



METROPOLIS OF  
SAN FRANCISCO

2021 STEWARDSHIP TOWN HALL SERIES

# Year-end Giving Campaigns *and* Implementing Donation Platforms & Technologies

Monday, December 20, 2021

*Welcome to  
our final  
Town Hall  
for 2021!*

## **Part 1 — Year-end Giving Campaigns**

*presented by Rev. Father James Kordaris & Bill Marianes*

## **Part 2 — Implementing Donation Platforms & Technologies**

*presented by Stacey Stathulis & Steve Pappas*

## **Part 3 — 2021 Town Hall Recap & 2022 Planning**

*facilitated by Steve Pappas*

# Part 1 — Year-end Giving Campaigns


*presented by Rev. Father James Kordaris & Bill Marianes*



Welcome  
At Christmas

## Remind Parishioners Often: E-Bulletin, Print Bulletin, Social Media

Getting Started GOARCH - Sign In SAINTS




**SHOULD YOU CONSIDER  
A GIFT OF APPRECIATED ASSETS  
TO YOUR CHURCH?**

**A GIFT OF APPRECIATED SECURITIES MAY BE  
FOR YOU IF YOU'RE HOLDING STOCKS & BONDS  
THAT HAVE INCREASED IN VALUE**

You would be supporting the ministries of your church and may also receive an immediate tax deduction for the fair market value of the securities on the date of the gift (transfer), and pay no capital gains when the securities are sold.

*Please consult your tax advisor for your specific tax benefits.*



# GIFTS OF APPRECIATED SECURITIES

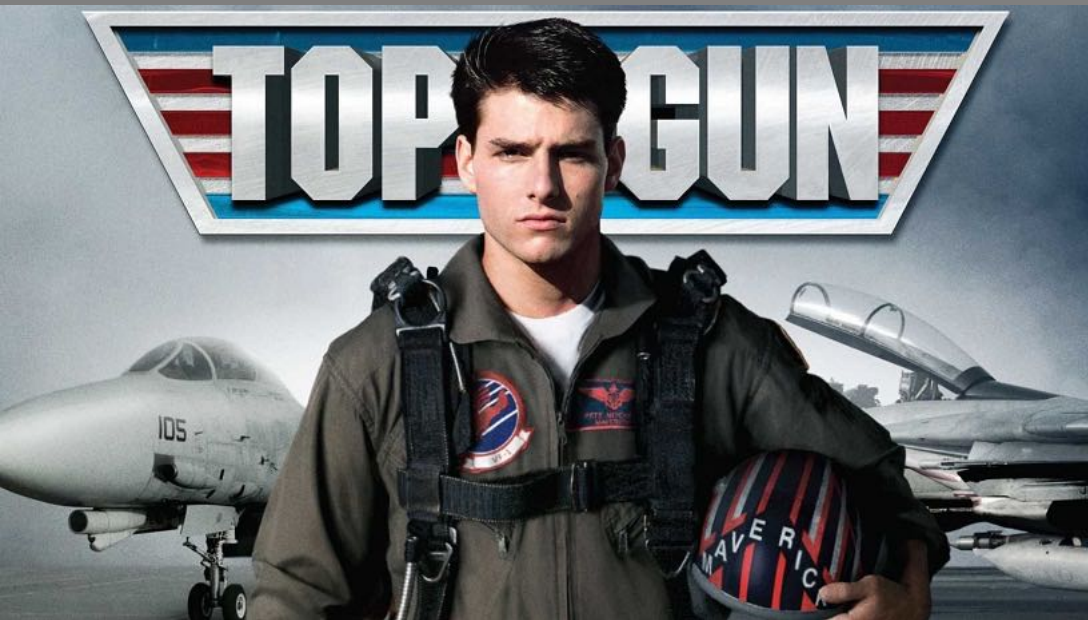




# Qualified **Charitable** Distribution

*If you own an IRA and are 70.5 years of age, you are required to take minimum distributions each year. However, you may not need the added income, nor the added tax burden. Consider your options.*

*Qualified Charitable Distributions are an effective strategy for eliminating taxation on the required minimum distributions taken from your IRA, up to \$100,000.*



