



# GIVING IN A COMPLETELY DIGITAL AGE

Giving Now

Essential Digital Tools

Digital Communication Strategies

## ABOUT MORTARSTONE

Over 2000 churches rely on MortarStone's advanced generosity analytics to increase funding and church attendance. With intelligently designed reporting features and experienced generosity strategies, MortarStone has helped to surface over \$20 billion in ministry funding. MortarStone gives you the knowledge you need to engage with givers and build relationships for the Kingdom.

***[Click here to learn how we can help your ministry.](#)***

# Giving Now

Giving today looks totally different from just a few years ago. Digital services and online giving have become an essential part of how churches successful churches work. How do we continue to adapt to this ever-changing environment and thrive? What steps can we take to further the gospel and raise support for the vital ministries and people our churches serve?

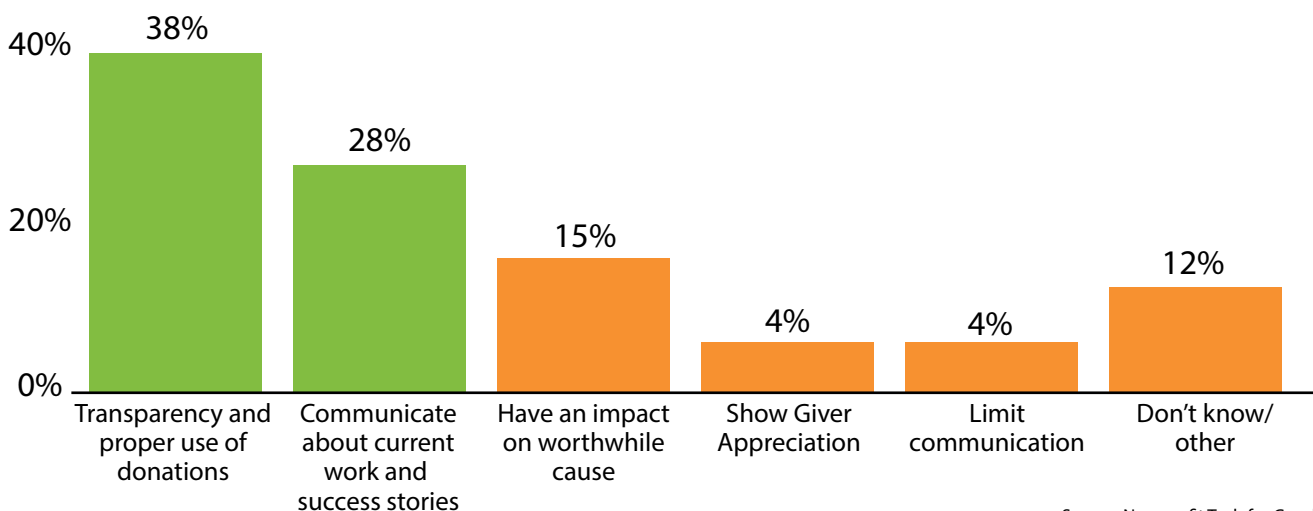
Today's givers want more access to the ministry they support. Digital tools—your website, social media, email blasts, online advertising—engage current givers. They're also great opportunities for your ministries to be discovered online.

## ***So, what's in your digital toolkit?***

In our current digital age, givers are looking for more frequent updates about your ministry work, in-depth information on the impact of their gifts, and the ability to connect with you and share their thoughts. Gone are the days of passive givers who write a check and disappear. Today's givers want to be actively included in your ministry's future.

A giver-centric experience puts givers at the heart of everything you do and say. This approach means you're thinking like your giver, soliciting their opinion, putting their needs and wants first, and creating new ways for them to connect with you. Ministries who provide a deep level of personalized attention to their givers and curate their experience are giver-centric. In turn, givers are delighted with the experience and more likely to give again.

## Giver Engagement Preferences



Source: Non-profit Tech for Good

# Essential Digital Tools

## 1. Personalized Emails

Sending email blasts ("e-blasts") are a quick, attractive way to communicate with your givers. But, if your messages lack personalization, then your efforts are quickly diminished. According to Experian, personalized emails result in 6x higher transaction rates, and emails with personalized subject lines are 26% more likely to be opened.

