Technology Solutions

It's fun to think back on simpler times. After all, who doesn't feel a little tinge of rustic desire when driving by an old country church in a small and simple building? In fact, your ministry might fit this description perfectly. Regardless of the size or location of your church, though, there's one thing that's unavoidable.

Technology.

Technology is part of any effective experience economy. Airbnb can only offer its services thanks to improved internet access, and the My Disney Experience app helps visitors to the theme park make the most out of their vacation. Companies around the world focus on experience, and as it turns out, technology has also become an indispensable part of ministry growth.

From virtual services to online donations, tech tools have found their way into houses of worship across the globe. And while it may seem difficult to keep up with consistent advances in technology, the ability to do so is what separates churches that thrive from those that stagnate.

Campaign Tech Tools

There are countless technological tools that can be utilized for a variety of essential tasks around your ministry. For the purposes of this lesson, though, let's focus on the resources you need to make your giving campaign successful.

Start by thinking of online tools that can effectively help you spread your message. By posting blog entries on your website, for instance, you can improve traffic to your ministry's page while spreading the message that will help you increase giving.
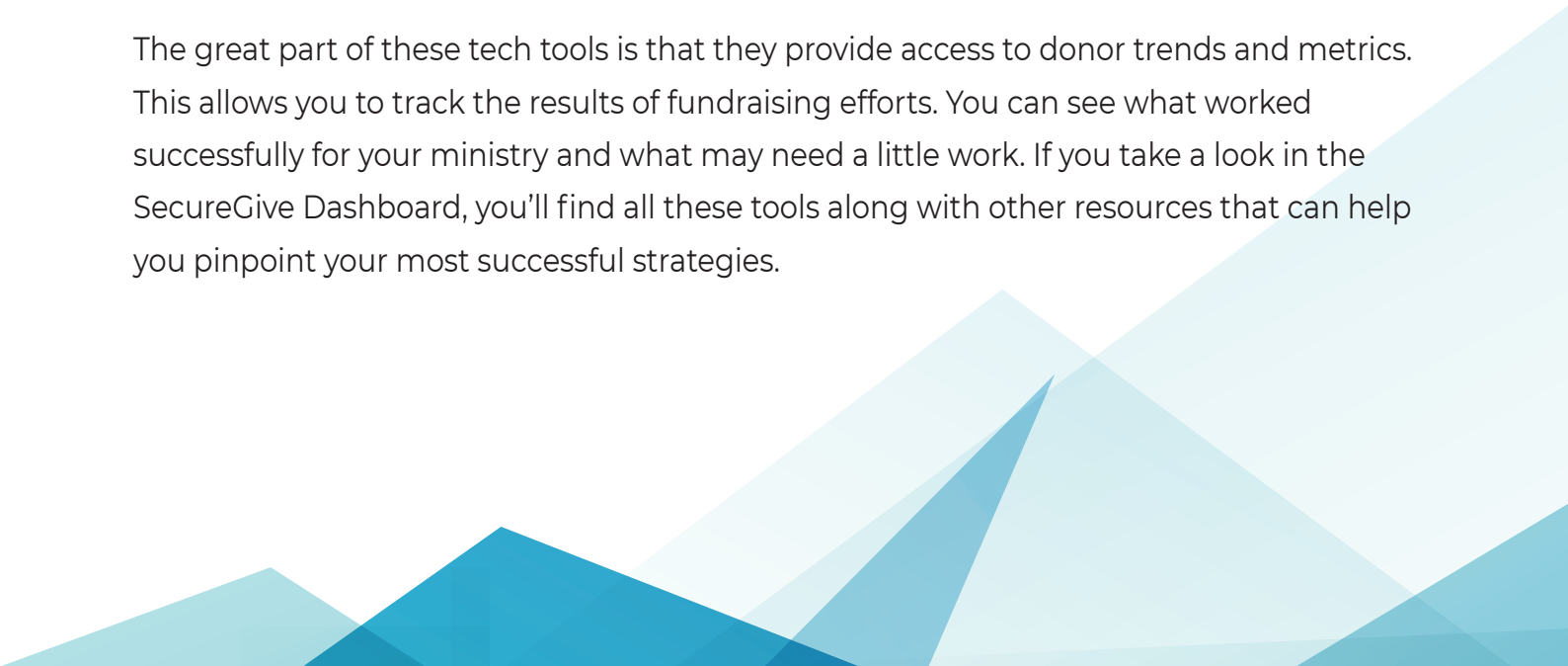
Facebook is another powerful resource that many church leaders utilize. The platform offers the opportunity to communicate directly to your congregation while also expanding your reach into the community. You can also utilize Facebook Ads to target specific subsets of your donors with messaging that appeals to their values.

You should also consider using Hootsuite for social media postings. This tool allows you to schedule posts in advance across several platforms. As a working church leader, you probably don't have time to get on Facebook throughout the day. That's why Hootsuite is perfect for those who might just have a few minutes to schedule a week's worth of posts.

Using Tech to Offer Additional Giving Options

If you *really* want to see the power of technology in the ministry, though, you need only look towards the additional giving resources that are available. Did you know that congregants can contribute to your church via text message, smartphone app, kiosk and online donation site? Christianity *Today* even said text tithing is now a multi-billion dollar industry!

The great part of these tech tools is that they provide access to donor trends and metrics. This allows you to track the results of fundraising efforts. You can see what worked successfully for your ministry and what may need a little work. If you take a look in the SecureGive Dashboard, you'll find all these tools along with other resources that can help you pinpoint your most successful strategies.

You'll also receive detailed data from BitDonate when your ministry starts accepting CryptoDonations. When you have this information and that from DonorWERX Giving Software, it really only comes down to replicating your success. You'll have the secrets of increased giving right at your fingertips, so the only way to go from there is up.

Benefits of Online Giving

There's no denying that there are several tech resources that can improve giving at your church, but when starting out, you should focus on online giving. This requires minimal effort on the part of your donors, and you can include a link to your donor page within every piece of content and messaging that you send out.

The really big benefit of online giving, though, is that it appeals to consistent and recurring givers. You can set up automatic payments through the tools provided by DonorWerx, and this can greatly increase giving to your ministry. In fact, studies have shown a 39 percent increase in recurring gifts when automatic donations are offered.

The fact is that people just don't like paying bills, and when they have to manually donate to your ministry, it starts to feel like that's what they're doing. Many of the other benefits of offering automated payments are widely known — even outside of the world of giving — but it wouldn't hurt to mention them once more:

The biggest benefit **comes to your donor.** They don't have to stuff envelopes, purchase stamps, waste paper, go to the post office or exert much effort at all. In fact, they don't even have to be present at service. We all saw how important this became when COVID-19 significantly reduced attendance numbers.

Your church **will also see benefits** by having much of the giving process automated. Donations through your website can be directly deposited to your bank. And since this technology is making it easier for congregants to give, you'll certainly benefit from increased overall giving.

It's Time to Take Tech Seriously

Even with all these known benefits, several churches still drop the ball with online giving. In fact, most ministries see less than 75 percent of their donations coming through digital platforms. While 75 percent may seem like an impressive number, the fact remains that it's relatively low since nearly all of your congregants have the ability to give online.

Increased giving is great no matter how it materializes — whether it's via text, mobile app, CryptoDonations or any other method of giving. If you show parishioners the convenience and benefits of digital giving, you'll effectively improve their experience. Before moving on to the next lesson, make sure to review the provided resource, Connecting Digital Giving to Specific Needs. This will help you move more congregants towards online giving.