Clover Give

A Better Solution for Both Donors and Administrators

eBook

Clover Give

Contents

WHEN WAS THE LAST TIME YOU KNEW THAT DONORS FELT **TRULY EXCITED** TO GIVE AT CHURCH?

Maybe it was after you heard the story of a teenager who spoke passionately about the youth group's upcoming mission trip––you could just feel how much he needed to raise the funds to help others.

Or maybe when the pastor shared the struggle one of your church families was going through after the loss of a parent, and everyone couldn't help but hug their children tighter and wonder how to help.

It might have been after the church pulled you through a difficult time in your life; helping you feel loved and supported in a way you never could have expected.

No matter what that moment was––when God calls, you want to be able to share it with your church. You know how that feels, you want your entire congregation to know how it feels. You need to make giving an effortless experience for everyone in your community, from the giver to the office staff -- and everyone in between.

ONLINE GIVING ISN'T SIMPLY MOVING FUNDS FROM POINT A TO POINT B. THE PLATFORM YOU CHOOSE HAS THE POWER TO ENGAGE, EXCITE, AND EMPOWER EACH PERSON IN YOUR CHURCH.

Every member's donation is more than just a transaction: it's a humble act that binds us to each other and allows us to grow.

As you read statistics about how important online giving for churches is becoming around the world, you need to choose a platform that is built for your needs. You want to be one of the organizations that sees an increase in online giving this year because they have a secure, engaging giving platform for their churches.

YOUR CHURCH DESERVES MORE THAN A TRANSACTION. YOU NEED A SYSTEM THAT *EMPOWERS* YOUR CHURCH AND MEETS YOUR MEMBERS WHERE THEY ARE, ENCOURAGING THE SPIRIT OF GIVING EVERY STEP OF THE WAY!

NOT ALL ONLINE GIVING SYSTEMS ARE CREATED EQUAL.

They all have different features, strengths, and weaknesses. They're as diverse as the churches who use them!

As you're choosing an online giving platform for your church, you shouldn't settle for *the cheapest or the most basic (or the first one you can find)*. The system you choose *can* actually change the day-to-day operations of your administration. You need an online giving system that causes more overall giving because it has well-thought-out features and blends seamlessly into your church's day-to-day mission.

That's what we're diving into today. *Clover Give* **is not just a way to transfer money, it's a system to unite your church.** Backed by data from the hundreds of churches who already use the *Clover Give* platform, you'll get to see exactly how and why this online giving platform works.
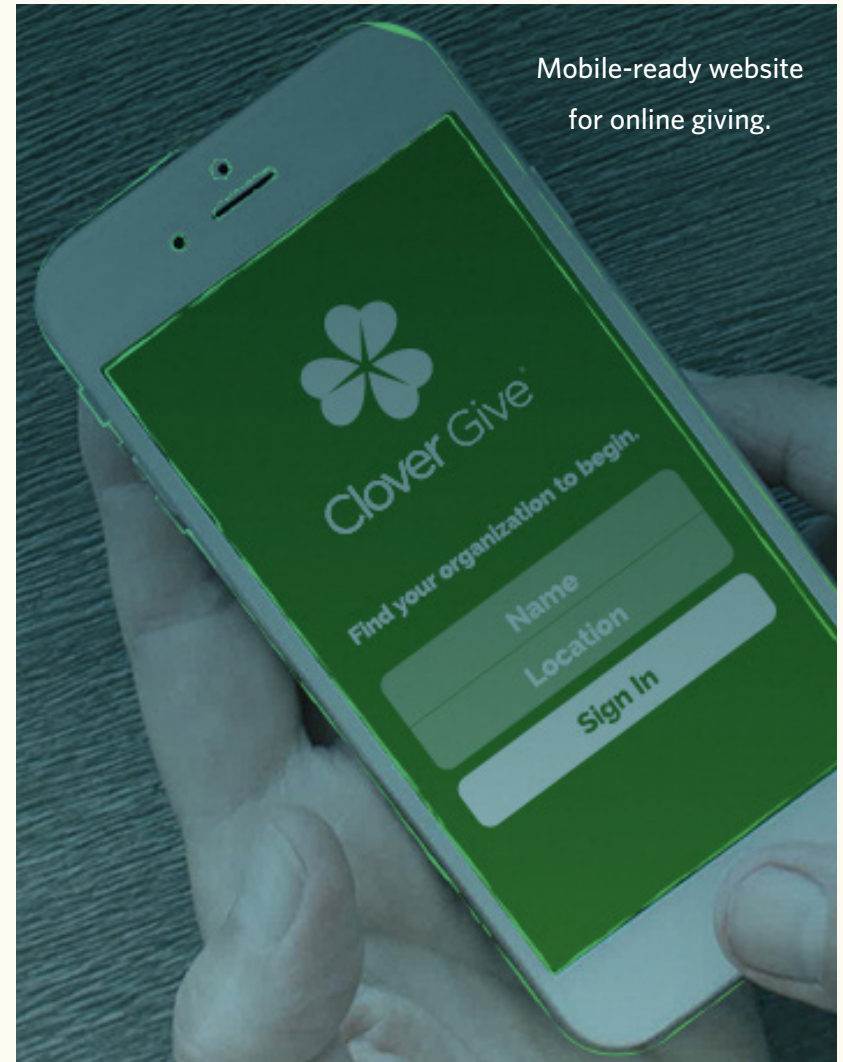
Let's get started.

