

The background of the slide is a collage of US dollar bills. The top section shows the upper portions of several bills, including the 'ONE' and 'FIVE' denominations. The bottom section features a more detailed view of a \$5 bill, tilted at an angle. This bill includes the green Treasury seal, the signature of John W. Snow, the serial number 34112707E, and the words 'FIVE DOLLARS' and 'THE UNITED STATES OF AMERICA'.

SWITCHING to e360 Giving

So you've decided to make the switch to online giving for your church?

Great! In the digital age, we think there's no better way to make giving easy and accessible to your people than to take it online.

But just as with any change in operations at your church, some people in your congregation will jump right in while others will be somewhat hesitant or skeptical. Maybe you have some members who signed up to give online, but aren't actually doing it yet. Or maybe you have a number of regular tithers who haven't taken the step to submit their information online. Or maybe you just have a large percentage of your congregation who haven't signed up online at all.

No matter your situation, your church depends on the gifts and tithes of its people so it's important that you get all of your congregation on board with online giving.

And we've created this resource to help you do just that!

Rather than wonder how to communicate with your people about the switch—what to say and how to say it—we've created sample scripts from emails and letters to announcements and phone calls. **Each one is designed to help you as a church leader communicate clearly and efficiently to your people about how they can make the switch to online giving at your church.**

Table of Contents

An Inside Look at e360 Giving

Sunday Announcement Script

Introducing Online Giving

Transitioning to Online Giving

Letter

Bulletin Insert

Phone Call/Voicemail

Email Sequence

Email One | Email Two | Email Three | Email Four

Thank You Note



An Inside Look at e360 Giving

Before you can talk to your people about a platform like e360 Giving, you have to understand it for yourself.

If you're a e360 Giving user, we're so glad to have you on board with us! If you haven't yet purchased the platform for your church, we of course recommend [trying a demo](#). It's a no cost, no commitment way to get a feel for how the program is designed and how it will work for your church.

No matter if you're an experienced or novice user with e360 Giving, we want to give you just a quick, inside look at what the platform does for your church. **Not only will this help you get a better feel for the program, but it can also be a guide for talking to your people about just how the program will work at your church.**

Setup

With e360 Giving, setup has never been simpler. As soon as you log-on, the program is set up for you. From there, it's just a matter of tailoring the program to work for your church and give your users an easy experience. You have the option to include things like multiple funds for people to designate their giving to, a place for users to leave comments along with their donations, a way to have additional processing fees included with gifts, a place for users to make specific giving pledges for the year, and more.

Once you've set up the program for your church, your users have one of two options:

1. Create an account and log in to have their information kept on file each time they give.
2. Choose to "Quick Give" and bypass creating an account.

Once users are ready to go, they'll log in to see the following three things:

Give Now

This is a straightforward option for any member of the church to make a one-time gift. This is a good option for users wanting to give their tithe all at once or for your church to set up giving to a specific fund or campaign. Users will enter their credit card information to give, but can also enter their checking account information to give directly from their account should they wish to do so. Of course, this information will not be saved without user permission.

Scheduled Giving

This is essentially the same screen users will see when making one time gifts, but this option allows them to set up recurring donations. This option is great for regular tithers who want to give the same amount each month. Users will enter their credit card or account information and choose everything from the amount, frequency, and start date for their recurring gifts.

My Account

This screen allows users to update their personal information as well as see their year-to-date giving. If your church sets up the option, they can also make a yearly giving pledge here as well.

Now that you've got the basics of e360 Giving down for yourself, it's time to get your people signed up and ready to go as well! Read on for scripts and samples to help you encourage your people to get signed up to give online at your church.

Sunday Announcement Script

Introducing Online Giving

We have a lot of information we pass on to you week after week. It's all great stuff, but after a while sometimes the announcements can start to sound like white noise. I get it, and I'm not offended that you tune out from time to time. I just want to make sure I have your ears for this next one.

We have an exciting new opportunity that we think will do great things for the future of our church and help us do more to impact people with the love of Jesus Christ.

We have set up a way for you to give your tithes and offerings online. Through our website, you can make donations in a simple, fast, and completely secure way. It's easy to use,

even if you don't consider yourself a tech savvy person! It's a great way to ensure that your gifts come through every month no matter if you're here on a Sunday morning or not.

All you have to do is log onto our website, _____, and click on the _____ button. You can even do it right now from your cell phone! It's that simple.

