

# Software Personalization

Your church will spend weeks 2-4 during the 90-Day Digital Giving Launch Plan reworking up technology. One of your main priorities during this time should be software personalization. While the SecureGive tool will go a long way in helping to increase giving at your church, it's essential to personalize this resource to your congregation.

People everywhere are demanding increased personalization. That means this is where smart organizations focus their work. Just think of the fact that Apple - one of the most successful companies in the experience economy - was recently credited with ushering the "Personalization Era." Your congregants want an experience catered to them; not a one-size-fits-all solution.

It's your job to give it to them.

## Brand Secure Give App

You can start your path to software personalization through app giving. Donations made via smartphone app have skyrocketed in recent years, so this is an area you cannot overlook. The software utilized in the DonorWerx framework allows you to brand your own app so congregants recognize that they're giving to you. This allows them to know exactly where their money is going.

## Set Up Donation Categories

Of course, congregants also want to know what you're doing with their money. This is why you should set up donation categories as well. If congregants can choose whether their money goes to the youth ministry, homeless outreach, or general fund, they're more likely to happily give. Also, this option allows you to better target your message based on donor preferences

## **Generate App Helper Text**

Unfortunately, being able to choose where their money goes means little if a donor cannot properly navigate the app. This is why you'll also use weeks 2-4 to choose app helper text that will be included. If you're not making things easy for your contributors, you're not creating an experience economy that will build your church. App helper text will help you overcome this hurdle.

## **Thank You Email Templates**

By now, you might think that this entire system is about app giving. Go ahead and push that idea out of your head. You're creating your church's own story by rolling out this strategy, and there are many fronts where you'll be making headway. Thank-you email templates are one of the most important of these fronts, and they're an essential aspect of your follow-up.

The DonorWerx Framework includes several resources you can use for this purpose, so take the time to personalize the templates provided. Once you've completed the entire framework, though, you'll also be able to create these email messages on your own. After all, it's better to teach a man to fish - right?

## Confirmation Post-Gift Page

Of course, a point comes when you have to think about your online giving pages. We'll go over the anatomy of a secure donation page in later lessons, but you should also put thought into personalizing the confirmation page that comes up after one of your congregants makes a donation.

This is another great area for personalization since you can tell the exact story a specific donor segment wants to hear. Did they choose to donate to the homeless mission? A confirmation page featuring a video of your work building homes might be ideal. Did they give to the general fund? Images of every mission your ministry is involved in would work perfectly.

## Upload Donors into Software

Now, you've got a good portion of the software personalization done. What could we be forgetting? The donors, of course! You need to upload your donors' information into the digital giving software to start taking big steps towards increasing giving in your ministry. By entering the data you've learned about your congregants thus far, the ability to better target your messaging will increase exponentially.

## Setting Employee Permissions

You should be set and ready to go by now, right? Well, there's just one more bit of personalization necessary. You'll need to set employee permissions in your digital giving software. These settings will depend heavily upon the roles and responsibilities you doled out in the first few weeks of your 90-day launch plan.

The permissions you set will dictate the level of control a user has in your system. Those who you grant access to will be able to see reports, giving totals, specific demographics and other important key performance indicators. Make sure you choose a devoted team with the overall goal of increasing your ability to do God's work!

## What's Next?

Now that you've chosen your team and personalized your digital giving software, it all comes down to the messaging. Take a moment to review the provided Software Implementation Checklist, and once you're finished, we'll jump right into crafting your message and properly utilizing your marketing assets.

Don't stop yet - we're almost there!