

BENEFITS OF ELECTRONIC GIVING

- Encouraging parishioners to be intentional and reflective in their giving, to give of their first fruits, leads to larger individual gifts. Parishioners, quite simply, give more when they pause and actually plan their gift.
- Utilizing a reoccurring, electronic system increases the number of gifts the parish will receive from each parishioner. If a parishioner misses Mass due to poor weather, health or travel, the gifts will continue to come in via direct debit or credit card billing. Parishes that currently use this electronic giving system receive the equivalent of an additional five (5) to fifteen (15) gifts per year from their regular supporters.
- Electronic giving is 100% secure. Donations received via direct debit and credit cards are better protected than cash or checks.
- By offering alternate forms of giving, your parish provides a service to its donors. Credit card and direct debit transactions have surpassed regular check writing in terms of use. By 2010, credit cards, direct debit and electronic transactions will surpass both check writing and cash transactions.
- Your donors are increasingly utilizing these forms of payment. It greatly benefits your parish to meet this demand by accepting direct debit and credit card transactions for regular offertory giving as well as special support.
- Electronic giving reduces the paperwork, recording and tracking of contributions.

INTENTIONAL GIVING Q&A *Frequently Asked Questions*

Why is “Intentional Giving,” specifically electronic giving, good for our parish?

There are several key reasons why your parish will benefit from introducing an Intentional Giving program at your parish. They are:

1. Encouraging parishioners to be Intentional in their Giving will request in increased gifts.
2. Parish offertories fluctuate based on the weather, the season and the general ebb and flow of Mass attendance. Having a large portion of your regular support committed on a monthly basis reduces the variances that a parish might see on a week to week basis in its offertory.

3. It is a more convenient way for parishioners to give. Setting up the donation is simple and easy to do. Parishioners no longer have to worry about writing a check, finding their weekly envelope or having enough cash each week to place in the basket.
4. It produces easy to read reports allowing the parish to budget and the donor to manage their giving, print tax receipts and increase or modify their gift.
5. It is flexible. This powerful tool enables the parish to collect for capital campaigns, special collections, national collections and even school tuition. The parish is in complete control of this gift planning selection.
6. It provides an easy method for parishioners who do not regularly attend Mass to continue to support their parish.
7. "Intentional Giving" is good Stewardship! It empowers parishioners to easily give of their Treasure while providing the parish with a regular, consistent and increased amount of financial support.