

ONLINE GIVING SUCCESS GUIDE



We are thrilled to partner with you to grow your **Online Giving!** We have put together this guide to make your program as successful as it can be. In this **Online Giving Success Guide**, you will discover ideas, resources, plans, and additional products to enhance online giving at your church.

● How can I grow my Online Giving?

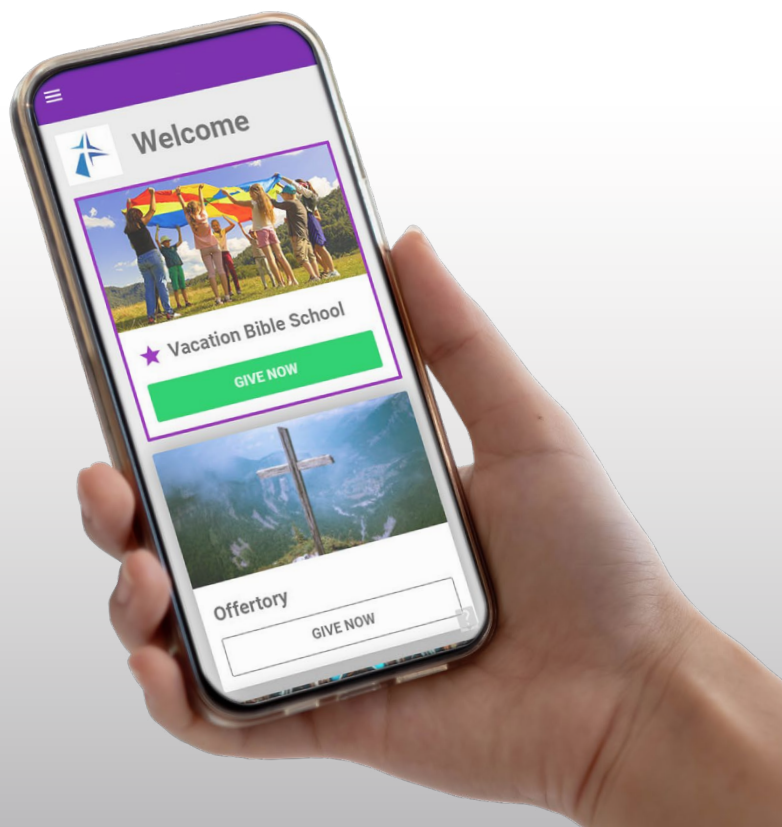
Check out our list of [Growth Initiatives](#) for ideas and resources.

● When should I try these growth initiatives?

Our [Communication Plan](#) will lay out a great time frame for the launch of your growth initiatives and communications.

● What else is available?

Discover additional [Online Giving Products](#) to enhance your program.



Call our Technical Support department for a review at **800-348-2886 option 2** or email onlinegiving@osv.com

GROWTH INITIATIVES

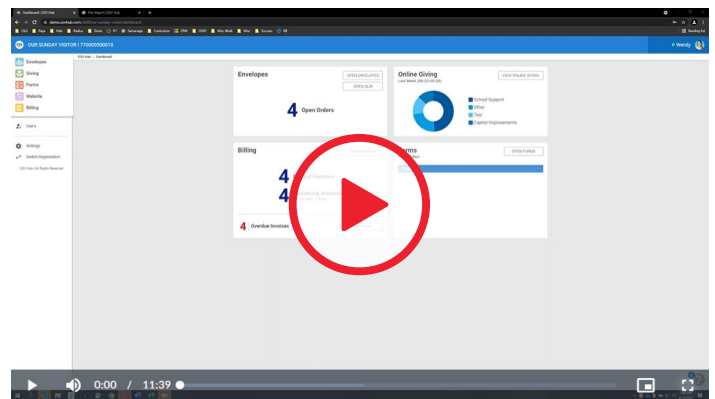
- [EMAIL INVITATION](#)
- [COMMUNICATION TOOLS](#)
- [WEBSITE LINKS AND GRAPHICS](#)
- [INVITATION ON ENVELOPES](#)
- [INSERTED LETTER OR CARD](#)
- [SPECIAL MAILING](#)
- [BULK POSTCARDS](#)
- [PEW CARDS, POSTERS AND FLYERS](#)
- [SEASONAL MARKETING KITS](#)
- [MASS ANNOUNCEMENT](#)
- [RAFFLE OR TABLE AFTER MASS](#)
- [POST IN BULLETIN AND STATEMENTS](#)
- [COMMUNICATION PLAN](#)

