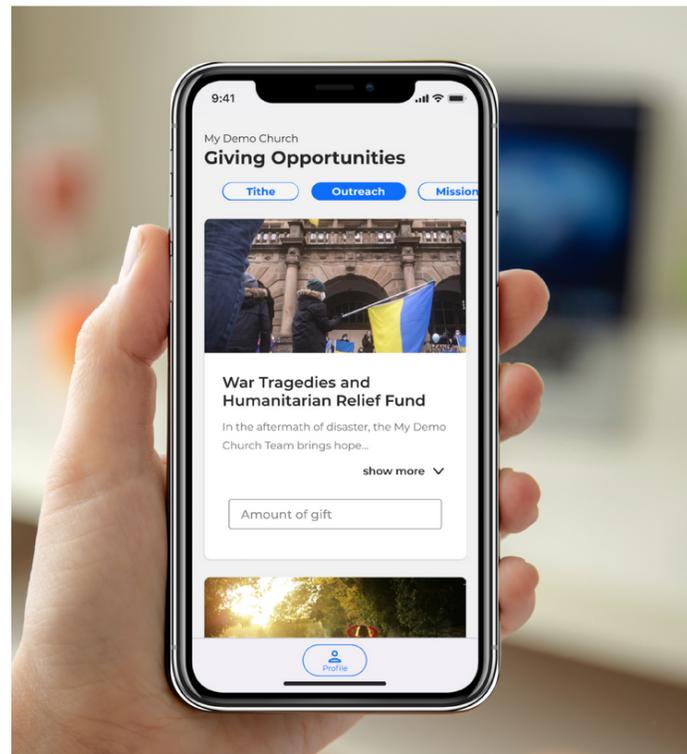


How the top five components of an effective giving experience affect your givers' generosity.



## HOW VISION2 HELPS GROW GENEROSITY



# Carl Tierney

## Cofounder and CTO of Vision2

Today's givers don't give out of obligation like the generations before them. Their motivations are completely different. And their tech savviness and expectations are much higher, while their loyalty is generally fickle.

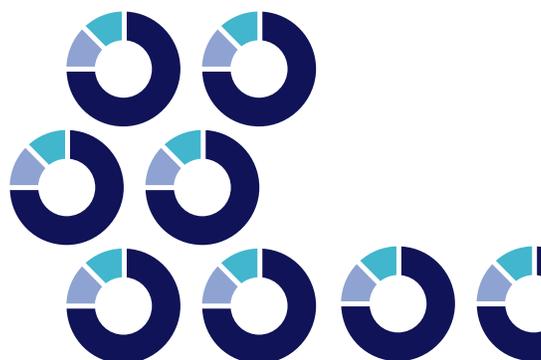
There's no silver bullet for growing generosity and stewardship. Some of the responsibility lies within the individual, some with the church itself, and some with the tools designed to help.

Unfortunately, a lot of those tools do the opposite of helping. The giving experience is transactional, like paying a bill. There's no semblance of worship or of connecting givers more deeply into the church. And the experience doesn't demonstrate the impact of their gifts or inspire givers.

So we've reinvented online giving for churches with a comprehensive solution that truly puts a premium on the givers' experience.

Let's take a quick look at the top five components of the effective giving experience that helps our clients grow non-recurring digital generosity by an average of 17% in their first 6 months on the platform.

Save time and money, while accelerating giving growth.





# Table Of Contents

<b>Streamlined Giving Experiences</b>	<b>4</b>
Demonstrating Gift Impact	5
<b>The Importance of Personalization</b>	<b>6</b>
Developing Stewardship in Your Congregation	7
<b>Analytics: Know Your Givers</b>	<b>8</b>

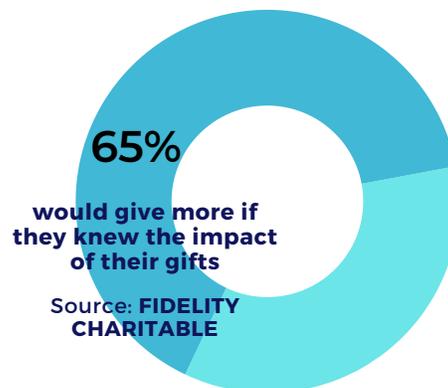
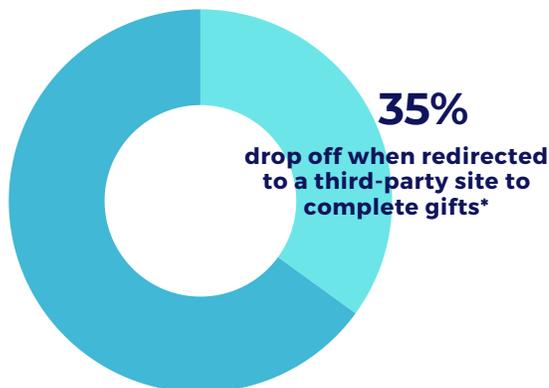
# Streamlined Giving Experiences

