

Ministry Brands[®]



Ministry Brands®

How to Leverage Online Giving for a Greater Ministry Impact

JUNE 14, 2023



Today's Speaker



Kristen Foster

Giving Success Specialist

Agenda



- 1. Donor Experience**
- 2. Get “Good to Give”**
- 3. Simplified Switching**

Donor Experience



Make Giving Native

Embedded Form Options

Donors need to feel safe and connected when they give. You don't have to redirect a giver or registrant to another site to give, then hope they come back to learn more. Make that same safe giving experience part of your website.



A MOVEMENT OF EVERY DAY GENEROSITY

It's amazing to see God's creativity, love, and generosity on full display each and every day. Our church family generously give their time, service, talents, and treasures through so many acts of worship, and we invite you to join us in our movement of every day generosity!

Whether it be rocking out with our worship teams, donating and transporting goods to the shelters, serving with volunteer teams on the weekend, using text-to-give, or dropping some dollars into the giving bucket. Each and every act of generosity matters and helps change the lives of others. Everyone's gifts and service are acts of worship that truly bring us all closer to our Creator!



South Campus Giving

One-time

Recurring

Home Page

Encourage Engagement

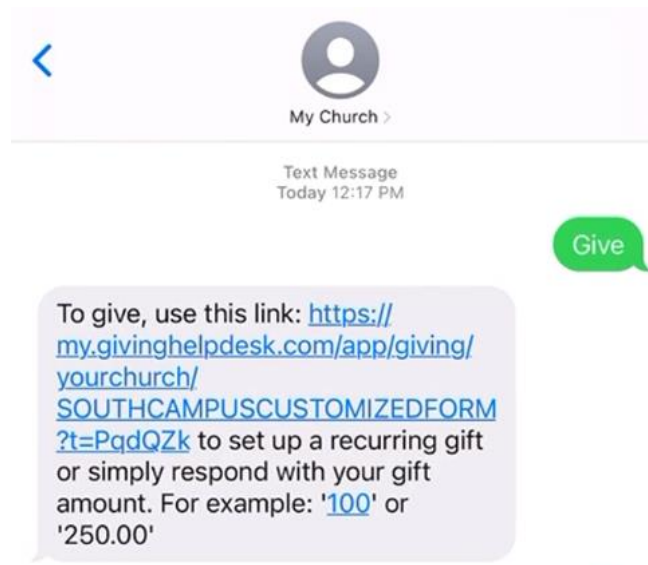
Imagine, all your forms in one place to be easily found by those you serve. Your custom forms can be displayed in a unique Home Page layout – with or without an organization website.

The screenshot displays a church website interface. At the top left is a logo with a cross icon and the text "Your Church". To the right of the logo are navigation links: "Home" (underlined), "Give Now", and "Sign in". Below the navigation is a grid of six cards. The first row contains "Give Now - Central Campus" (with a church roof image) and "Contact Us" (with a neon "hello" speech bubble). The second row contains "Support Team Haiti" (with a woman's face), "Prayer Request" (with hands on a Bible), and "Small Group Survey" (with raised hands). Below this grid is an "Events" section featuring a search bar with a magnifying glass icon and the text "Search". Underneath the search bar is the heading "All Events" and the text "NO EVENT DATE". The events section displays three cards: "Kids Class Sign-Up" (with raised hands), "Leadership Conferen..." (with the text "DERS" and "IFER"), and "Night Worship Concert" (with a crowd at a concert).