EMAIL INVITATION

The OSV Hub Email Invitation feature equips you to upload a file of potential donors and then customize the email. Following the below steps is a GREAT way to invite your church members to grow online!

- 1. Upload a file.** You can import a csv file with the names and email addresses you would like to invite. Click [here](#) to see the detailed steps of uploading a file, including a sample of what the file will need to look like.
- 2. Customize your email invitation.** We provide a default message that you can adjust, as well as customize your subject line and email header. Click [here](#) to see the detailed steps to customize your invite.
- 3. Send your invitation.** You can send to your entire list of names, send or re-send to a specific donor or remove a donor if needed. Click [here](#) to see the steps for sending the email and filters to use once the invite has been issued.

- 4. Here** is an article about the process of inviting donors to set up an Online Giving account, accompanied by a walkthrough video of the email invitation process.



COMMUNICATION TOOLS

Incorporate online giving announcements within your bulletin to increase awareness.

- **Safety.** In times when there are concerns about exposure to disease or spreading of a virus, Online Giving is a convenient option to continue to support your church and its mission. Whether you are attending weekly service at the church or worshipping at home, your vital support can still happen regardless of where you are
- **Forgot your envelope?** Use Online Giving to keep up on offertory. Go to (INSERT CHURCH WEBSITE HERE) and click on the Online Giving link. It's quick and easy. Your support throughout the year helps sustain our church.
- **Make giving easier.** Visit your church website on your mobile device, click the Online Giving link, and begin giving. Your support throughout the year helps sustain our church.
- **Manage gifts.** Another easy way to manage your church giving is with Online Giving. You can manage your giving or give a one-time gift right from your phone. Visit our church website and click the Online Giving link and register with our church. Your support during the year helps sustain our church.

Transition from previous online giving provider to OSV

- **Transition with old link.** Thank you for your continuous support of our church. We will be transitioning from our current online donation system, to Our Sunday Visitor's Online Giving Program. Please visit our site at [OSV online giving link] and create your account. You will then be able to add your payment method and schedule your donations. Please go to [insert link here] and stop your current donations. Please contact us or Our Sunday Visitor's Technical Support with any questions at 800-348-2886 Option 3.
- **Transition with stop date.** Thank you for your continuous support of our church. We will be transitioning from our current online donation system, to Our Sunday Visitor's Online Giving Program. Please visit our site at [OSV online giving link] and create your account. You will then be able to add your payment method and schedule your donations. Your current donations will stop as of xx/xx/xxx with the current processor. Please contact us or Our Sunday Visitor's Technical Support with any questions at 800-348-2886 Option 2.

Increase or reconsideration of gift for current donors

- **Reconsider your Gift.** We see that you currently use our online giving program. Thank you! Please remember to visit our online giving site at [OSV online giving link] to update or reconsider your giving to the offertory. Your regular contributions enable [Church Name] to persevere in our mission.
- **Increase your Gift.** If you currently use online giving, please make sure you go into the program and update your giving to reflect any new commitment. If you need help logging in to the electronic giving site, please contact the parish office. Your generosity shows your willingness, as a faithful steward, to be a part of the ongoing mission of [Church Name].

