



4 Action Plans to Reach Your Givers

VANCO

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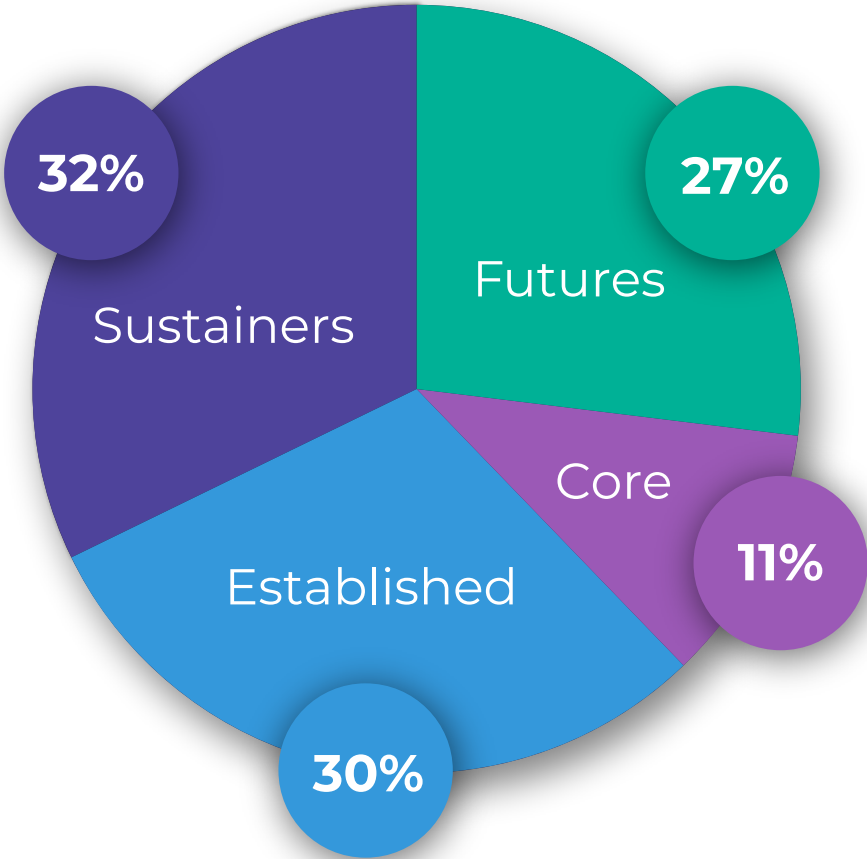
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Getting to Know Your Church Givers

Grouping people based on similar demographics or characteristics allows researchers to discover insights and follow trends. If you're familiar with Millennials, Baby Boomers and Gen Xers, then you know what we're talking about.

In a similar fashion, we used the findings from our research into churchgoer giving preferences to group givers into four types: Futures, Core, Established and Sustainers. These givers fall into categories by age, career stage, social media use, how often they're active at church and how they prefer to give.

The Four Types of Givers Within Your Church



Source: Vanco Churchgoer Giving Study

What Giving Types Mean for Your Church

Churches can use this information to understand how different members interact with their ministry and give to their mission and how the church can adapt and change as members do.

By identifying consistent types of givers across the U.S., we found that members of these groups express consistent eGiving preferences.

In other words,

people in similar life stages want similar ways to give to your church.

That's an important takeaway. You can potentially reach large groups of untapped givers by meeting their common needs.

We've sifted through the data to bring you the most important information about each type of giver, along with four action plans to help you reach each and every one of them.





1

The Nontraditional Futures of Your Church

What You Need to Know About Futures

Your members who fall into this category will be in their 30s and married with kids. They will likely invest in both their career and spiritual life, but you won't find them at services every week. Weekday programs and activities are important for these members and their families.

Technology use in this group is firmly grounded in their smartphones. It's how they do everything from grocery shopping to giving. Checks are far from these givers' minds.



About the Futures

Age: Early 30s.

Household Income: Greater than \$75K.

Employment: 68% are employed full time.

Children at Home: Yes.

Attendance: They attend your church weekly.

Church involvement: A bit of everything, but they are less likely to attend worship services.

Social media use: Heavy.

An Action Plan to Reach Futures

Futures would like to give with recurring credit card payments by a smartphone app and text. That means you should:



Make sure your website is optimized for mobile. Futures are more likely to give on their phones than any other generation. A website that isn't optimized will deter them from giving.



Set up text to give or a smartphone app for easy giving or for special events since many will not have cash or checks on hand.



Use social media to communicate with Futures about their giving options. They can be found on a wide variety of platforms.



A Message to Connect with Futures

“We all love using our phones. Use yours to further our mission! Give a gift right from your phone with our mobile eGiving tools.”





2

The Small but Committed Core Group

What You Need to Know About Core Members

These givers work full-time inside or outside the home and are in their late 30s and 40s. Most will have kids, and you'll see them around a lot. They are your most active members and will attend events and volunteer several times a week.

While Core members are well-connected, this group is more likely to give on their computers instead of smartphones.



