

## 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.

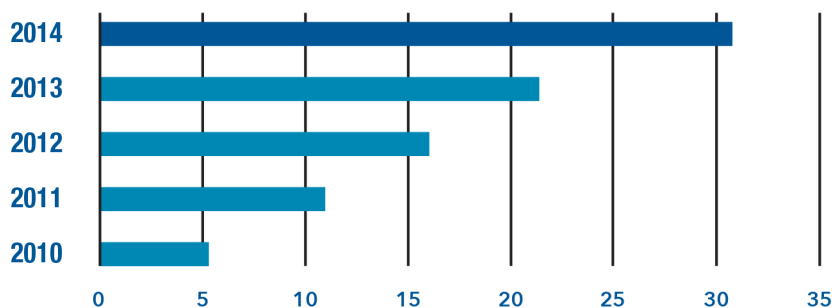
## HOW GIVECENTRAL MADE A DIFFERENCE

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



## OBJECTIVE:

TO PUSH FOR GREATER  
SUNDAY OFFERTORY AND  
PARTICIPATION FROM THE  
COMMUNITY AT ST. JOHN  
BERCHMANS PARISH AND  
SCHOOL.



"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

