



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 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. 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 gifts

\$650

Average non-Direct Payment yearly gifts

Direct Payment Promotes '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 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 Gifts

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 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 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 gifts:

Gifts Given Online vs In Person

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

⋯ **40 percent** of these online gifts are by Direct Payment

Recurring vs One Time Gifts

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



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Visit ACHGiving.org to learn more about how your religious organization can benefit from Direct Payment.