HOW CLOVER GIVE EMPOWERS DONORS

As a church staff insider, you know how hard it can be to talk about money. You might feel like you're guilting your members into tithing. You might think, "Are we asking too often? Or not enough?" And you're right: we need to reframe the way we talk about tithing in the church. It's time to start opening up about how enriching this practice can be, and how freeing it is to give willingly to our church.

You are the catalyst in this process. Once you set up a smooth, seamless experience with an online giving platform, then you can focus your effort on communicating why giving matters in your church.

YOUR DONOR EXPERIENCE NEEDS TO BE 3 THINGS IN ORDER TO GET YOUR CHURCH EXCITED AND ENGAGED IN YOUR GIVING PROCESS: CONSISTENT, RELEVANT, AND PAINLESS.

If you can do these three things, you can provide your congregation with an incredible tool--a tool you can all use to expand your church's mission!
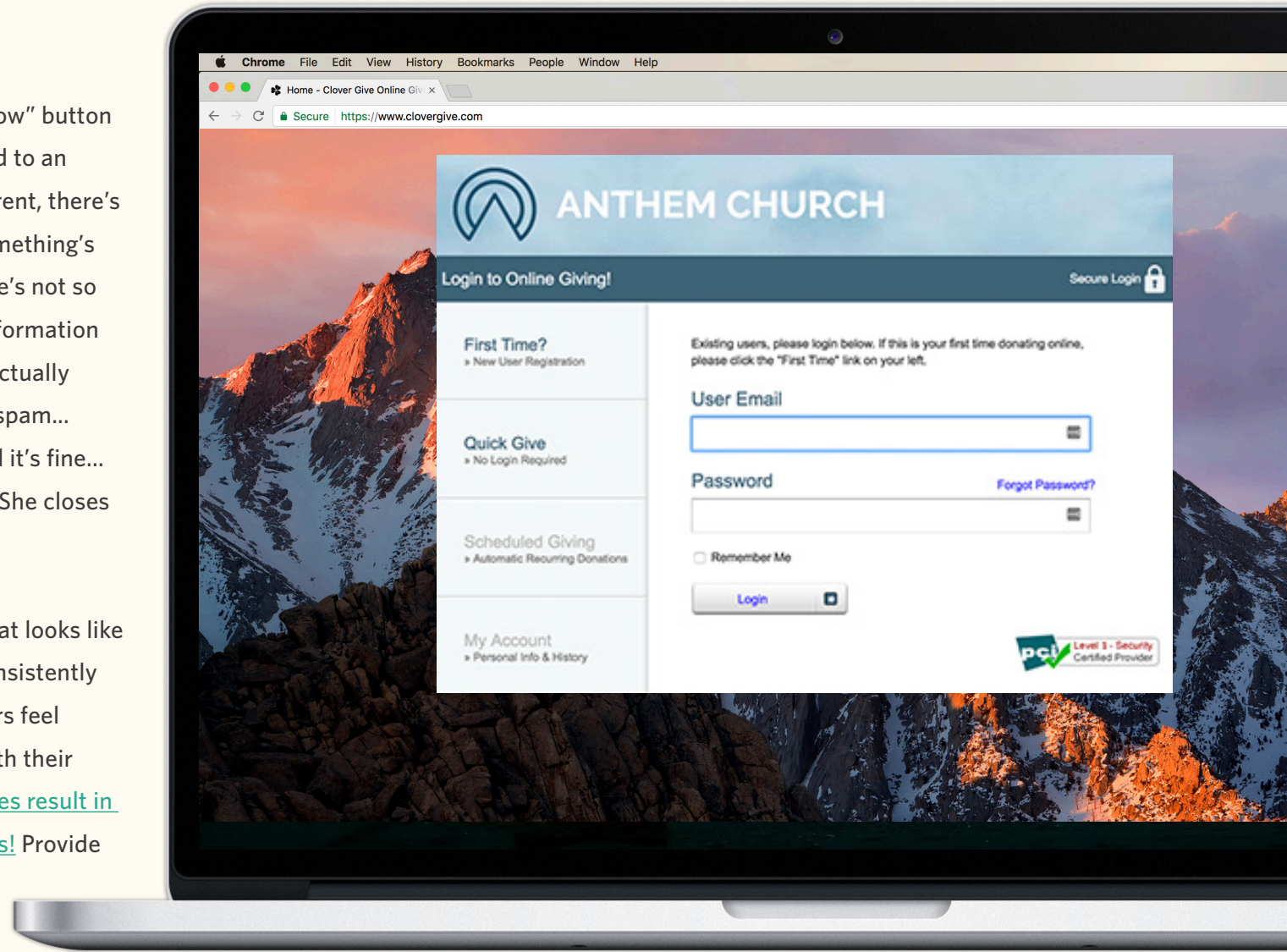
Mobile-ready website for online giving.

Clover Give A Better Solution for Both Donors and Administrators

CONSISTENT.

When Sally Smith clicks on a "donate now" button on your church website, she's redirected to an unfamiliar page. The colors are all different, there's no logo, the images are squished, or something's just "off," and it suddenly feels fishy. She's not so sure she wants to put her credit card information into a system that doesn't feel like it's actually associated with her church. Maybe it's spam... maybe it's just an outside company, and it's fine... either way--she doesn't want to risk it. She closes her tab.

Your members should see a platform that looks like it's a part of your church. It needs to consistently reflect your branding so that your donors feel secure and comfortable trusting you with their information. In fact, branded giving pages result in 7x more donations than unbranded ones! Provide that dependable, familiar experience.

RELEVANT.

My Scheduled Giving

USE CHECK

Choose a Fund:	General Church Budget ▲▼
Frequency:	Monthly (1st of month) ▲▼
Amount:	
Start Date:	3/1/2016 ▲▼