Giving in the Moment

Inspire your audience to take action

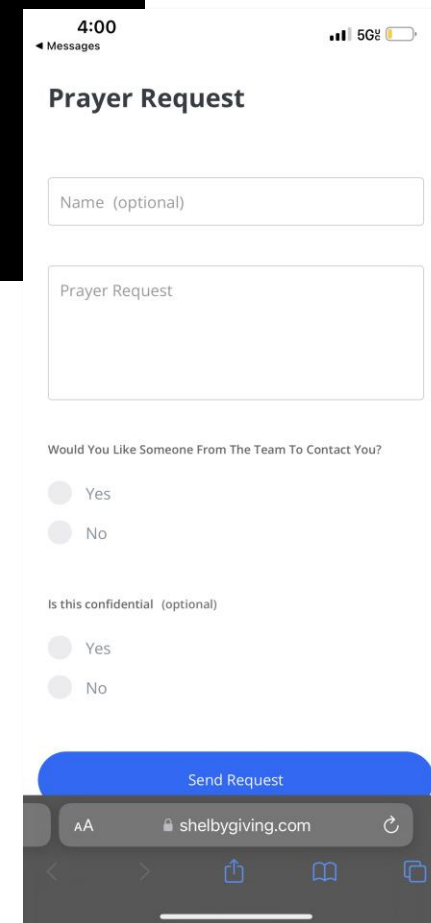
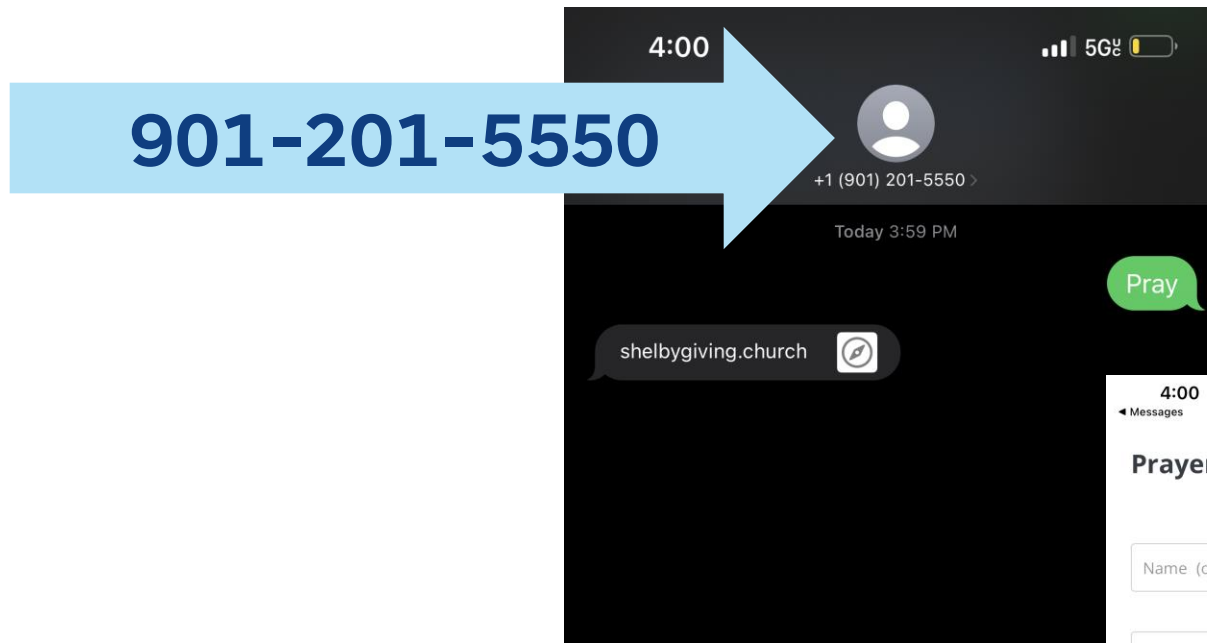
Don't leave engaging donors, members and participants to the chance that they will remember to go to the website later or after service to give. Make it easy to give when they are inspired.



Instant Engagement

Inspire your audience to take action

Don't leave donors, members and participants to the chance that they will remember to go to the website later or after service to engage with your ministry.



Form Keywords +

Donors can text a keyword to a number or short code and receive a link to the form associated with that keyword.

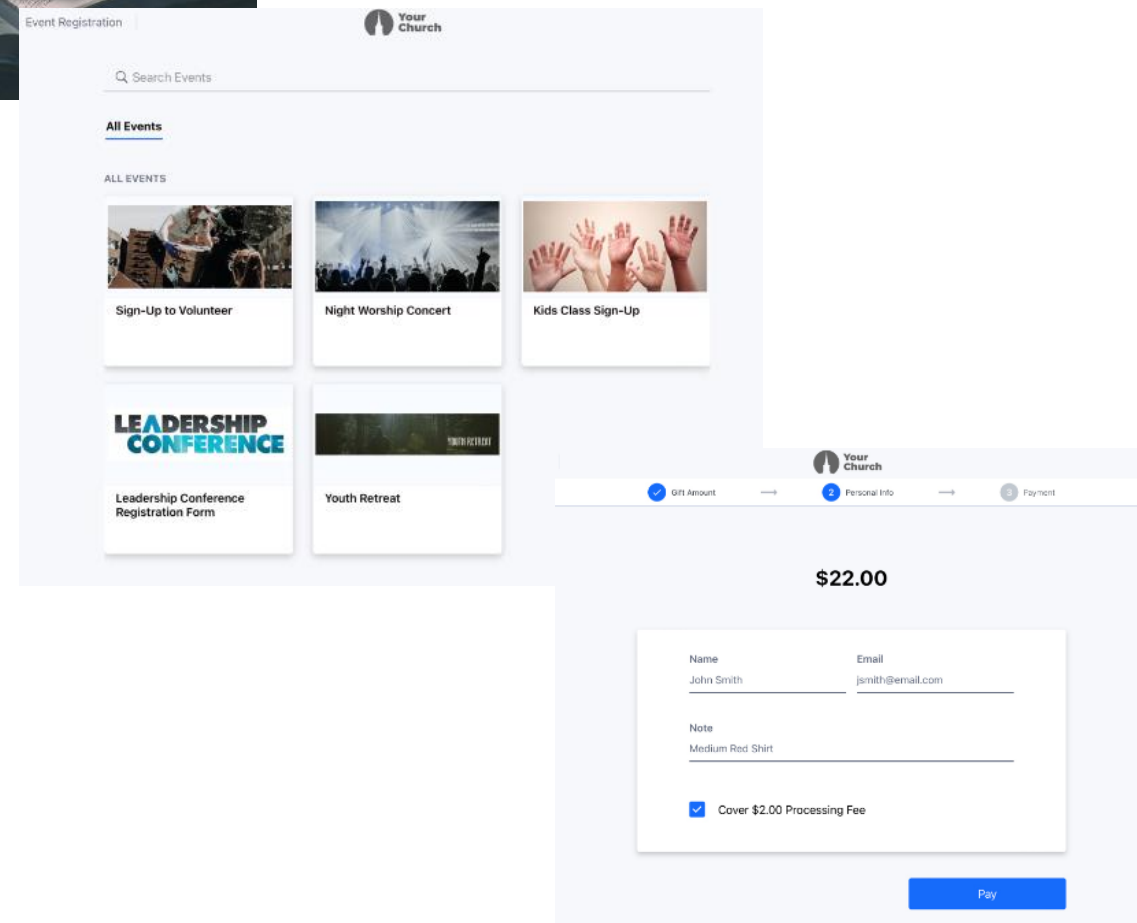
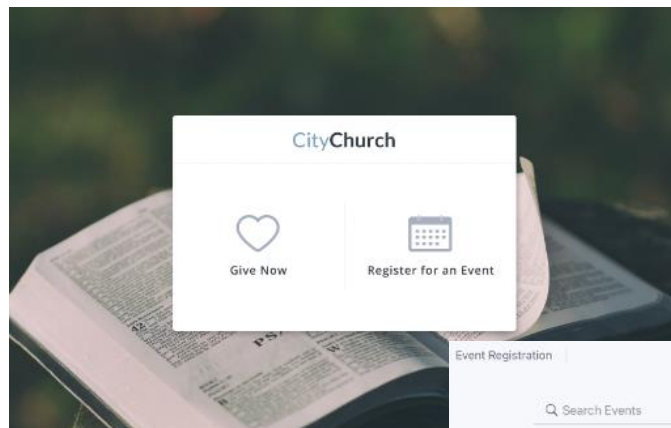
Form Title	Keyword	
Growing Into Destiny	Destiny	⋮
Contact Us	Contact	⋮
Prayer Request	Pray	⋮
TX Ministry Conference	Shelby	⋮