Let us know if you have any questions at all. We want to make the transition to online giving easy for all of you so our team is here to help.

Thank you so much for your generosity!

Transitioning to Online Giving

In just a few minutes, we're going to take up what we call an offering. That simply means we're going to take a minute to invite people from all walks of life to financially give to support the mission and vision of this church. We believe that God has generously blessed us with the resources we have, and giving back is just one of the ways we can express our gratitude to God for what He's given us.

If you're new to this church, thank you for being here! Please know that we don't put pressure on people to give. It's totally up to you. We do, however, work hard to be responsible and effective with the money that's given, and we utilize it to help and reach as many people as we can.

We want to make it easier for people to give and help us engage more people with the life-changing truth of Jesus Christ. That's why we no longer just have plates and buckets for people to put cash and checks in. We also have a button people can click. If you go to our website, _____,

you can click on the _____ button and give a one-time gift, or set up online, recurring donations. It's easy, fast, and secure.

When your gift is automated, you will experience the benefits of participating in generosity, even when you're out of town or forget your checkbook. And because of that, this church will have more resources to help more people.

So will you please join us online with your generosity? If you've never given before, would you be courageous and move from a spectator to a participant today? Get out your phone, go to our website, _____, click on the _____ button, and set up your tithe to be automatically deducted each month.

And as you do, let's pray together and ask for God's blessing over this offering.

Letter

Dear (THEIR NAME),

I wanted to send you a quick letter and let you know what's going on in our church. There are a lot of great things happening right now so let me start by simply thanking you for being a part of it. At the same time, there's a lot more we want to do. And one of the things that will propel us forward faster to do those things is to increase the funds we have available for our ministry.

We love people, and we want to reach more of them! That's why we're launching an exciting new opportunity that we think will do great things for the future of our church and help us do more to impact people with the love of Jesus Christ.

We've set up a way for you to give your tithes and offerings online. Through our website, you can make donations in a simple, fast, and completely secure way. Trust me, it's easy to use... even for those less than tech savvy people like myself!

Our goal is to inspire online giving in our church, and the way we want to do that is by encouraging our congregation to set up online, recurring donations. We firmly believe that most people automate what's important, and this will allow you to do just that. It's a great way to ensure that your gifts come through, even if you're sick or out of town.

We'd love for you to get involved! Will you please pray for this new way to give, talk about it with others, and set up recurring donations?

Go to our website, _____, and click on the _____ button.

As always, we commit to being good stewards of your tithes, using them to help as many people as we can.

Let us know if you have any questions. Thanks again for being a part of our church family!

Blessings,
YOUR NAME



Bulletin Insert



We've Made A Little Change!

- ✓ There's a new way to give online that's simple & easy to use!
- ✓ It gives you the confidence to know that your giving is automated.
- ✓ It allows your generosity to make an impact year-round, even when you're out of town.

Will you make the change with us?

All you have to do is log onto our website, _____, and click on the _____ button to get started.

Phone Call

Hey THEIR NAME,

The reason I'm calling is to let you know about a change our church is making that I'm really excited about. We're switching to a new software company to handle our online giving and tithing.

There are several reasons why we're doing this so I'll give you a very quick overview.

One, the new software is way simpler and easier to use.

Two, it makes financial tracking easier on our end.

Three, we believe this will give us an opportunity to inspire more people to move towards recurring online giving.

On that note, I hope you know that we are so grateful for your generosity over the years. It means more than you could ever realize. Thank you.

I'm calling to ask you to please take a couple of minutes to switch to the new software that we're so excited about.

I can talk you through it right now on the phone if you want to go ahead and take care of it.

Do you have any questions?

If you think of any more questions or concerns, don't hesitate to call me. I want to make this as easy as possible for you.

I'm sorry for any inconvenience this creates. Like I said earlier, we're so grateful that you support the mission and vision of this church.

I hope you have a great rest of the day. I'll talk to you soon.

Email Sequence

Email One

Subject: We're Making A Little Change!

Dear _____,

We LOVE people, and we want to reach more of them!

That's why, in a couple of weeks, we're making a little change to the way our church does giving. We're introducing a new digital giving platform that we believe will present an exciting new opportunity for our church.

The reason we're doing this is simple: more money will allow us to reach, help, and minister to more people!