Give Now
» One Time Donations

Scheduled Giving
» Automatic Recurring Donations

Sally's husband, John, agrees to give their church's online giving system another go since he's double-checked with the pastor that it really is safe. He's a once-and-done type of guy; he likes to automate processes in his life to make sure he never misses payments and his finances are always in order. Instead of carrying around the checkbook, trying to remember if this is the fourth or fifth Sunday, and tracking his tithes in the checkbook register every month, John can go online, set it up once, and be done. For the whole year! And it's easy to update his recurring donation if he ever needs to.
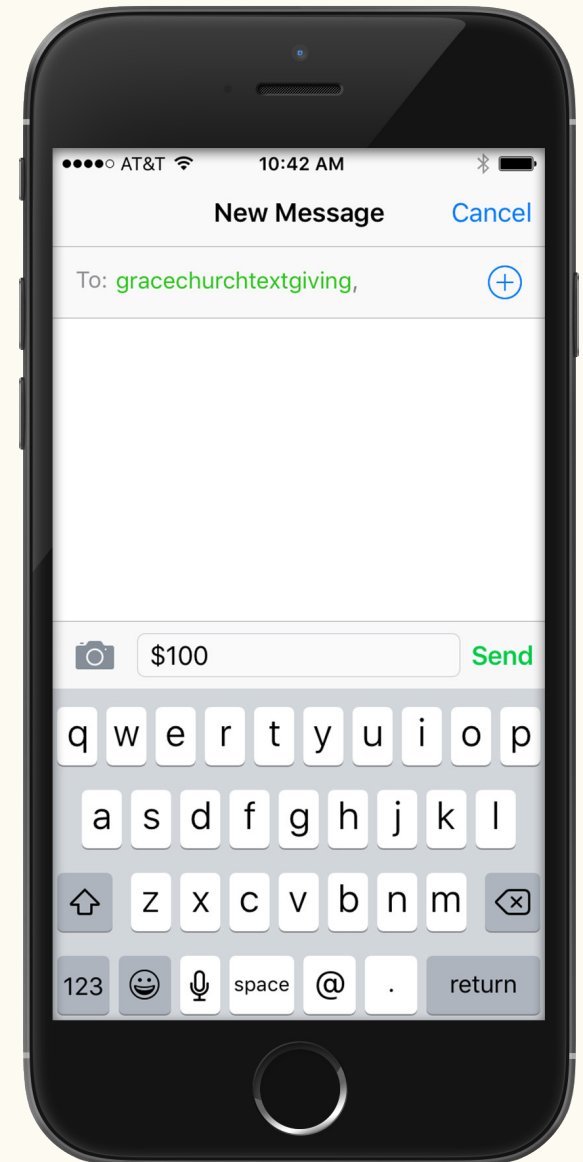
Clover Give features all have a purpose. There's a reason you need a platform designed just for churches! For example, recurring donations make it easier for your members to make their gifts consistent. We know how your congregation thinks and likes to act. We've done the research, and Clover Give really can be your ministry partner -- not just a financial vendor.

PAINLESS.

Sally and John's 18-year-old son, Josh, has just set up his first solo bank account. Josh has been involved with the church since he can remember. He's being pretty low-key about it, but he's actually really excited to start transitioning into the next stage of his life. He knows part of this transition involves answering God's call to support the church financially, so he's already set up some automated donations. He's only got a part-time job, but Josh knows that we should tithe because we trust that God is our ultimate Provider––no matter the amount. But if he always has to wait until he's home, sitting at the computer, there's a good chance he'll forget to give. And he's not even sure if the new bank account comes with a checkbook. Josh knows it's easier if he doesn't have to think about it every month.

Last weekend, the visiting missionary offered the congregation the chance to support a new water treatment plant in El Salvador. Josh was feeling especially moved and wanted to make a small gift to the project. He sent a quick text message, and then he leaned over with a smile and helped his mom figure out how to text-to-give, too.

Your donor should feel "on mission" with your church as they tithe and when they give above and beyond for any special reason. Clover Give is built for both easy tithing and capturing the excitement of generosity whenever it strikes your members. Maybe they're feeling moved right after a sermon, like Josh was, and they want to text-to-give right from their phone. Or maybe it's a giving campaign around the holidays (when 31% of non-profit giving happens each year), and you want to reach out with an email series that folks can read when they have free time between family events. When your donors are inspired, and the platform is ready and easy, giving can be smooth and nearly effortless.

Clover Give˙ A Better Solution for Both Donors and Administrators

It's all well and good to get your congregation excited about your easy-to-use, online giving platform––but that's only half the story. Your system won't be as great of a blessing as it could be if your administration doesn't know how to do the "behind-the-scenes" work (or if it isn't user-friendly).

