

## Digital Giving: How can you get started?

Digital giving (such as online and mobile) provides additional ways for you to reach and engage with your parishioners and visitors. Mobile apps are a quick and easy way you can ensure you can meet people where, when, and how they wish to give.

### There are a variety of different on-line giving formats that churches can utilize:

- **On-line giving:** donors access through your website or via shared link to website
- **Mobile Apps:** donating via your mobile phone (it's the most popular way for on-line giving)
- **Text Giving:** text a donation may be an option; takes a little more set-up
- **Kiosk:** physical location allows donor to swipe credit/debit card (or be an event registration hub).

Each format has its pro's and con's: some have different pricing plans, some provide flexibility to fit your size church, some allow you to provide a branded donor interface, and some provide additional tools.

### A few examples of mobile /on-line giving tools that churches can utilize:

<b>Tithe.ly:</b> <a href="http://www.tithe.ly">www.tithe.ly</a> <i>*easy to use mobile app / digital giving suite</i>	<b>EasyTithe:</b> <a href="http://www.easytithe.com">www.easytithe.com</a> <i>* customizable giving platform</i>
<b>Venmo:</b> <a href="http://www.venmo.com">www.venmo.com</a> <i>* payment / money transfer app</i>	<b>Qgiv:</b> <a href="http://www.qgiv.com">www.qgiv.com</a> <i>* giving platform for non-profits</i>
<b>Givelify:</b> <a href="http://www.givelify.com">www.givelify.com</a> <i>* online giving and text to give app</i>	<b>PushPay:</b> <a href="http://www.pushpay.com">www.pushpay.com</a> <i>* digital giving and app</i>

### How to Set Up On-line Giving:

Most vendors will have similar steps and will need similar information to open an account. Most will offer a few different plans to select from; many will provide a basic plan for little to no cost (just transaction fees). For example, they'll offer a free mobile app and / or a basic website giving options (link, button). Just keep it simple to start. The example below provides the basic steps you'll encounter for opening account. Do make sure you have your church information available prior to starting to make it an easier experience.

- Your church name, location, contact information, etc.
- Determine who will be the administrator for account; you can add secondary later in the process.
- You will also need to determine who is the authorized legal representative (eg. Rector, Sr. Warden, Treasurer). The application process may ask to provide DOB, last 4 digits of SSN number, photo ID for this person
- Provide a valid email address (all emails from the system will be sent to this address).
- Have bank account info ready to provide (account # and routing #). You may also need your church Tax ID / EIN number.
- Determine what donation accounts you'd like to offer (eg. monthly tithe, disc. fund, outreach, etc.)
- Validate account via email link

**Sample Screens:**

Where should we deposit funds?		Who is the authorized legal representative?	
Country of bank *	Currency *	First name *	Last name *
United States ✓	USD ✓	e.g Joseph	e.g Swanson
Bank Account # *	Routing # *	Date of birth *	Last 4 digits of SSN *
Enter account number	Enter routing number	mm / dd / yyyy	****
MEMO *123456789 - 000123456789 - 1234	MEMO *123456789 - 000123456789 - 1234	Photo ID *	
Tax ID / EIN *		Choose File No file chosen	
Enter tax or EIN number		Color JPG or PNG of front of drivers license or ID.	

You can go into the Administrative menu to view/customize your settings as needed (bank, brand, statements, organization). For example, you can upload church graphics. Most giving tools charge the church a fee for each transaction — typically between 1 and 3 percent per transaction, often coupled with a 30-cent surcharge. These are similar fees to most online payment services your church may already use.

**When your account is active, you can determine giving options you want to offer (keep it simple to start).**

**Website:** Add a widget that you can plug into your website, for example, a “Give” button (the code will be provided to you). Or you can add a short link directly to your church, for example: <https://tithe.ly/give?c=1345645>



**Mobile App:** Download the giving app (eg. “Tithe.ly”) from your mobile phone app store (Google Play/iOS App Store). Once you've downloaded the app, you can create an account (one-time setup) or log in, locate your church and tap the "Give Now" to complete your gift.