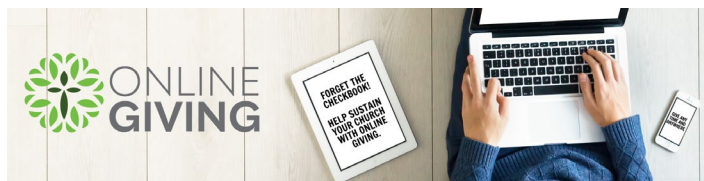
Spanish Bulletin Announcements



WEBSITE LINKS AND GRAPHICS

Online Giving promotion on your church website and app are critical for online giving success. Below are some images and suggestions to share on your media platforms.

- **Sample Website Page.** Create a page on your website that will give the donors answers to the commonly asked questions around online giving. [Here](#) is a sample of what that page can look like.
- **High Quality Graphics.** Click [Here](#) for a selection of downloadable graphics and images to help promote your online giving.

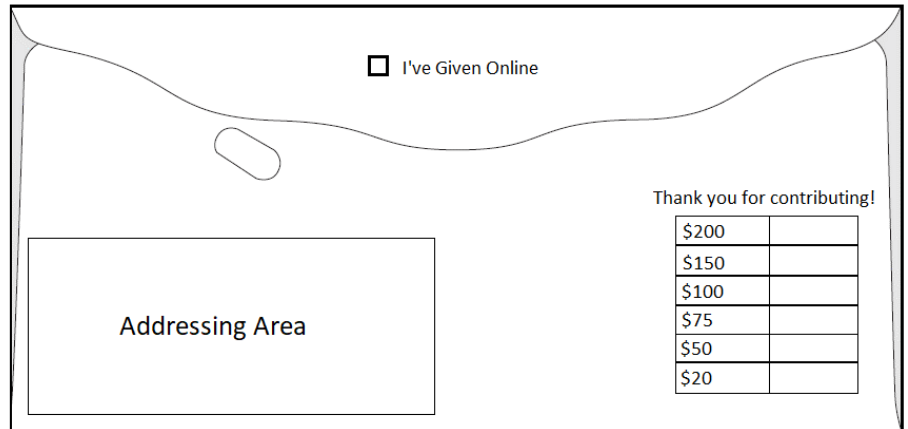


Call our Technical Support department for any assistance or questions at **800-348-2886 option 2** or email onlinegiving@osv.com

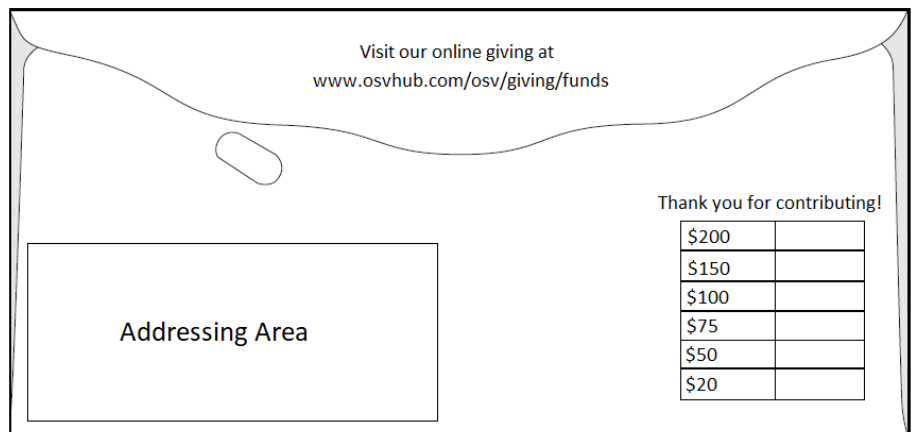
INVITATION ON ENVELOPES

You can use your offering envelopes to invite donors to give online. Below are several examples of how this could look on your envelopes.

