



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

Shifting to electronic bank transfer was key

A thriving congregation with a 75-year history, Mission Hills Church operates on four campuses in the Denver metro area. The religious 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 gifts. Electronic bank transfers make regular giving easy, encourage greater generosity and extend the impact of donors' dollars even further.

Donations

\$1,700

Average electronic bank transfer yearly gifts

\$650

Average non-electronic bank transfer yearly gifts

Electronic Bank Transfers Promote 'Intentional Giving'

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



When attenders set up [an electronic bank transfer] 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 Electronic Bank Transfer Gifts

Electronic bank transfers allow members to make gifts using their checking and savings accounts. They also:

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

Sunday Service Gifts

\$235

Average check

\$347

Average electronic bank transfer

Maintaining a Steady Donation Stream

Before Mission Hills used electronic bank transfers, 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 gifts:

Gifts Given Online vs In Person

- ☐ **Half** of Mission Hills' gifts are given online
- ↔ **40 percent** of these online gifts are by electronic bank transfer

Recurring vs One Time Gifts

- ↔ **30 percent** of electronic bank transfer donations are recurring versus one-time



For more information on how your organization can benefit from electronic bank transfers, go to nacha.org/nonprofits.