In-Person Option

Flexibility of Kiosk Functions

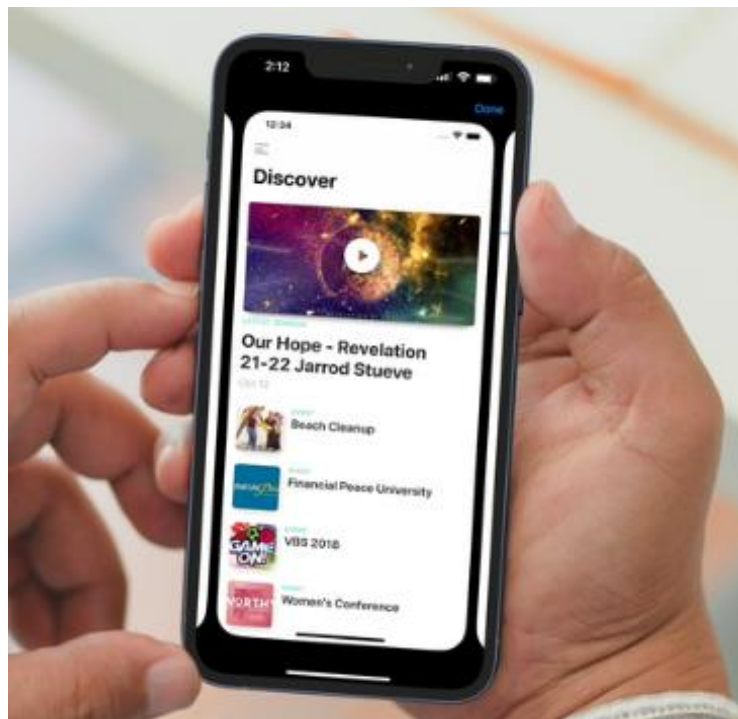
Make it easier than ever for people to give or register for events in person with kiosks. Our kiosk app and card readers make for a great experience that you can create right in your lobby!



Stay Connected

User Friendly MinistryOne Mobile App

Give your people the opportunity to Stay Connected to your ministry by utilizing our Mobile App. It is included in your online giving platform!



View Video or Podcast Content

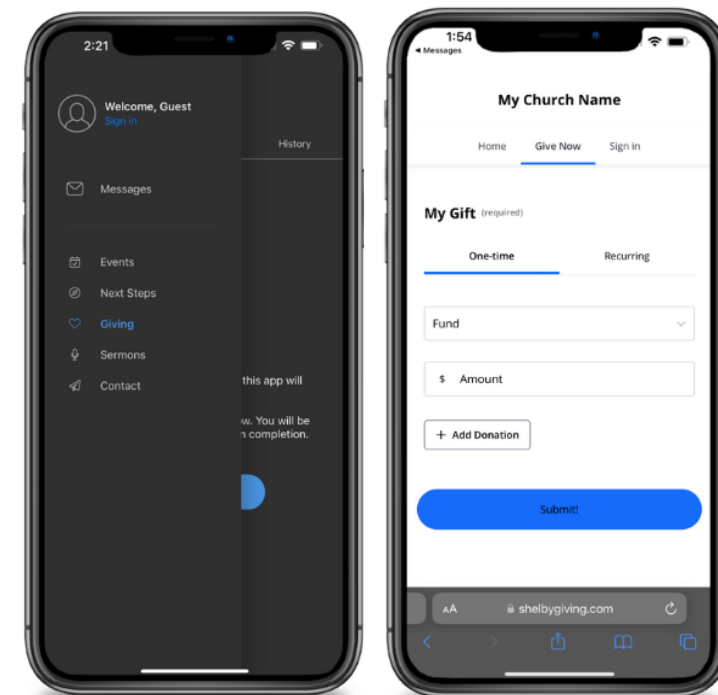
Digital Directory

Children's Check In

Give

Register for Events

View Ministry Calendar



Get “Good to Give”



It's Easy As...