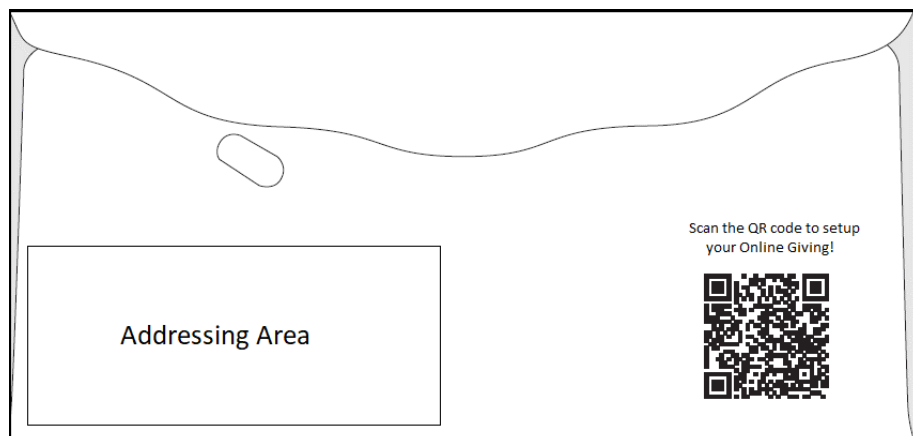
- **Checkbox.** Adding a checkbox that says 'I've given Online' is a popular choice, as online donors may like to feel they are participating via the offering basket.



- **Online Giving Website.** You can add the church's Online Giving website to the envelopes to allow donors to visit at their convenience. [Here](#) are directions on how to find this link.



- **QR Code.** A Quick Response – or QR – code is another great way to make the online giving site easily available. You can create the QR code yourself or have OSV assist, and donors can scan the code right from their mobile device.



INSERTED LETTER OR CARD

Using your current envelope mailing to notify parishioners of your new online giving service is a great way to save on postage. [Here](#) is a sample of a letter and the Online Giving Introduction Card below.


English and Spanish versions

Introducing Online Giving

You now have the option to use Online Giving for contributions to our parish! The application provides you a convenient option that you may access at any time. Your gift will be transferred from your preferred method of payment directly to our parish. There's no need to share any sensitive account information with parish staff.

We have implemented Online Giving because it is:

- Convenient.
- Safe and Secure.
- Simple. Start, stop and change your contributions at anytime.



How do you sign up?

1. Visit our parish website
2. Click on the Online Giving link
3. Complete the online registration form

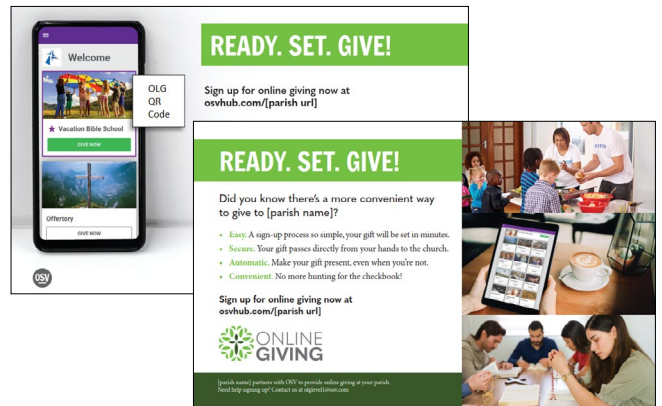
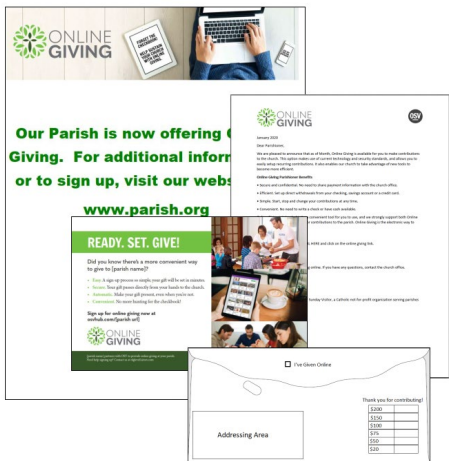
It's that simple!

