



Churches that Implement Online Giving Programs Report Growth of Up to 50 Percent in Total Donations, Says GiveCentral

GiveCentral Publishes White Paper on 8 Best Practices for Enhancing Annual Campaigns through Electronic Giving

CHICAGO – October 14, 2014 – The digital revolution’s effect on fundraising has driven many religious organizations to embrace technology to meet their goals. The digital investment is paying off, as organizations that integrate online giving options and electronic communications with their traditional fundraising outreach report growth of up to 50 percent in total donations. This is according to [GiveCentral](#), a web-based donation platform designed to improve fundraising efforts and donor management for nonprofits. In its new white paper released today, “[Rejuvenating the Annual Campaign with Online Giving: 8 Best Practices for Success](#),” GiveCentral details which digital strategies bring in the greatest revenue for religious organizations during their annual campaigns.

GiveCentral’s eight best practices involve a combination of electronic giving options, a higher level of digital engagement with donors and better online management of campaigns. As a result, GiveCentral’s clients have seen significant returns, with approximately 80 percent of transactions made through GiveCentral’s online service representing net new revenue for religious organizations.

“It’s clear that donors now expect to be able to make contributions anytime, anywhere,” said GiveCentral CEO Patrick Coleman. “To help meet this demand, GiveCentral has helped hundreds of organizations take advantage of flexible electronic giving options. In fact, with GiveCentral, most organizations begin receiving donations from people who did not previously contribute on a consistent basis.”

Eight Best Practices for Rejuvenating an Annual Campaign

GiveCentral recommends the following for religious organizations and other nonprofits looking for a fresh approach to their annual campaigns:

- 1. Track progress throughout the campaign, including effectiveness of each tactic** – Clearly document activities along the way so you can use them for post-campaign evaluation. This will help you understand where electronic giving had the most impact and where more traditional methods may be stronger.
- 2. Employ targeted marketing techniques** – Use your donor management system to segment your donor list so they receive personalized and customized communications that encourage them to give.
- 3. Communicate with donors on a consistent and frequent basis** – While the annual campaign is the highlight of the giving year, communicating consistently with donors throughout the year will yield greater results. In fact, organizations using GiveCentral have bolstered revenue by 30 percent when they deliver messaging to donors on a regular basis.

4. **Take action to engage donors throughout the year** – Let donors know they are special members of your community through a variety of methods, including inviting them to exclusive gatherings, highlighting them on your website or sending them handwritten notes. Establish a schedule for ongoing communications and stick with it.
5. **Acknowledge every donation** – Even a small gesture such as a thank you can go a long way. Thanking donors can increase donor retention by 10 percent today and enhance the lifetime value of your donor base by 200 percent, according to StudyFundraising.info.
6. **Be transparent** – Provide specifics about how donations help your mission, particularly the people who are positively affected by your organization’s work.
7. **Make it easy to give** – Offer as many ways to give as possible, including both traditional and digital methods, so all of your audience’s needs are met. Add suggested giving amounts to your website, which can lead to donations that are 43 percent larger.
8. **Promote recurring donations as the preferred method of giving** – Be sure to put a spotlight on the recurring donation option, as these donations provide a steady, predictable stream of support that can lead to better budgeting and more help for other year-round programs. In addition, recurring donors tend to be more loyal and give more over time. On average, recurring donors give 42 percent more per year than one-time donors, according to networkforgood.org.

To download a copy of the white paper, “[Rejuvenating the Annual Campaign with Online Giving: 8 Best Practices for Success](#),” visit www.givecentral.org.

About GiveCentral

[GiveCentral](#) is a web-based donation platform designed to help nonprofit organizations raise more money. By consolidating all collection, fundraising and communication activities in one place, GiveCentral makes it easier for donors to give, for nonprofits to communicate and for administrators to manage their finances and donor records. Through its customizable, cost-effective and versatile platform, GiveCentral enhances the fundraising experience for all those involved.

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Media Contact

Ann Warren

awarren@clearedgemarketing.com

770.328.8384