- 1. Add Your Funds**
- 2. Customize Your Form**
- 3. Share Your Form**

Step 1

Add Your Funds

Funds are used to categorize your incoming donations.

Select the **Fund Management** tab in the left navigation menu of your manager portal.

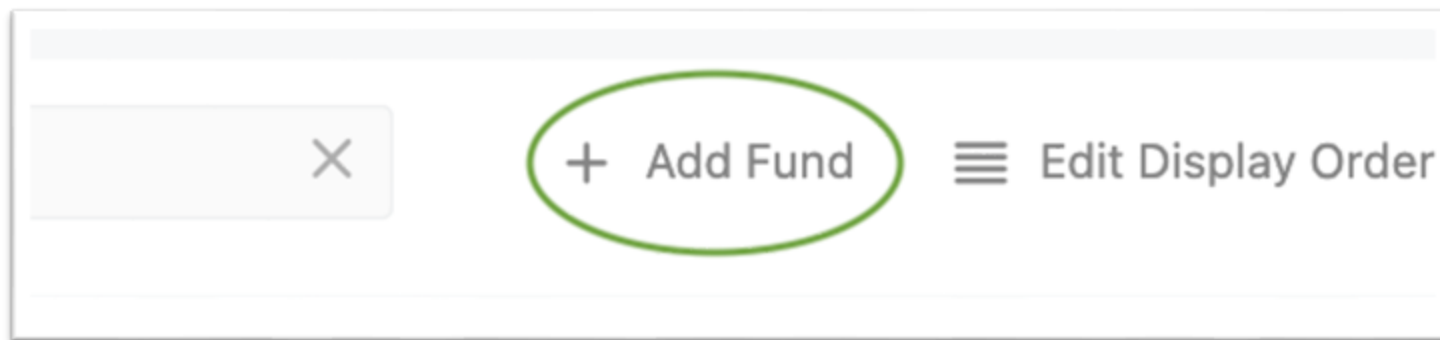
The screenshot displays the Ministry Brands manager portal interface. On the left, a dark navigation menu lists several options: Dashboard, Reports, Donors, Fund Management (highlighted with a red box), Forms, and Engagement. Below these is a 'COLLAPSE' button. The main content area is titled 'Dashboard' and features three summary cards: 'Total Volume This year' at \$0.00 (up \$0.00 compared to last year), 'Number of Donors Who signed up this year' at 0, and 'Average Transaction This year to your organization' at \$0.00. Below these is a 'Giving Overview' section with a message: 'No giving found for the last 3 months'. At the bottom, there are two sections: 'All Time' with 'Total Volume' at \$0.00 and 'Total Donors' at 0, and 'Last 30 Days' with 'Monthly Volume' at \$0.00.

Step 1

Add Your Funds

Funds are used to categorize your incoming donations.

Click **Add Fund** in the top banner.



Step 1

Add Your Funds

Funds are used to categorize your incoming donations.

In the new window, complete any fields that are applicable. However, the only field you need to get started is a **Fund Name**!



Add Fund

Parent Fund

Fund Name

Start Date End Date

Show note/memo field for this fund

Fund Keyword

Fund Code

Fund Goal

If fund goal is met:

Allow the fund to remain active and goal to be exceeded

Deactivate the fund but allow recurring gifts to continue

Deactivate the fund and end all recurring gifts

Add fund to the following giving form(s)

Hide from Text-To-Give and Kiosk

New funds will not automatically appear on your giving form. Check fund Items within Form Properties to add to your form.

Step 2

Customize Your Form

Forms are used to process payments and/or collect data that you need for registrations, prayer requests, and more!

Select the **Forms** tab in the left navigation menu of your manager portal.

The screenshot displays the Ministry Brands manager portal interface. On the left, a dark navigation menu is visible with the following items: Dashboard, Reports, Donors, Fund Management, **Forms** (highlighted with a red box), and Engagement. Below the menu is a 'COLLAPSE' button. The main content area is titled 'Dashboard' and features three summary cards:

- Total Volume This year:** \$0.00, with a green upward arrow indicating an increase of \$0.00 compared to the same period last year (\$0.00).
- Number of Donors Who signed up this year:** 0.
- Average Transaction This year to your organization:** \$0.00.