SPECIAL MAILING

Letters, postcards and envelopes like the one below are available to be mailed to your parishioners.

BULK POSTCARDS

English and Spanish Bulk postcards are available to be customized for use in the pew or in a new registration packet.



PEW CARDS, POSTERS AND FLYERS

Using these **promotional materials** can be a great way to get the online giving information to your donors. You will receive a new version of these seasonally in your marketing kit, or you can download them online and customize them to fit your needs.

- **Pew Card.** Using pew cards to notify donors of your giving options is an easy way to promote your online giving.



- **Editable Poster.** You can customize this poster with your church's online giving website and address information. Using customized posters along with the high-quality posters in your seasonal kits will draw your donor's attention and provide them with the information they need.



- **Donor Instructions Flyer.** Provide step-by-step Online Giving instructions to your parishioners to help them get started with donating to your funds. You can download English and Spanish Donor Instruction flyers **here.**



SEASONAL MARKETING KITS

As part of your online giving service, we provide free printed materials every season. These will automatically be sent to your church office. You can access the digital customizable versions **here.**



For bulk questions or orders please reach out to our Customer Service department at **800-348-2886 option 1** or email **envservice@osv.com**

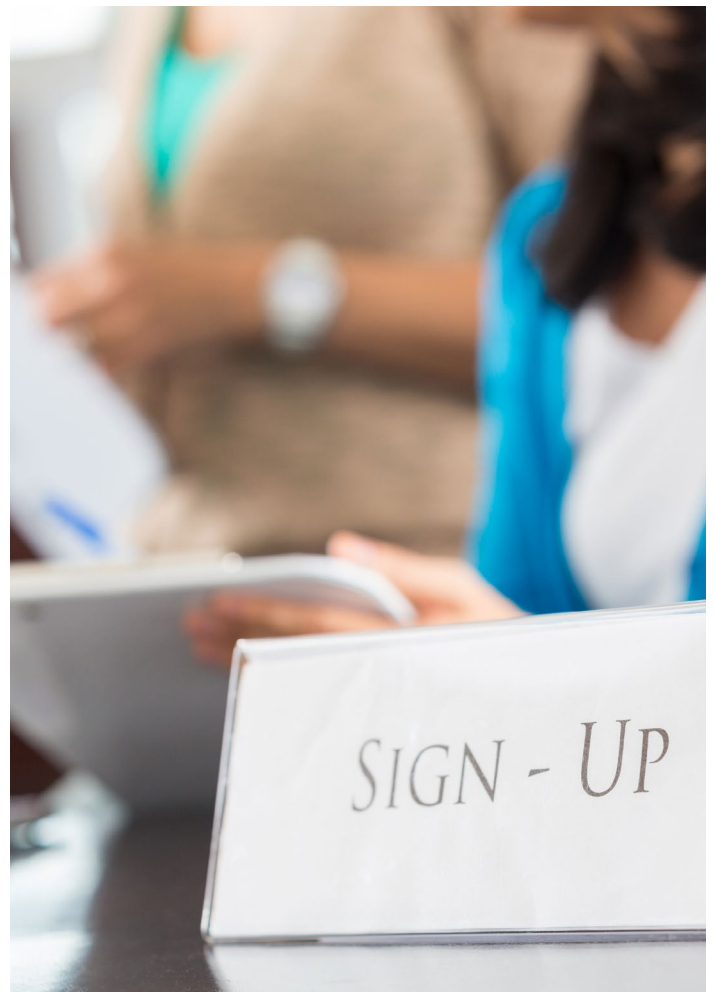
MASS OR PULPIT ANNOUNCEMENT

Having a lay person speak about why they like giving online can be a great way to engage your donors. Be strategic. If the older population seems resistant to giving online, select a lay witness that falls into their demographic.



