


MASTER YOUR CARD

A community empowerment program sponsored by  **mastercard**

LEVERAGING ONLINE GIVING SOLUTIONS TO SUPPORT MINISTRY



Electronic giving has become a standard method in many churches for members to pay tithes, offerings and other contributions. Members appreciate the convenience, automated payments and flexibility of giving in a way that best suits their individual lifestyles. Church leaders appreciate the steadier flow of income and the efficiencies that allow them to focus more on ministering rather than administering.

From longtime worshippers who appreciate having an alternative to frequent check writing to young families that prefer to pay or donate by electronic means, people of all walks of life are using this tool.

BENEFITS OF ELECTRONIC GIVING

For Members

- Allows giving—anytime, anywhere.
- Saves time and increases convenience.
- Automates tracking of tithes, offerings and other donations.
- Safer and more predictable than having cash on hand.
- Removes barriers between desire to contribute and ability to do so—time, distance, cash or check on hand.

For Churches

- Improves consistency of giving.
- Stabilizes tithing trends, making cash flow predications easier.
- Reduces administrative activity.
- Expedites sending of year-end contribution statements to members for tax purposes.
- Reduces time, effort and risk associated with handling money.
- Reduces the chance of impropriety.



For more information about online giving or assistance with setting up a program, please call (804)-833-4532.

How to Set Up Online Giving at Your Church

There are two steps to getting started. First, your web developer needs to set up an interface to accept secure online payments on your website. Second, you need to establish a processing arrangement with a company to complete the transactions and deposit online donations into church accounts.

A quick online search using terms such as “electronic giving” or “electronic church donations” will produce several processor options for consideration. You can also ask for recommendations from your contacts at churches and other organizations that currently offer this service.

Mastercard offers a variety of helpful resources at www.simplify.com. This includes programming code for your website and a straightforward processing option. Whether you use these resources or select a different partner, you should expect to work together to identify your specific needs and develop a customized solution that enables the service on your church website.

How Members of Your Congregation Can Set Up Online Giving Accounts

With the ease and simplicity of an online giving program, giving back to the church can be as routine as paying the monthly electric bill. Whether at home, work or even traveling, members can make one-time donations 24 hours a day via direct pay from a checking account, debit, credit or prepaid card. Members can also choose to set up a recurring donation plan that will automatically deduct from their account on a set schedule (weekly, monthly, etc.). To get started, all they have to do is complete a simple online giving form that can be accessed from your church’s website.

Educating Members

Any time organizations, including churches, introduce change, there are some who quickly accept and adopt new practices and others who fear the unknown. This is of particular concern in a church environment, where diversity of membership often means a community and leadership group comprised of people of varying ages and comfort levels with technology. That’s why it is important to provide choices, and to educate members on the many benefits online giving can provide—time savings, convenience, ease of tracking and more—along with the benefits it will bring to the ministry of the church.

Many churches begin by establishing a committee to examine online giving and provide a report to the congregation that helps familiarize them and build comfort with the option. The new method should be agreed upon and adopted during a church business meeting, after which church leadership can communicate with members to build awareness of the new giving option that will be offered.

Once implemented, there are a number of ways to promote online giving and provide members with information on how to get started, from church bulletins and newsletters to an easy-to-see icon on the church website’s home page.

Master Your Card is a community empowerment program by sponsored by Mastercard that helps consumer groups, small business groups and governments learn how to get more from their money by using credit, debit and prepaid cards to gain access to the safety, convenience and increased buying power of electronic payment solutions.