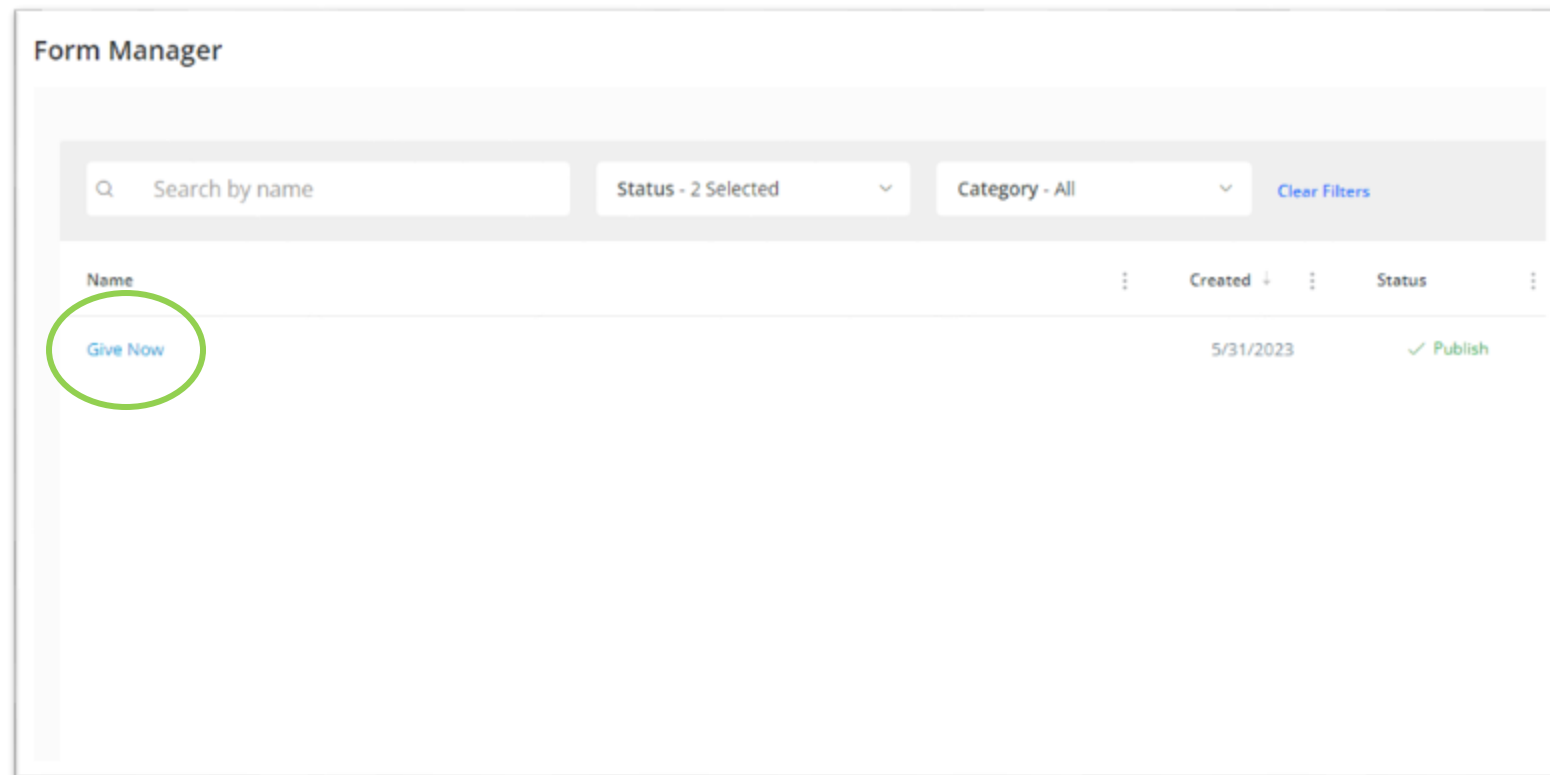
Below the summary cards is a section titled 'Giving Overview (No giving found for the last 3 months)'. At the bottom of the dashboard, there are two sections: 'All Time' and 'Last 30 Days'. The 'All Time' section contains two cards: 'Total Volume' at \$0.00 and 'Total Donors' at 0. The 'Last 30 Days' section contains one card: 'Monthly Volume' at \$0.00.

Step 2

Customize Your Form

Forms are used to process payments and/or collect data that you need for registrations, prayer requests, and more!

To get you started, we've already given you a donation form template to work with. Select the **Give Now** form by clicking the form title.



The screenshot shows the 'Form Manager' interface. At the top, there is a search bar labeled 'Search by name' and two filter dropdowns: 'Status - 2 Selected' and 'Category - All'. A 'Clear Filters' link is also present. Below the filters is a table with the following columns: 'Name', 'Created', and 'Status'. The table contains one row with the following data:

Name	Created	Status
Give Now	5/31/2023	✓ Publish

The 'Give Now' text in the 'Name' column is circled in green.

Step 2 Customize Your Form

Forms are used to process payments and/or collect data that you need for registrations, prayer requests, and more!

Display your Funds on Your Form by selecting the configure icon to the right of your fund dropdown bar.

The screenshot displays the 'Form Manager' interface. At the top, there is a dashed box labeled '+ Add Header Image'. Below this, the form title 'Give Now' is shown with a gear icon to its right. A link 'Split Form into Steps' is visible. The 'My Donation' section features a radio button for 'One-time' (which is selected) and a radio button for 'Recurring'. Below the radio buttons is a dropdown menu labeled 'Fund' and a text input field labeled '\$ Am...'. A green circle highlights the gear icon next to the 'Fund' dropdown, with a green arrow pointing down to it.

Step 2 Customize Your Form

Forms are used to process payments and/or collect data that you need for registrations, prayer requests, and more!

Select the **Fund Items** tab from the top. **Check the boxes** for the Funds you'd like to display on your dropdown menu. You can also reorder funds by using the **Move Icon** to the far right of each fund line.