Here's where part #2 of this eBook begins: using your online giving platform to expand your mission as a church. By utilizing all of the tools Clover Give has, you can maximize your platform to allow your church to do so much more with all of the information you gather.

THE NEXT HALF OF THIS EBOOK WILL SHOW YOU THE INS AND OUTS OF USING Clover Give AS AN ADMINISTRATOR. YOU'LL SEE THAT WE HAVE BAKED IN THE TOOLS YOU NEED TO EXPAND YOUR MISSION AS A CHURCH.

HERE'S AN EXAMPLE FROM ONE OF OUR STAFF MEMBERS - HER CHURCH HAS A PROBLEM *Clover Give* COULD HELP SOLVE:

"OUR CHURCH WANTS TO GET A NEW BUILDING, BUT THE BANKS WON'T GIVE US A LOAN BECAUSE WE CAN'T SHOW CONSISTENT GIVING. IF WE HAD ONLINE GIVING, AND RECURRING GIFTS WERE EASY AND NATURAL, WE COULD GET A LOAN BY SHOWING REPORTS OF CONSISTENT GIVING. THEN WE COULD BUILD OUR CHURCH BUILDING AND HELP OUR MISSION."

See what it's like and
START A FREE DEMO TODAY.

> **GET STARTED**

You care about your donors, so you should be careful to be the best steward of their financial gifts. If you can learn more about how and why your donors feel the most confident and excited about tithes and offering online, you'll be able to continue a trajectory of growth and service for your church.

Clover Give is not just a platform your members use to give. It is a catalyst to cultivating a powerful culture of offerings and tithing––of being selfless and supportive and treasuring growth over money.

Tithing is a piece of our spiritual "puzzle," and this tool simply makes it easier to mature in this area––as individuals and as a church. As an administrator, *Clover Give* is the best tool for you to expand the mission of your church in three main ways:

1 IT SIMPLIFIES YOUR VENDORS

- You're investing in Clover Give as an online giving tool. But it will also streamline your processes and help you be a more efficient church communicator. You can now solve all of your online giving needs in one tool. You won't need to pay multiple invoices or balance multiple vendors (PayPal, Auth.net, a separate payment gateway, Excel documents, etc.). Clover Give handles all the steps of the process. You'd only be managing one account! And if you're already using other Clover products, you'd be rolling even more services into one vendor.

- When you minimize the number of vendors you use, you also lower your risk for complicated integrations. You make it easier for your systems to talk to each other.

2 WE PROVIDE EDUCATIONAL RESOURCES AND SUPPORT

It's essential to create a positive, confident conversation around this new platform as you roll it out into your community.

THIS INCLUDES:

ⓘ USING HOW-TOS to walk your community through the purpose, process, and benefits of using *Clover Give* in your church. By helping your congregation feel comfortable and familiar with the platform, you can **increase the "buy-in" among your congregation**. It should be no secret that you have a fantastic new tithes and offering tool––let's get everyone in-the-know!

📢 ENCOURAGE FEATURES LIKE RECURRING DONATIONS as a way for your members to opt-in to making the experience even easier. Identify the parts of the online giving process that are the most important for your community, and **help them see how easy those features are to use.**

? ANSWER FAQS as a part of the online giving page on your website. Update and add to them as you learn more about how your unique church family responds to the tool. **We will provide you with the FAQs** our users come across regularly, and you can customize them as your church grows with *Clover Give*.

🤝 LET US HELP YOU as you coach your congregation through the online giving set up at your church. We will walk you through the process from start to finish, and we'll be here as long as you need support.

3 Clover Give FEATURES INCREASE YOUR OVERALL TITHES AND OFFERING.

We don't just *hope* that using a church-specific giving platform is better than a generic transactional service: the Clover Give platform leads to an increase in our churches' overall donations. This is because these churches worked with a system built for them, with tithing and mission at the core.