One of our goals is to ignite digital giving in our church, and the way we'll do that is by encouraging more of our congregation to make the change with us by setting up online, recurring donations.

Here are the two simple things I really want you to know (in other words, please read carefully):

1. This is how you get to our new digital giving software. If you go to _____.org and click on the _____ button, you can set up your online gift in a fast and easy way.
2. Will you please get involved by praying for and championing this opportunity? We can't legally transfer your recurring donations to this new platform so we need everyone in our congregation to take the initiative to make that switch manually.

This may take a couple of minutes of your time, but it presents a great chance for us to inspire more new people to do what you're already doing: automating what's important!

We're so excited for this new opportunity for our church! Thanks again!

YOUR NAME

WEBSITE LINK

Email Sequence

Email Two

Subject: This Opportunity Is Huge For Our Church

Dear _____,

If you're like me, you pay most of your important bills online. They're all automatically deducted from my bank account.

I love knowing that my money will go through instead of worrying about whether or not I remembered to pay. Remembering, after all, is not my strong suit!

Right now we have the opportunity to inspire more people to do the same at our church. Will you help us lead the charge?

We are introducing a new digital giving platform that is faster, simpler, and easier for people to navigate. It's also better for us when it comes to accurate financial tracking.

This is where you come in.

Will you start by transferring your giving to our new digital software?

Here's how you do it:

1. Go to our website, _____ .org.
2. Click on the _____ button.
3. Click to register as a new user.
4. Click on the "Scheduled Giving" option.
5. Set up your recurring donations.

Thank you for taking the time to log onto the platform with us.

Please contact us if you have any questions. We're here to help.

Thanks again! We're so excited to see more people experience the joy of generosity.

YOUR NAME

Email Sequence

Email Three

Subject: Why We Took A Risk With New Online Tithing Technology

Okay, I'll admit. I just used that subject line to get you to open the email.

It's not really a risk at all! In fact, we think it's an incredibly safe, secure, and easy-to-use option for giving.

Just like we want to be great stewards of your money, we want to be great stewards of the way we receive your donations.

As we usher in this new era of giving, we need your help. We need you to continue to lead the charge for other church members when it comes to digital giving.

1. Step One: Switch over to our new tithing technology.
2. Step Two: Talk about it. Share with your friends the benefits you experience from setting up consistent online donations. Encourage them to automate what's important to them as well.

Think of all the families out there that could experience the blessings that come from regular giving.

More than that, imagine the people this church could reach if we had more resources.

Thank you so much for all that you do for us—including reading this email!.

YOUR NAME



Email Sequence

Email Four

Subject: Last Chance To Switch Your Online Giving!

Dear (NAME),

We've already launched our new online giving technology, and we really need you to take a moment to switch over to the new platform with us.

I recognize that this is inconvenient, and I sincerely apologize for that. But I promise in the long run, these few minutes will be well worth it for our you and our church.

If you can, get online right now and knock this off your to-do list. All you have to do is log onto our website, _____, and click on the _____ button to get started.

And of course email me directly should you have any questions!

I'm so grateful for the fact that you give to support the mission and vision of this church. Your gifts are making a huge difference.

Thank you!

YOUR NAME



Thank You Note

Email, letter, or handwritten note

Dear NAME,

I'm so thankful that you're a part of this church family. You not only attend, you also choose to give to financially support the mission and vision of this church. That's incredible! I never take that for granted. Your generosity is not only cherished, it's being used for a bigger purpose.

I just wanted to say thank you for switching to our new digital platform. Know this: I deeply appreciate you taking the time to do that.

I pray that you are strengthened and encouraged. We couldn't do what we're doing without the gifts that come from generous people like you.

Thanks again!

YOUR NAME



SIGN UP!

Now that you have all the tools you need to talk to your congregation about e360 Giving, all that's left to do is sign up and get started!

Once you sign up, your church can accept giving online in as little as 24 hours. Don't wait to see just how easy and beautiful online giving can be!

Sign Up for e360 Giving





LEGAL TENDER
FOR ALL DEBTS,
PUBLIC AND PRIVATE

THE UNITED STATES OF AMERICA



34112707E
WASHINGTON, D.C.



John W. Snow
Secretary of the Treasury

SERIES 2003

THIS NOTE IS LEGAL TENDER FOR ALL DEBTS, PUBLIC AND PRIVATE

ONE DOLLAR

THE UNITED STATES OF AMERICA