There's been a tremendous amount of research around the subject of online giving and why 83% of charitable gifts are abandoned midway through the experience.

We call these five technical aspects the deadly sins of online giving. They are your givers' first impression with your system and just a few of the challenges Vision2 solves.



\*Truelist 2023 \*\*Accenture 2017.



Source: FIDELITY CHARITABLE

Most church online giving solutions are plagued with these concerns: Givers see only a uninspiring text drop-down list of fund names to choose from. Then they are redirected to a third-party site to complete their gift, and receive a generic, transactional receipt from a DO-NOT-REPLY email address. A third-party gets the last word with your givers!

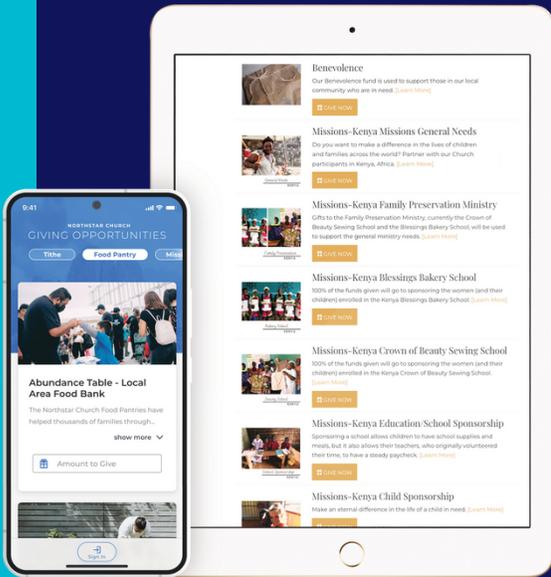
Every step of the way, from exploration to gift completion to acknowledgments, Vision2 helps giving feel more like worship and connects givers to their church.

# Demonstrating Gift Impact

Today's givers don't give out of a sense of obligation, but out of impact. 65% say they would give more if they knew their gift's impact.

For the first time ever, giving to churches as a percentage of total charitable donations is the lowest it has ever been (29%), down from 61% in the 1980s. (Source: Giving USA)

Why? Nonprofits have learned to demonstrate impact, mission goals and transparency. And they are in competition for your donors' dollars.



## Why Every Sermon Starts with a Picture

Every day, your attendees watch videos, create memes and upload pictures to their favorite social media platforms with astounding velocity:

- [More than 50 billion photos](#) have been uploaded to Instagram (Source: Omnicore)
- [694,000 hours of video](#) are streamed on YouTube each minute to its 1.7 billion unique monthly visitors. This is 53% more viewing than Netflix! (Source: Hootsuite)

This not a new concept. To connect with his followers, Jesus told stories using word pictures of priceless pearls, fruitless fig trees, and coins inside fishes.

Ministry communicators who leverage stories, photography and video demonstrate the impact givers can have in the community when they participate in various mission projects.

Vision2's media-rich Give Stories and customizable acknowledgements make it easier to showcase your impact in the community and inspire givers to join in.

*There's a reason a picture is worth a thousand words.*



# The Importance of Personalization

When it comes to connecting with your givers in our highly technical world, even the best software can't replace the personal touch. But knowing every member well and staying connected isn't easy.

The secret to accomplishing it? *Personalization.*

## The Power of Personalized Connections

We've all been moved to take action by brands like Netflix or Amazon that strategically put the specific products and services that interest us where we will see them.

And here's the surprising truth: Your givers don't simply accept that their data will be used by organizations they interact with to deliver personalized communications that enhance their experiences.