At MortarStone, we encourage you to not only personalize your emails but to segment your messages into groups based upon the different bands of givers. "Segmented and targeted emails generate 58% of all revenue." – Direct Marketing Association

If you're using MortarStone, you can export an excel file of givers within each giving level (Bands 1-5) and develop messages that target each group. Need help developing these messages? Send us an email, and we'll give you templated messages to customize for your givers.



### PRO TIP

Always have a "Call-to-Action" (CTA) in your emails. (Give Now, Give Today, Join Us, RSVP) Emails with a single call-to-action increased clicks 371% and sales 1617%. (WordStream).

## 1. Blog and Social Media

Now that everyone is online, all the time, it's crucial to catch their attention with relevant, content-heavy information. If your church does not have a blog, start one, but don't fill it with superficial articles, instead invest some time into writing about subjects your givers are facing. For example, if your church serves predominantly single mothers, write articles that help these women with resources that assist them in their parenting journey. Provide content that is useful and inspires your givers to continue giving or seek help from your church. Remember to make your giver the 'hero' of the story and feature their giving stories online. Let your followers know how your givers are helping their communities see Jesus through generous donations and volunteer opportunities.

Promote these blogs and stories online through every social media channel and encourage your followers to like your pages and share.



### PRO TIP

Over ¾ of internet users say they read blogs regularly. (Quoracreative, 2019) Remember to provide useful content that is easy-to-read and share with your givers.

### 3. Online Giving

Online giving, as you've come to realize, is one of the most important digital tools your church can have. It's quick, easy, accessible, immediate, and cost-effective. Branded, designed donation pages raise up to six times as much money on average. Share your giving page with supporters near and far, to reach your local community, and beyond. Need help designing your giving page? [Click here to request a free evaluation and assessment of your giving site.](#)

Choosing the right online giving platform can be overwhelming, and if not researched correctly, can cost your church thousands of dollars in credit card fees. Before you decide to go with an online giving company, make sure there are no contracts or hidden fees.

With MortarStone, we make it easy to identify how your givers are giving. You can quickly assess who is giving by check, ACH, credit card, cash, or through a non-cash gift. And, we also show you percentage increases and decreases in giving, so you can connect with your givers that may need ministry support.



#### **PRO TIP**

Monthly online giving grew 40% from 2019. (Charity Navigator). Make sure you're encouraging your givers to become **RECURRING** monthly givers.

### 4. Google Advertising Grant for Non-Profits

The Google Ad Grants Program gives non-profits the chance to advertise on Google Ads at no cost to the nonprofit. This program offers qualified organizations \$10,000 per month in Google Ads spend to be used to promote their missions and initiatives on Google.com. The application process is relatively simple, but formulating the correct digital advertising messages and placements can be somewhat overwhelming. Get help with Google advertising – [click here to contact us for more information.](#)

If you're using MortarStone, you can assess your giving segments and determine the different types of givers you need to better engage. Churches typically have a broad demographic of givers that give \$200 or less (Band 1 Givers) per year. By identifying these givers, you can create online classes and programs that help these givers with debt, budgeting, and generosity. Use your Google Grant dollars to develop digital ads that promote these classes to your current givers and community.



#### **PRO TIP**

Google is responsible for 96% of all smartphone search traffic, and 94% of total organic traffic. Using Google to advertise your church's classes, programs, and community services can increase web traffic and online sermon views.

## 5. Peer-to-Peer Digital Shares

Before churches had to provide services online exclusively, one of the best ways to introduce a new person to your church was through a peer referral. The same rules apply to your online services. A visitor is more likely to engage with your church if they've been referred by a friend. Encourage your current givers to share stories about how the church is helping the community. Provide your givers with easy-to-share communication tools, such as branded giving pages, and suggested social media posts.

Develop your online presence with videos that tell your givers' stories. Use MortarStone to identify the givers that have increased their giving during this time and get their permission to share their unique giving story to your online audience. Having a video thumbnail can double your search traffic. (Search Engine Journal, 2018) Video drives a 157% increase in organic traffic from SERPs. (Wordstream, 2018)



### PRO TIP

92% of consumers trust referrals from people they know. [Nielsen] Send a text message to your congregation asking them to share your online services and classes with their friends and family.

