



# Success Story: How a Growing Church Inspired Its Members' Giving

## Shifting to Direct Payment was key

A thriving congregation with a 75-year history, Mission Hills Church operates on four campuses in the Denver metro area. The nonprofit organization gives back to the community by translating the Bible, offering career and leadership development, combating sex trafficking and more.

Members contribute to the church's mission through tithes, offerings and other financial donations. Direct Payment makes regular giving easy, encourages greater generosity and extends the impact of donors' dollars even further.

### ACH Donors

\$1,700

Average Direct Payment yearly donations

\$650

Average non-Direct Payment yearly donations

### Direct Payment Promotes 'Intentional Giving'

Mission Hills members who donate electronically give more per person than those who give via the offering plate, says Business Operations Director Tracy Snyder.

“When attenders set up a [Direct Payment] recurring gift, they take a look at their financial picture now and in the future, enabling them to give more intentionally to God first,” she says. “When you do it week by week, it opens the door for your gift to be based on what’s left over because life can get in the way.”

## Benefits of Direct Payment Donations

Direct Payment allows members to make gifts using their checking and savings accounts. It also:

- Reduces fees and administrative hassles, which is especially important for faith institutions operating on tight budgets.
- Encourages automatic, recurring giving from the faithful.
- Expands an organization's payment options, providing members with the flexibility to make payments in the manner that best suits their needs.

### Sunday Service Donations

\$235

Average check

\$347

Average electronic deposit

## Maintaining a Steady Donation Stream

Before Mission Hills used Direct Payment, giving dipped over the summer, when members typically go on vacation. Now, the church sees a steady cash flow throughout the year.

## Of Mission Hills Church's \$8 million in donations:

### Donations Given Online vs In Person

☐ **Half** of Mission Hills' donations are given online

⋮ **40 percent** of these online donations are by Direct Payment

### Recurring vs One Time Donations

↻ **30 percent** of Direct Payment donations are recurring versus one-time



Nacha

Visit [ACHGiving.org](https://ACHGiving.org) to learn more about how your organization can benefit from Direct Payment.