

Give+ Text Expands Giving Options

His Tabernacle Family Church

Text giving entered the mainstream several years ago as the world responded to a huge earthquake in Haiti. Since then, advancements in smartphone technology have made donating to charities and other nonprofit organizations through text messages a common part of online life.

As one of the fastest ways to give, text giving has become a key building block of a comprehensive church giving program. In less time than it takes to write a check, members can make weekly offerings or contribute to special funds by sending a simple text message.

Vanco's Give+ Text is also one of the easiest solutions for churches to implement. At His Tabernacle Family Church in Horseheads, New York, text giving has become a growing part of its overall program.

Complete e-Giving from one trusted provider

Church leaders understand that offering more giving options makes giving easier for their members, and keeping those options under the umbrella of one provider makes administration easier for church staff. So when the leaders at His Tabernacle Family Church decided to add text giving to their electronic options, they chose Give+ Text from Vanco Payment Solutions.

"Our senior pastor, Micheal Spencer, asked me to look into text giving," says Carla Visscher, Administrative Assistant at His Tabernacle. "He saw it being used at another church and asked what we would have to do to make it happen."

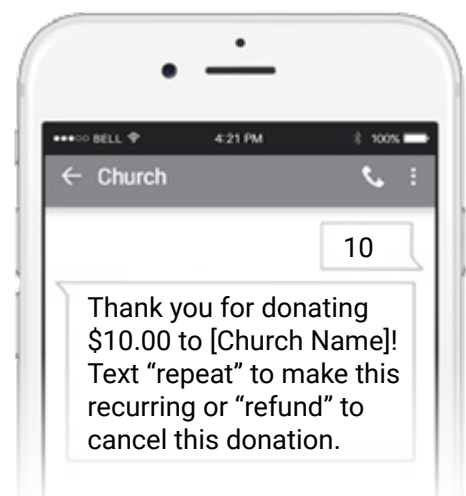
Give+ Text is Fast and Easy

Get Started. Enter your church's 10-digit Give+ Text number and the amount you wish to donate. Example, enter 10 for a \$10 donation.

Register. You will receive a registration link. Click the link and enter your contact and payment information.

Give. After registration is complete, you'll receive a verification text as well a receipt via email.

Repeat. For future giving, simply send a text with the amount you wish to give, and it will process automatically. You can also set up a recurring donation — annual, quarterly, monthly or weekly.



“People... really liked that they could make their offering from their seat by taking out their smartphones.”

— Carla Visscher, Administrative Assistant, His Tabernacle Family Church

The church knew Vanco's solutions well, offering their members online giving and processing credit and debit card gifts through Vanco, so that's where Visscher began her search. "We looked into Give+ Text by Vanco and one other text giving service. After review, we decided it was best to keep everything comprehensive with one company."

Multiple messages promote ways to give

His Tabernacle used social media to promote the launch of Give+ Text, and they continue to promote it during services.

"During the time people bring their offering to the front, we have three large-screen slide presentations that rotate with the different ways we have to give," Visscher says. "We post the number for Give+ Text and promote it on our Facebook page, and we include regular messages in the bulletin. We want to give members as many options as we can."

Growing usage, especially among younger members

His Tabernacle's first text donations came in the day Give+ Text was introduced, and have continued to grow, Visscher says. Use is increasing as more members become aware of the convenience of text giving, and Give+ Text is especially popular among the congregation's college-age members. "Mostly it's people who are age 30 and under. The younger members love it," Visscher said.

His Tabernacle doesn't pass a plate or basket during services — members are called to bring their offerings to the altar. While Give+ Text presents a culture shift for the congregation, some members are simply drawn by its convenience.

"The people who started using it first were people who had been giving using other electronic methods, or bringing offerings down to the altar," Visscher said. "We were worried members wouldn't want to miss out on taking their offerings to the altar, but they really liked that they could make their offering from their seat by taking out their smartphones."

Conclusion

Churches have a growing need to provide members with the giving options they want. Adding a modern, convenient option like Give+ Text help churches meet members' varying needs and can significantly increase your their donation plate.

About His Tabernacle Family Church

The church was launched in February 1998 at the Holiday Inn in Horseheads, New York, with Pastor Micheal and Rhonda Spencer and five others. Plans for a ministry campus include a 2,500-seat sanctuary with state of the art audio and visual technology, a large parking garage, sporting fields and educational facilities.



About Vanco Payment Solutions

Vanco Payment Solutions helps churches effectively manage and grow financial stewardship. Working with more than 20,000 churches, we're the largest provider of electronic giving and payment solutions designed especially for faith-based organizations. For nearly 20 years, we've listened to our loyal, longtime family of customers, understood their giving needs and supported them through every step of building a complete electronic giving program. We can help your church select the right combination of services and grow e-Giving across your congregation.