RAFFLE OR TABLE AFTER MASS

- **Raffle.** Announce and promote that from now until xx/xx/xx our church will be entering the name of online givers into a raffle for (fill in the blank). Give everyone an invitation to be eligible by starting to give online. Be sure to offer assistance with getting new donors set up or provide them with our donor support number: 800.348.2886 option 2.
- **Cell Phone Sunday.** Encourage people to bring their phone to church on a designated Sunday. In a group setting, get everyone to set up an Online Giving account. This could be a table after mass (with balloons), printed materials, and volunteers to help people sign up. This can be made extra fun with a make-your-own ice cream sundae station (Cell phone Sundae, Sunday) or coffee & donuts.
- **[Here](#)** is a printable hand-out to use for new donors signing up.



DONATIONS POSTED IN BULLETIN AND STATEMENTS

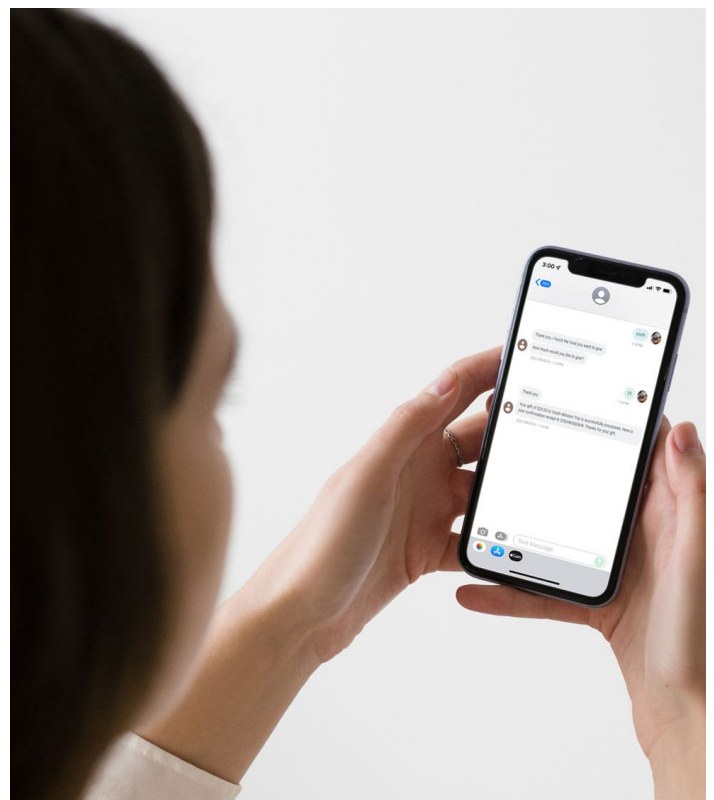
Use your online giving reporting to call out the online contributions in your bulletin or financial reports.

- **Giving Detail Report.** This report will detail the amounts given through any given timeframe and can be run for a particular fund or as a total.
- **Admin Summary Email.** This is an automated email you can generate daily, weekly or monthly that will provide a total of all online gifts.

ADDITIONAL ONLINE GIVING PRODUCTS

Enhance your Online Giving experience with these additional products.

- **Card Swipe Readers.** Stationary and mobile card swipe readers are available for purchase. **Mobile readers** work via bluetooth with an app through any bluetooth device. Stationary readers directly connect with USB to a computer within the church office.
- **Text to Give.** For an additional \$6/month you can add text-to-give service to your existing online giving account. **Here** are some details around how this feature works.

