GIVECENTRAL CASE STUDY:
St. John Berchmans
SUNDAY OFFERTORY NOW AT 92.3% RECURRING

THE SOLUTION
In 2010, St. John Berchmans implemented GiveCentral to help process electronic giving and to support fundraising initiatives through the following tactics:

• Incorporation of GiveCentral’s platform with fundraising events and activities.
• Strong push for online giving through mailing campaigns and endorsement from the pastor.
• Regular database cleanup to keep contacts up to date.
• Introduction of GiveCentral GO mobile app to coordinate electronic donations during fundraising events.

HOW GIVECENTRAL MADE A DIFFERENCE
Increased and consistent online giving, constructive reporting, streamlined processing, automation of reports, ease and variety of donation collection, active budgeting process, and a flexible payment platform.

• Gifts are more consistent, with greater per-donor giving via electronic transactions.
• First year of GiveCentral implementation processed $5,000 per month on average.
• St. John Berchmans now processes $22,000 per month on average through GiveCentral.
• Sunday giving doubled from June 2014 to June 2015.
• Almost one third of revenue collection now comes in through GiveCentral.
• Community members and school families now give more even when not at Mass, offsetting summer stagnation.
• St. John Berchmans’ GiveCentral total processing since start date: $2.3 million (parish + school).

YEAR OVER YEAR ONLINE GIVING INCREASE
Average monthly processing through GiveCentral, in thousands of dollars

<table>
<thead>
<tr>
<th>Year</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
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<tr>
<td>Value</td>
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<td>10</td>
<td>15</td>
<td>20</td>
<td>30</td>
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</tbody>
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“We found that people that give electronically definitely give more. We have almost a third of our collection come in through GiveCentral.”

—Joe D’Arco
Director of Operations

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