About the Core

Age: Late 30s and 40s.

Household Income: They have a wide range of income.

Employment: 62% are employed full time, and 13% work at home.

Children at Home: Yes.

Attendance: They attend your church multiple times a week.

Church involvement: Everything, especially children's events.

Social media use: Moderate.

An Action Plan to Reach Core Members

Core members are in your church a lot and are very committed, even though they're a smaller percentage of your members. Based on our research, up to 80 percent of your most actively engaged members, which includes the Core group, prefer online giving. To engage them:



Add kiosks in high-traffic areas for a convenient way to give between church activities, particularly around children's activities and classrooms.



Make it easy to set up online giving and recurring payments from a bank account or debit/credit card. eGiving is important for this busy group.



The Cores are on a variety of social media platforms and will likely be your most engaged members. Make sure you're also active on their social platforms.



A Message to Connect with Core Members

“Take the work out of giving! Set up automatic offerings and pledges right from your computer or tablet that will seamlessly reoccur every week, month or year. Or give on the go with your smartphone.”





3

The Established but Detached Members

What You Need to Know About Established Members

The kids are out of the house and retirement is on the horizon for Established members who are over age 55. It's possible they're still working full-time or at least part-time.

While regularly attending church is important to Established members, they have other priorities too. They may even seem a bit disconnected from the church at times.

This group intends to give regularly, but they may find it difficult when they're on vacation or out for a few weeks. Although they're mostly familiar with cash and checks, they're still open to new things. It might just take a little more encouragement.



About the Established

Age: Over the age of 55.

Household Income: Tends to be Polarized, either affluent or lower income.

Employment: 38% are employed full-time, and 38% are retired.

Children at Home: Not likely.

Attendance: They attend your church weekly.

Church involvement: Mostly volunteer opportunities.

Social media use: Light, mostly Facebook.

An Action Plan to Reach Established Members

One of the larger groups of givers in your church, Established members have more time on their hands. They're an active group but tend to be more involved with volunteer events and less likely to attend church services. To engage these members:



Offer educational materials explaining how online options save time and money for members and the church. Make sure these are available at events other than the main Sunday service.



Insert reminders about eGiving in emails and bulletins. Established members need to see several suggestions before deciding to try something new.



Engage with Established members on Facebook, their main social platform. Post information about eGiving, too.



A Message to Connect with Established Members

“Giving has never been easier! Pick up a flyer today to learn about the church’s online giving and text-to-give options.”





4

The Heart & Sustainers of Your Church

What You Need to Know About Sustainers

Like the Established group, Sustainers are also in the 55-plus age group. Many of them are retired and have been with your church for many years.

You'll probably see these members every Sunday. They value the friendships they've made over time and being with family. Both the spiritual and social sides of church are important to Sustainers.

While Sustainers are open to online options, they are most familiar with cash and checks and may need more personal interaction to make the change to eGiving.



About the Sustainers

Age: Over the age of 55.

Household Income: Tends to be lower.

Employment: 28% are employed full time, and 39% are retired.

Children at Home: Not likely.

Attendance: They attend your church multiple times a week.

Church involvement: Mostly Bible studies and Sunday school.

Social media use: Light, mostly on Facebook.

An Action Plan to Reach Sustainers

Your largest group of members, the Sustainers are active in your church and enjoy attending Bible studies, small groups and committee meetings. Like Core members, they tend to be found at activities outside of the main Sunday service. Sustainers are a little older and need a personalized introduction to eGiving. To best reach them:



Encourage church leaders to promote eGiving during the main service and at Sunday School or small group meetings. This personal endorsement helps increase adoption among Sustainers.



Sustainers value efficiency and responsible money management, so be sure to explain how eGiving accomplishes this with less paperwork and time expended by staff.



Provide step-by-step guides to eGiving and set up educational meetings where they can ask questions.



A Message to Connect with Sustainers

“We have convenient eGiving options so you can give automatically on the same day each month. If you’d like to learn more or talk with someone about how to use eGiving, call the church office!”



What's Next?

If you read the giver profiles in the previous pages and nodded along in agreement, you're not alone. Technology has changed and continues to change the world we live in, including the preferences and actions of church members and visitors. Your churchgoers either grew up with technology at their fingertips or are adopting it at the urging of their peers and grandkids.

This statistic drives it home: **“60 percent of overall churchgoers prefer giving electronically, and preferences toward eGiving are strong across all age groups,”** according to our survey of 1,000 churchgoers in the U.S.

Is your church prepared to implement new giving methods to meet your members' needs? The four action plans in this eGuide are just the start. We encourage you to dive into the [free resources](#) on our Vanco website. And if you have any questions – [ask us!](#) Our giving experts are here for you.

Take the first step toward eGiving and contact us at:

800.675.7430 or VancoPayments.com

About Vanco

Vanco serves those who make communities better places to live. Vanco provides electronic payment and donation processing solutions, as well as software that enables educational organizations to operate more efficiently.

More than 20,000 churches trust Vanco to securely process donations and payments every day.

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