Field Properties: My Donation

General Info **Fund Items** Validation Conditions

The first listed fund will be the default fund if you use this form with Text2Give.

Allow users to select multiple funds to give to
 Display fund goal on form

Display All Deselect All

Fund and Sub Fund	Display	Tax Deductible	
Tithe	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	⋮ ↑↓
Offering	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	⋮ ↑↓
Missions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	⋮ ↑↓

Cancel Done

Once you've selected your funds, and you're satisfied with the order, click **Done**.

Step 2 Customize Your Form

Forms are used to process payments and/or collect data that you need for registrations, prayer requests, and more!

Set up the email receipt sent to all of your donors by clicking form properties in the bottom left of the form.

Give Now ⚙️

↕️ Split Form into Steps

My Donation ☰ ⏏ ⚙️ ✕

One-time Recurring

Fund ▼

General Budget \$ Amount

+ Add Donation

Recurrence
You can edit your recurring gift anytime.

Frequency ▼ How Many Gifts (optional)

Start Date |

⚙️ Form Properties
👁️ Preview Form
○ ● ● Default
✕ Clear Form
↶ Undo

Step 2

Customize Your Form

Forms are used to process payments and/or collect data that you need for registrations, prayer requests, and more!

Select the **“Email”** tab in the **Form Properties** window.

Form Properties: Give Now - Central Campus

General Info Advanced Theme HTML Submission Payment **Email**

Send Email Receipt

From

Accepts an email address or format: First Last <email>

Subject

Thank you for your generosity!

Receipt Thank You Message

Thank you for your gift!

Enter the message and email address that you would like to have notified below.

Send confirmation to donor Send notification to staff or volunteers

Subject :

To Email Address :

From Email Address :

Cancel Ok

Step 2

Customize Your Form

Forms are used to process payments and/or collect data that you need for registrations, prayer requests, and more!

From here, you may add a “From Email”, Email Subject Line, and Personalized Message.

Form Properties: Give Now - Central Campus

General Info Advanced Theme HTML Submission Payment **Email**

Send Email Receipt

From

Accepts an email address or format: First Last <email>

Subject

Thank you for your generosity!

Receipt Thank You Message

Thank you for your gift!

Enter the message and email address that you would like to have notified below.

Cancel Ok

You can also preview your email receipt by clicking the eye icon below the message portion.


Step 2 Customize Your Form

Forms are used to process payments and/or collect data that you need for registrations, prayer requests, and more!

Once you're satisfied with the email receipt, click **Done**.

Grace Valley Fellowship

THANK YOU!



We received your **One-Time gift of \$325.00!**


** EDITABLE MESSAGE FROM TEXT GIVING/VT TEMPLATE ** We are so blessed to have a giver such as yourself and you are awesome! Thank you for your heart and passion for our ministry! ** EDITABLE MESSAGE FROM TEXT GIVING/VT TEMPLATE **

One-time gift summary

Fund	Amount
Missions	\$25.00
Building Fund	\$100.00
Youth	\$100.00
Tithes & Offerings	\$100.00
Total	\$325.00

[My Giving](#)

Mission Payment **Email**



Step 3 Share Your Form

Forms are used to process payments and/or collect data that you need for registrations, prayer requests, and more!

To share your form, click **Form Properties**.

Give Now ⚙️

↕️ Split Form into Steps

My Donation ⋮ □ ⚙️ ×

One-time Recurring

Fund
General Budget ▾

\$ Amount

+ Add Donation

Recurrence
You can edit your recurring gift anytime.

Frequency ▾

How Many Gifts (optional)

Start Date |

⚙️ Form Properties

👁️ Preview Form
 Default

✖ Clear Form
↶ Undo

Step 3 Share Your Form

Forms are used to process payments and/or collect data that you need for registrations, prayer requests, and more!

If you scroll down on the **General Info** tab, you will see the 3 easy ways to share your form.

The screenshot shows the 'Form Properties: Contact Us' dialog box with the 'GENERAL INFO' tab selected. Three green arrows point to the following sections:

- QR CODE:** A QR code is displayed with a 'Download' button below it.
- EMBED CODE:** A text box contains the script: `<script src="https://pcidev-beta-fms-web.mbhosting.com/embed.aspx?formId=013fab2f-02b5-4352-a126-c88954bdb727&custom-templates="></script>`. Below the text box is a blue button labeled 'COPY EMBED CODE'.
- DIRECT LINK:** A text box contains the URL: <https://pcidev-beta-fms-web.mbhosting.com/viewForm.aspx?formId=013fab2f-02b5-4352-a126-c88954bdb727>.

Other visible elements include the 'THEME', 'ADVANCED THEME', 'HTML', 'SUBMISSION', 'PAYMENT', and 'EMAIL' tabs, a 'TIME ZONE' dropdown menu set to 'America/Chicago', and a 'CATEGORIES' section with a checked checkbox for 'Contact Form'. At the bottom are 'CANCEL' and 'OK' buttons.

You're All Set!

Test it out with your team before rolling out to your organization!