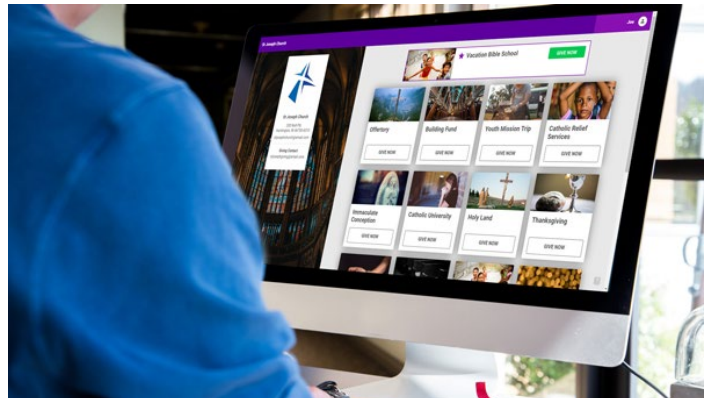


If you have any questions or would like to add services, please reach out to our Technical Support department at **800-348-2886 option 2** or email **onlinegiving@osv.com**

COMMUNICATION PLAN

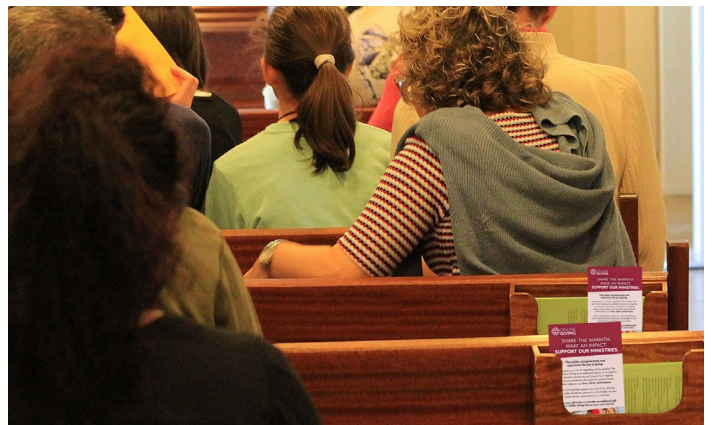
Preparation Phase (a few weeks before you announce Online Giving):

- **Assign an Online Giving leader/champion.** You will witness greater success when the online giving champion is a lay person rather than parish staff. The person who provides this ministry should be a positive influence to other people and should coordinate the communications about Online Giving for the parish.
- **Setup the Online Giving site.** The parish administrator should use the [setup checklist](#) to create the funds and settings that a donor will see when setting up their gift.
- **Update the parish website.** Add the [Online Giving logo](#) to your church website as a live link, and create an [Online Giving page](#) with details about the program.
- **Educate staff and administrators.** The staff should have access to the [knowledge base](#) and see a demonstration of the program. The demonstration can be provided by trained staff or by contacting technical support at 800-348-2886 option 2 or onlinegiving@osv.com.
- Update [envelope](#) designs.
- Place [announcement](#) in the church bulletin.



Introduction Phase (announcement weekend):

- **Hang posters** announcing Online Giving.
- **Place flyers** in pews or in the back of the church.
- **Lay speaker introduction.** Give a five to seven minute [announcement](#) at Mass to introduce Online Giving.
- **Provide the option to sign up after Mass.** Setup computers or cell phones in the parish hall so parishioners can access Online Giving and sign up. Have trained staff available to assist.
- **Send an email invitation.** Use your existing database to upload and send a customized email invite to your parishioners.



Communication Phase (Starting one week and extending to six months after announcement weekend):

- **Send a letter to all households introducing Online Giving.** You can do this as either a **special mailing** or by including it with your **envelopes**.
- **Follow up** with a second announcement at Mass two or three weeks after introduction.
- **Hold a social event** for Online Giving sign-ups, after introduction.
- **Six months after** your initial announcement, send a second letter to all households about Online Giving.
- **Six months after** your initial announcement, hold another lay presentation at Mass about Online Giving, discuss the success and request new donors to sign up.
- **Resend the donor email invitation.** Only donors who have not accepted the invite will receive it.





**TO CHAMPION
THE CATHOLIC CHURCH**

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