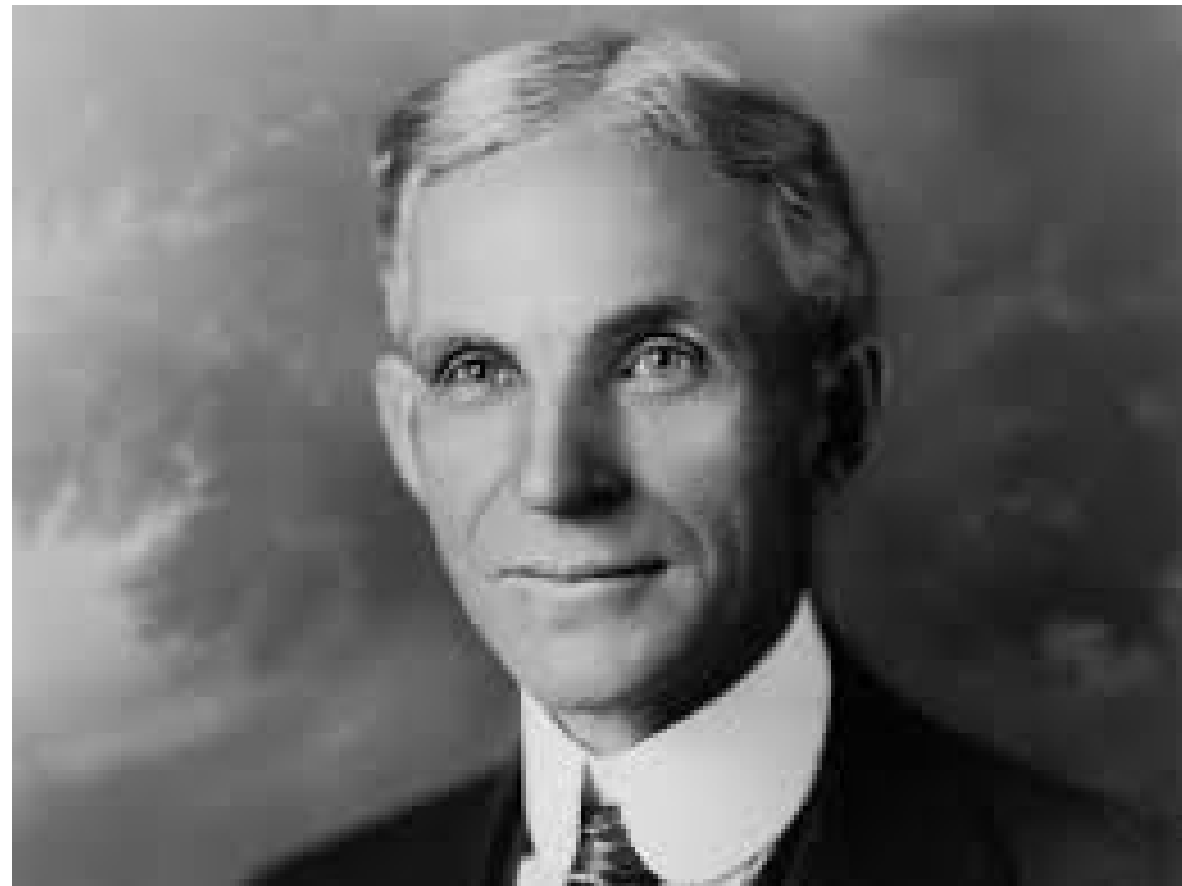
***“The clock is ticking, and as of now we are keeping score.”***

**10  
Days  
Left**



“If you keep doing  
what you’ve  
always done,  
you’ll keep getting  
what you’ve  
always got.”