The screenshot shows a web interface for a church's online giving system. At the top left is a logo for "Your Church" featuring a blue circle with a white silhouette of a church steeple. To the right of the logo are two links: "GIVE NOW" and "SIGN IN". Below this is a horizontal line. The main section is titled "My Donation" and has two tabs: "One-time" (which is selected and highlighted with a blue underline) and "Recurring". Under the "One-time" tab, there are two input fields: "FUND" with a dropdown menu showing "Choose a Fund" and a downward arrow, and "AMOUNT" with a text box containing a dollar sign "\$". Below these fields is a link that says "+ ADD DONATION". At the bottom of the form is a large, rounded blue button with the text "SUBMIT!". At the very bottom of the page, there is a footer that reads "Online Giving powered by Giving Help Desk" and a link "Need help?".

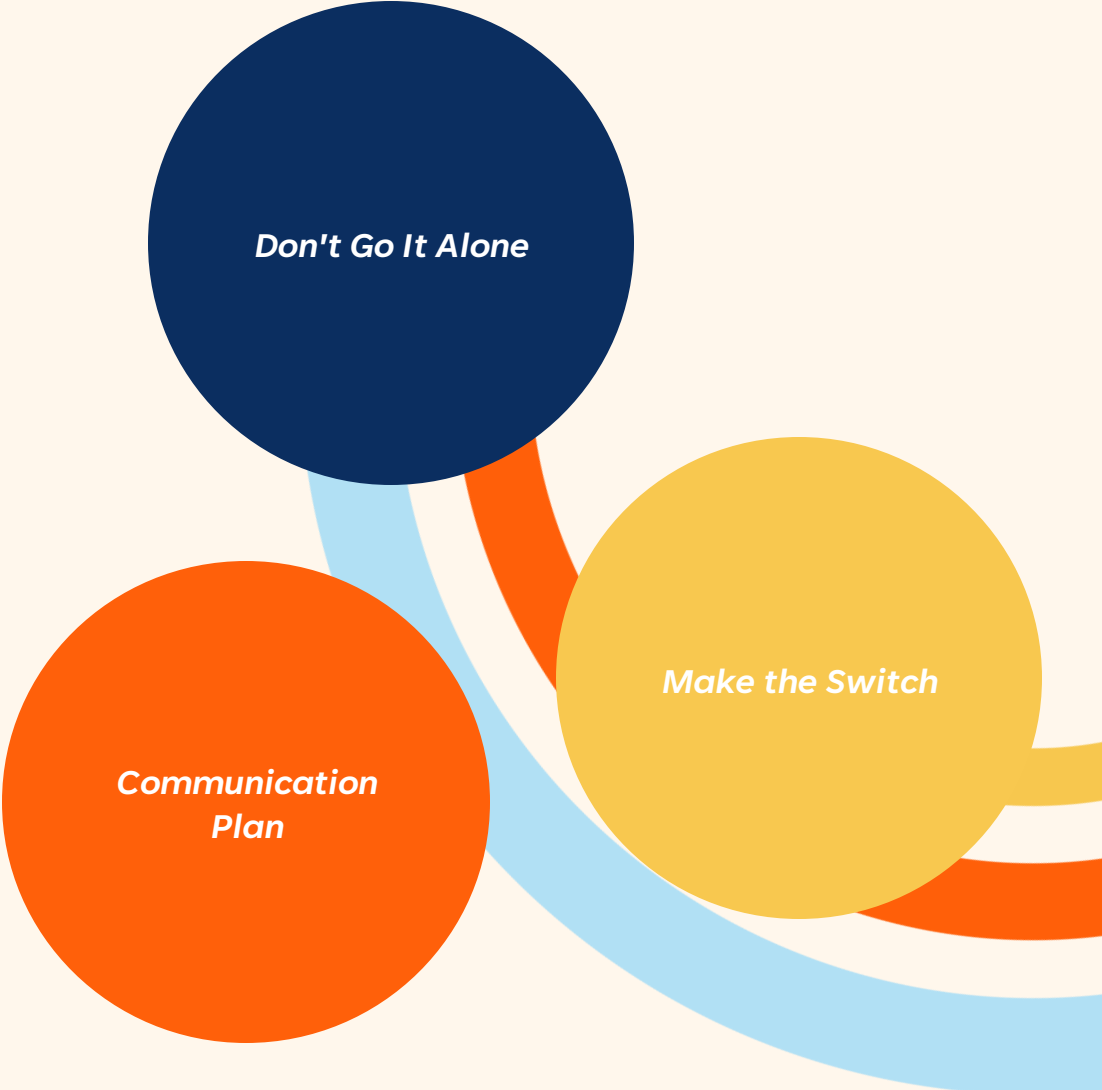
Simplified Switching



Ministry Brands®

Donor Import

Simplified Switching



Donor Import

Simplified Switching

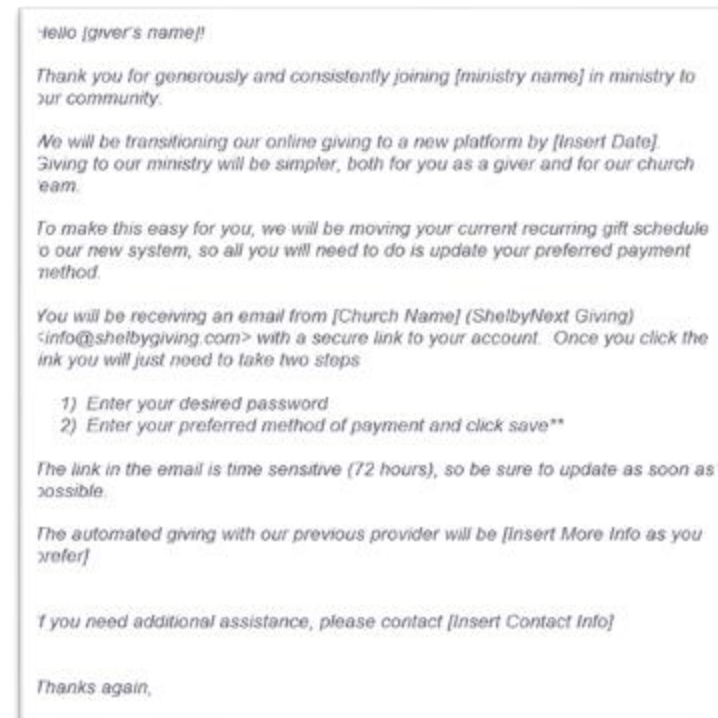
Let's work together to create a plan to communicate the switch, collect the data needed, and make it happen seamlessly for your donors

You Never Have to Go It Alone

You will have access to a Giving Transition Specialist to help you with the process of switching.

Create a Communication & Launch Plan

You will also have access to a Giving Launch Kit, stocked full of email templates, graphic inspiration, launch best practices, and more!



Donor Import

Simplified Switching

Let's work together to create a plan to communicate the switch, collect the data needed, and make it happen seamlessly for your donors

Guidance on Data Collection

Your Giving Transition Specialist will help you know what data you need for import. You don't have to tackle this alone!

Make the Switch & Follow Up

Do the import together to make sure everything goes as smoothly as possible. We will also help you create a next steps and follow up plan post-import for the smoothest transition.

Oceanside First Presbyterian Church

John,

We've switched over to ShelbyNext | Giving! Click the complete setup link to finish setting up your new giving account. Make sure you delete your current recurring gift in your previous account.

Complete account setup as soon as possible by creating a new password for your account. [Click here](#) to complete.

John,

We've switched over to ShelbyNext | Giving! Click the complete setup link to finish setting up your new giving account. Make sure you delete your current recurring gift in your previous account.

Complete account setup as soon as possible by adding your preferred payment method to keep your recurring schedule active and up to date. [Click here](#) to complete.

Recurring gift summary

Fund	Amount
General Fund	\$100.00
Processing Fees	\$50.00

So, What's Next?

Tons of Resources at Your Disposal