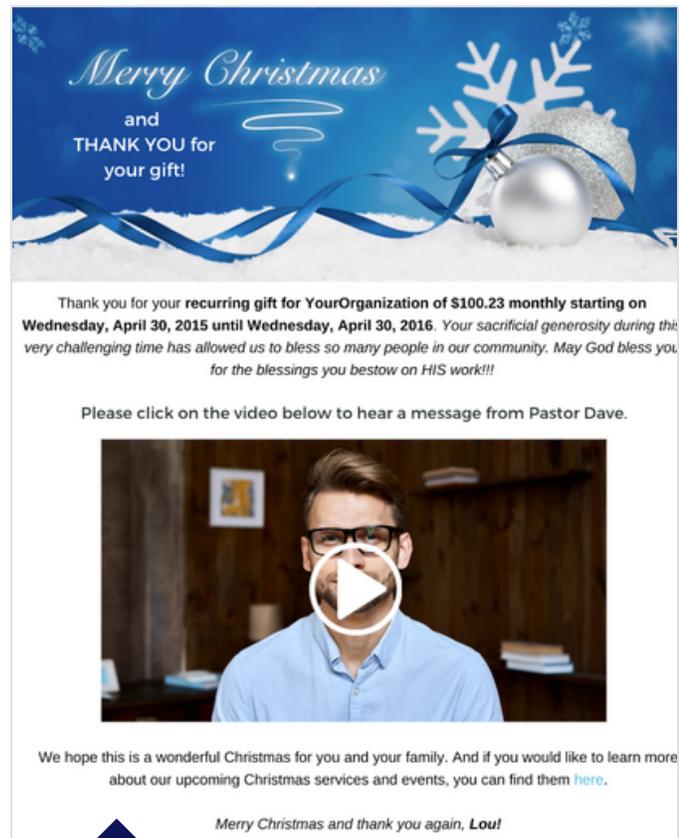
They expect and embrace it – even from the church. Givers believe technology can deepen their engagement with the church they love. And they know it will help them connect with initiatives in the church they are most interested in.

## More Than a Name

Netflix wouldn't impress you if none of the content they sent you was relevant ... even if their message included your name.

Personalization is more than addressing givers by name ... although that's important.

Vision2 personalized messaging allows you to automate a special welcome email to a first-time giver, along with how-to-get-connected links. Or you may want to automate a congratulatory email for a pledge giver who just met a goal.



***Vision2 acknowledgments let you personalize thank you emails with branded headers, video and customized content.***

**Now that's the personal touch!**



## Developing Stewardship in Your Congregation

**“Growing” generosity is disciplining givers to mature in their financial engagement with the church and with others.**

Leaders know that generosity grows out of an abundance of love and trust in our heavenly Father. That leads to awareness that giving is an act of worship, a spiritual discipline God uses to bless those who trust him with their resources.

### Generosity is a Result

The fruit of the Spirit is not a to-do list, but rather evidence of the Spirit’s work in us. Similarly, generosity manifests as a result. It is nurtured by a series of stewardship "seeds" as listed on the right.

## Stewardship: 9 Seeds of Generosity

- Gratitude
- Trust in God
- Financial health
- Sense of belonging
- Being moved/inspired
- Conversations about generosity
- Feeling appreciated
- Being asked
- Giving preference options

**Relationships are the foundation for success in a church's growth strategy.**

Digital connections can and do play an important role in establishing and nurturing strong ties.

Vision2 enables leaders to understand where each giver is in this maturing process and communicate with them personally.

# Analytics: Know Your Givers



*Churches have been collecting giving data on members and guests for years. But what are they doing with all that information?*

## Leveraging Giving Data

Your giving data can help you:

- Know your givers and what's going on in their lives
- Help them feel known and appreciated
- Connect them more deeply to the church's ministries
- Disciple them in financial stewardship
- Access actionable data for proactive oversight and forecasting of your church's financial health
- 

**Vision2 offers  
real-time, intuitive,  
simple-to-use reporting  
on your most  
important metrics.**



Now you're ready for our resource, [A Ministry-First Approach to Generosity: 26 Tactics to Better Serve Your Givers.](#)

It's the most important and ethical use of your giving data.

# Ready to learn more?

Vision2 is more than giving software.  
A true solution like Vision2 solves  
your church's giving challenges.

# Do Good. Better.™

## Contact Us:

- 📞 855.272.0863
- ✉ info@vision2.com
- 🌐 www.vision2.com

## Our Promise:

As your partner, we'll support you every step of the way.