## 6. Text-2-Give

There is a lot of overlap between online giving and mobile giving. Both types of giving accept donations from digital channels, such as online donation forms, emails, and social media sites. The difference between the two is the device being given from. In the last year, the percentage of smartphone owners making mobile payments grew by 36%. (Nonprofit Source).

Along with your online giving platform, your mobile text-2-give platform should be promoted just as often. Use your church app or giving platform to remind your church to tune-in for services, attend online classes, and give. You can also update your givers through your app weekly on the different areas that their giving is supporting. Write short, concise messages that contain a prominent call-to-action and encourage them to share the message via text or online with their friends and family.

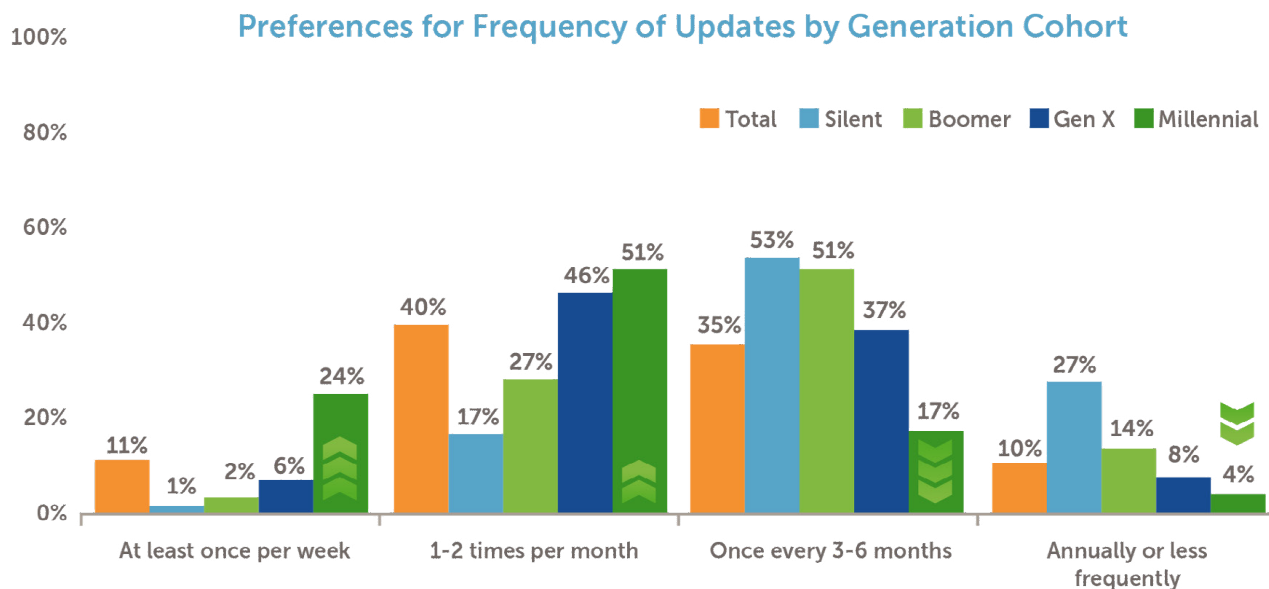


### PRO TIP

90% of text message reminders are read in 3 minutes. (Non-profit Source) Text messages are becoming the fastest and most responsive ways to communicate. Take advantage of this communication medium to increase giving and grow engagement.

# Digital Communication Strategies

Givers don't want to spend a long time sifting through email blasts. They want to digest the pertinent information, take action, and share it with their family and friends. You need to provide more frequent communications to stay relevant. Shorter, more frequent updates are preferred.



Source: Non-profit Tech for Good

So, how often should you contact givers? Research shows 40% would like updates one to two times per month. As expected, this preference varies with age. Millennials were more likely to prefer frequent updates, while older individuals generally preferred to receive updates less frequently.

As we've mentioned in the previous pages, the following best practices should be remembered when developing your communication plans:

1. Segment and Target Giver Messages
2. Personalization is Key
3. Always have a Call-to-Action
4. Valuable, Easy-to-Read and Share Content is Essential
5. Encourage Your Givers to Share Messages

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***Need help developing your giver communication plans? We're here to help. Let's talk - [click here to schedule a time to meet with us.](#)***