Henry Ford





# **End of Year Giving Facts**

- ~ Nearly one third (31%) of annual giving occurs in December.**
- ~ 12% of all giving happens in the last 3 days of the year**
- ~ CAPITAL GAINS law changes = giving opportunities**
- ~ 60% of nonprofits make between 1-3 donor “touches” for their year-end campaign.**
- ~ 28% of nonprofits raise between 26% to 50% of their annual funds from their year-end ask.**
- ~ All winning relay teams save their best runner and quickest lap for a strong finish**



# End of Year Giving Facts

- ~ 49% of all church giving transactions are made with a card (credit/debit)
- ~ percent of donors enrolled in monthly church giving =
  - 40% of Millennials
  - 49% of Gen X donors
  - 49% of Baby Boomer donors
  - 30% of donors aged 75+ say they have given online in the last 12 months

<https://nonprofitssource.com/online-giving-statistics/church-giving/>



# End of Year Giving Facts

~ Experiments show that “people are much more responsive to charitable pleas that feature a single, identifiable beneficiary, than they are to statistical information about the scale of the problem being faced.”

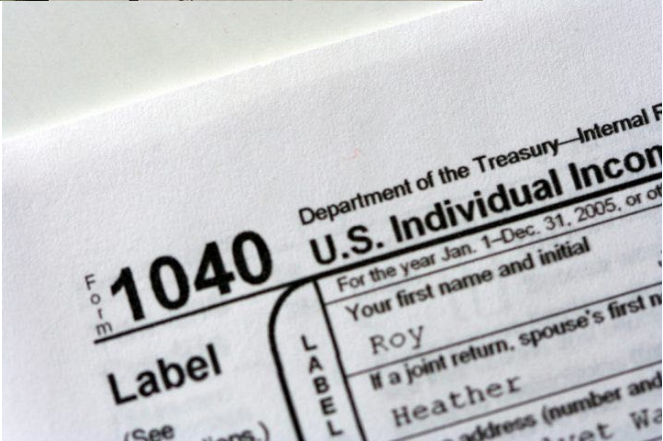
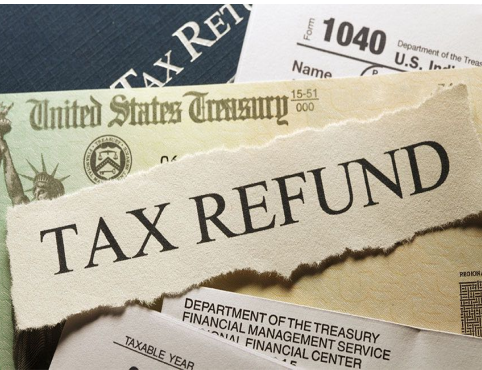
~ “In short, when it comes to charitable giving, we are often ruled by our hearts and not our heads.”

<https://www.theguardian.com/voluntary-sector-network/2015/mar/23/the-science-behind-why-people-give-money-to-charity>



# End of Year Giving Facts

- ~ Ordinarily, people cannot claim a deduction for their charitable contributions
- ~ A temporary law permits people taking standard deduction to claim a limited deduction on their 2021 federal income tax returns for cash contributions made to qualifying charitable organizations
- ~ Nearly 90% of taxpayers could potentially qualify
- ~ Individual tax filers can claim a deduction of up to \$300 and \$600 for people filing joint returns.



<https://www.irs.gov/newsroom/year-end-giving-reminder-special-tax-deduction-helps-most-people-give-up-to-600-to-charity-even-if-they-dont-itemize>

# Technology Is A Giving Gateway

~ 55% of all website views in January 2021 are from mobile devices

~ The average U.S. adult spends more time on APPS than watching TV





You miss 100%  
of the shots  
you don't take.





# Thank you

You can never say  
“Thank You”  
enough...

... so, remember  
to thank your  
stewards before  
year end

(including  
especially your  
largest donors)

