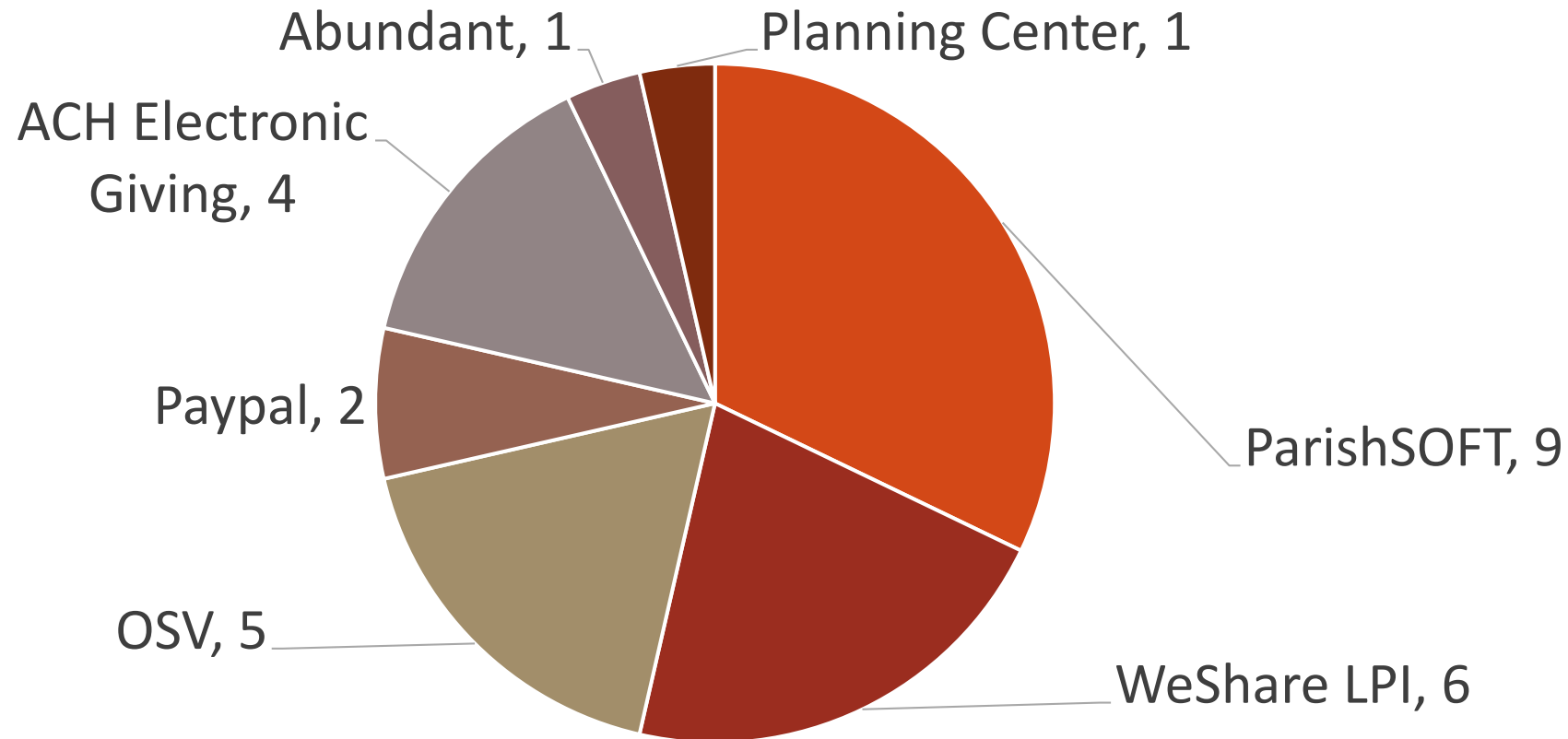
Online vs. Offline Giving



40% of Evangelicals surveyed prefer to give online, compared to 32% of those who prefer to give by check or through the mail.

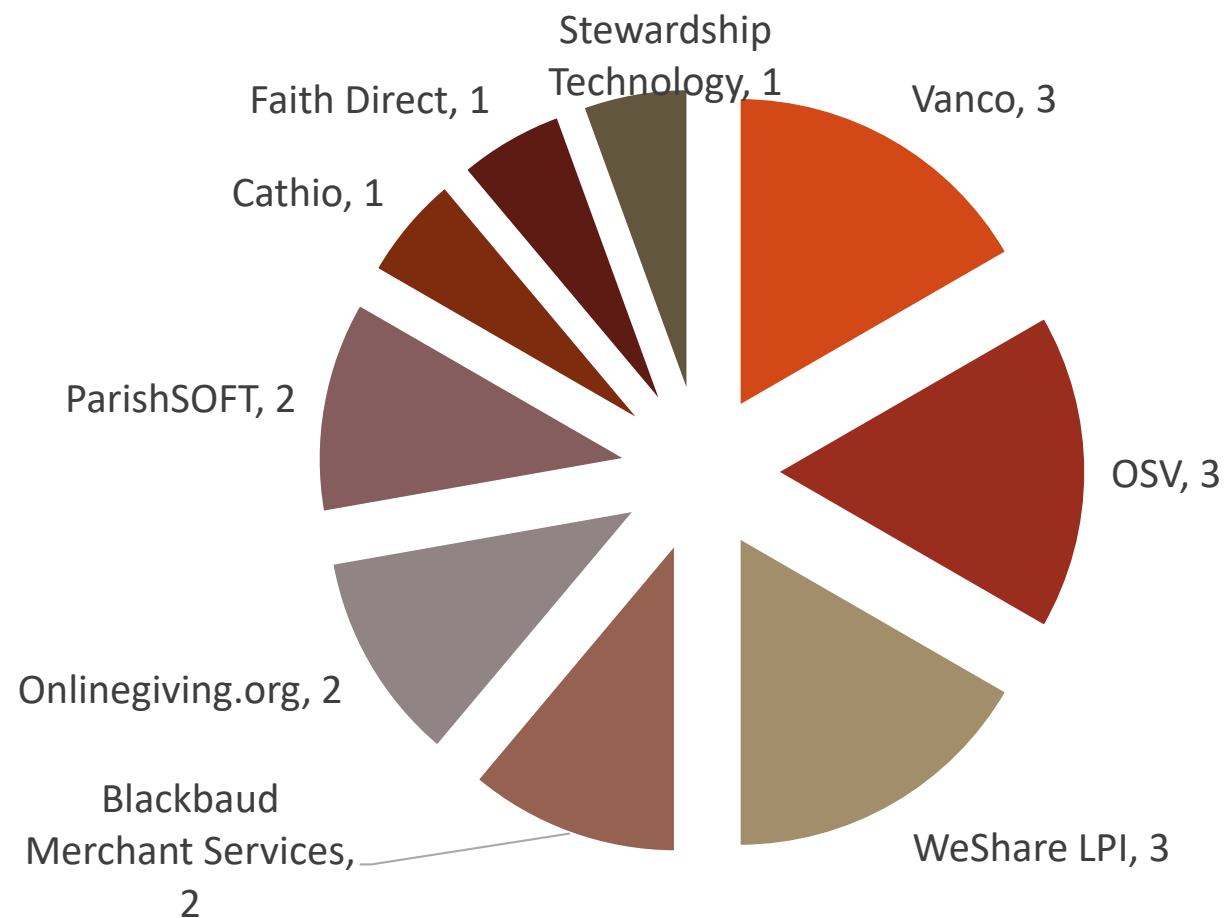


Online/Electronic Giving – Parishes





Online Giving - Dioceses



Vanco – An Industry Provider