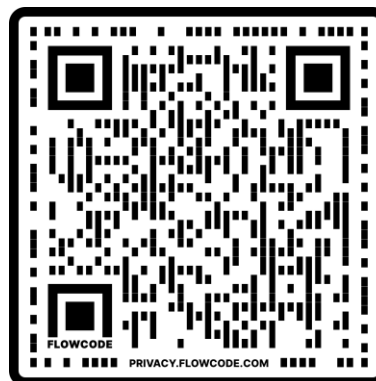
Webinar Recording

This webinar was recorded, and you will receive a copy of it via email to review at any point!



Giving Help Desk

Scan the QR code below for access to our Giving Help Desk. Search for any topic regarding your giving account and we have resources to help you achieve all your giving goals!



Good to Give Toolkit

We have compiled a toolkit to help you get **Good to Give** that will also be sent to you via email. This contains micro videos and articles that dive even deeper into making the most of your online giving account.

Summer of Giving

We know you are stretched thin in the summer with great kingdom building activities, let us take one task off your plate

How Can We Help?

- We will do a mailing to promote giving to your organization on your behalf for FREE!
- You review, approve, provide your logo, provide the specific people & addresses – we send for FREE



Don't forget **<Church Name Here>** this summer.

As summer approaches and many families travel for various reasons, I am asking everyone in the **<Church Name Here>** family to prayerfully consider transitioning their offering to eGiving. There are many reasons why eGiving is our preferred giving method and I've listed a couple below.

1. **Consistency:** The summer season often sees a decline in financial support for our church due to vacations and other commitments. However, our church continues to operate and serve the community throughout the year. By setting up eGiving through **<Giving Brand Here>**, our online giving platform, you can ensure consistent and uninterrupted support for our church with recurring gifts. This allows you to sustain our faith community with consistent giving month after month, helping us better budget and plan for the ministries that mean the most to you.
2. **Stewardship of Time and Resources:** In addition to the security and convenience, your recurring online gifts save our church time, money, and effort. We spend less on paper and envelopes, and online gifts are simpler and more secure for our staff to process. Your decision to adopt eGiving helps free up resources and staff hours that can be better used to grow our ministries and mission.

You can be part of our Summer of Stewardship eGiving Initiative by enrolling today! Simply fill out the secure **[online enrollment form]** or call **<Giving Brand Here>** toll-free at **<Support Number Here>** to speak with someone directly about eGiving.

For those already enrolled in the **<Giving Brand Here>** eGiving program, thank you! It has proven to be the most cost-effective means of receiving your gifts.

Thank you for your faithful commitment to **<Church Name Here>**! Your generosity is making a difference today and building a foundation of hope for generations to come.

In Christ,

<Name Here>
<Title Here>

Thank you for attending!

Ministry Brands®