The features of Clover Give were built from the ground-up to support you and your churches and truly impact your giving for the long-term:

FEATURES INCLUDE:

ASSETS TO LAUNCH YOUR ONLINE GIVING. We provide the resources your members will need to understand your new system and get started. Clover Give is easy for your donors, easy for you as an admin, and getting started is simple. Whatever questions your congregation has, we can help them find the answer. This increases utilization across your church family because they feel supported and informed. And you will always have support from our expert team. As you grow into the Clover Give platform and increase your impact, we grow with you!

BRANDED GIVING PAGE. Your giving page will be branded to match your church, helping your donors feel trusting and secure as they use your system. They won't question the safety of using *Clover Give* because it looks, feels, and operates like a seamless part of your church website––right down to the colors.

SECURITY FOR PEACE OF MIND. *Clover Give* is PCI compliant and perfectly secure. You don't have to store the sensitive data, we take care of that for you. We won't share your donors' information anywhere, and they can rest easy knowing their financial information is safe within our certified system. They never need to hesitate to give after they see how secure this process is, which will help you, as the administrator, feel relieved and excited about rolling out the tool.

MULTIPLE WAYS TO GIVE. You can connect with your members wherever they are: online, in-person, texting, using kiosks at your gatherings, or sending a link in an email. This encourages your congregation to give easily, as they feel led. They can choose the giving method that fits their lifestyle and their preferences. And you can learn more about your church's giving habits and communicate with them better.

IN-DEPTH REPORTING. Custom reporting helps you harness the power of your data. You can import and export data easily, review giving trends, assess recurring giving, and learn how to help your church grow more fully into your unique giving style. Maybe you discover that you should add more kiosks outside the auditorium because they're so popular with your members. Or maybe your recurring giving is low, and you want to ask a few people to tell their story of why they use automated giving. With *Clover Give*, you can track and project data for the coming months. This makes it easier to make smart financial decisions and predict your growth! When you know your giving trend data, you can make your campaigns more effective than ever. *Clover Give* helps you do all those things--and more.

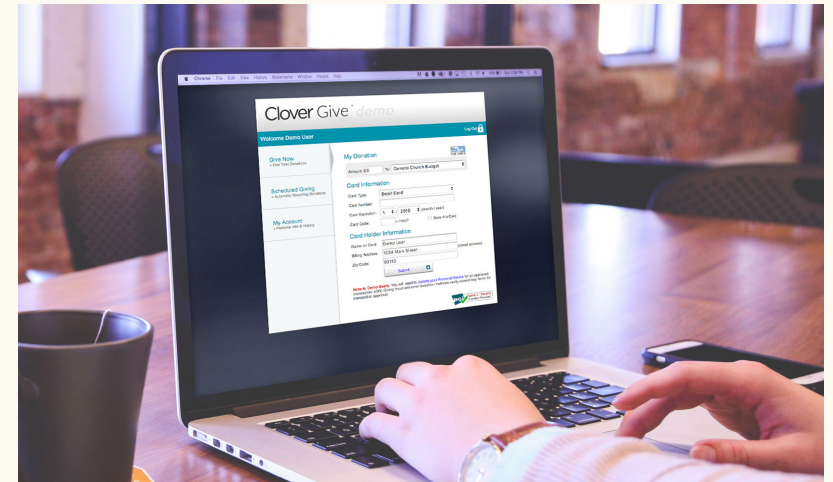**When your staff isn't tied up managing cumbersome technology, you can be more engaging, more involved, and get on with the "real work" of your church: building relationships**. When your giving can be consistent, relevant, and painless, your congregation can have greater impact in their church, local missions, global outreach, and beyond.

When you have a simple and powerful set of tools working together to provide connectivity to your congregation, inspiring a heart of generosity becomes the focus of your ministry instead of a focus on the logistics of how you can collect the money. **Your church deserves more than a transaction!**

THIS IS WHY *Clover Give* **WAS BORN:**

to provide church communicators, administrators, and staff with the best tool to educate, empower, and engage their congregations.

Put *Clover Give* to work in your church
GET STARTED NOW!

SIGN UP