# Part 2 — Implementing Donation Platforms & Technologies

*presented by Stacey Stathulis & Steve Pappas*

# Vanco Church Giving Survey



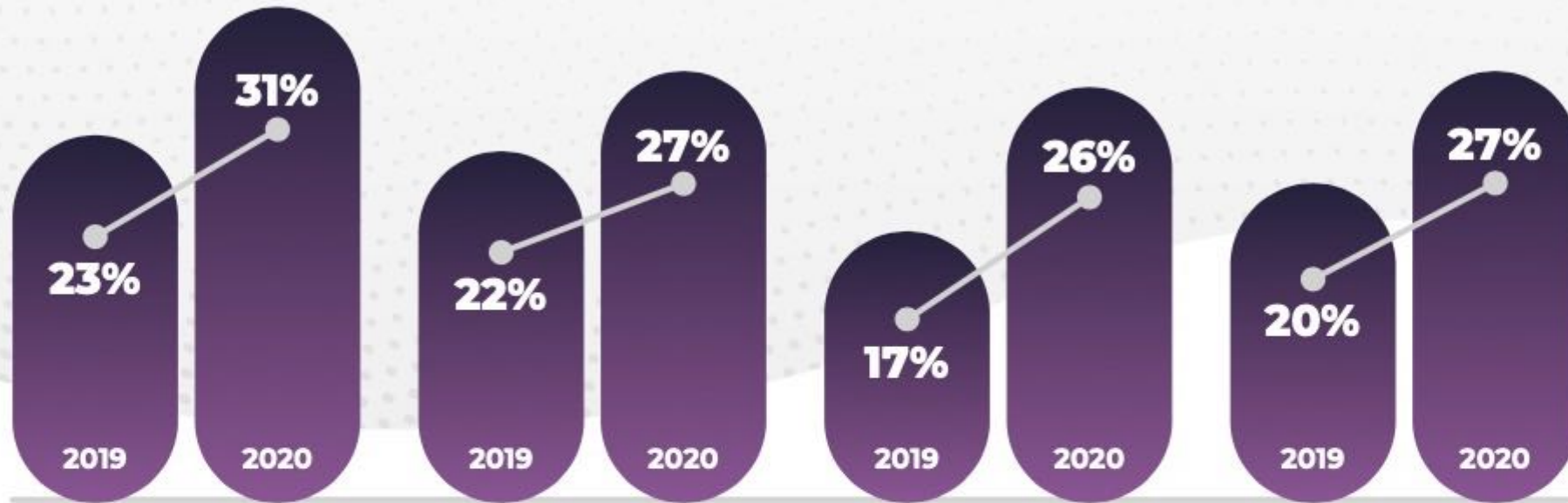
**BACKGROUND:** Vanco conducted this survey of 1,000 churchgoers of various Christian denominations; this is the fourth such survey the company has conducted.

## **GENERAL FINDINGS:**

1. Churchgoers now prefer eGiving over traditional giving methods.
2. Churchgoers across all age groups are embracing eGiving.
3. Processing fees aren't a barrier.
4. Giving by text, smartphone app and credit and debit cards are on the rise.

*eGivers are more generous and give more frequently than others.*

## **CHANGES TO CHURCHGOER EGIVING PREFERENCE BETWEEN 2019 AND 2020**



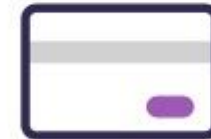
**Churchgoers preferring to give using a smartphone app increased by 35%.**



**Preference for making a recurring contribution with a credit or debit card increased by 23%.**



**Churchgoers preferring to give by text increased by 53%.**



**Preference for giving with a credit card grew by 35%.**



# Giving Statistics



- 78 percent of churches offer e-giving options
- 42 percent have added eGiving since the onset of the pandemic
- In 2017: 80 percent of churchgoers preferred traditional methods of giving while just 20 percent preferred eGiving
- In 2020: 49 percent of churchgoers preferred traditional methods of giving while 51 percent preferred eGiving
- 83 percent of eGivers will pay a processing fee (typically 2-4 percent) on top of their contribution
- 51 percent of eGivers give 10 percent (or more) of their salary
- 55 percent of eGivers attend church weekly, compared with 51 percent of traditional givers. A higher percentage of eGivers also attend church multiple times.

*Source: 2021 Vanco Church Giving Survey*



# eGIVERS ARE GENEROUS

One of the more interesting trends we've seen over the years is that eGivers tend to be more generous. eGiving churchgoers donate a larger percentage of their annual salary to their church compared to traditional givers: **51% of eGivers donate 10% or more of their salary, while 43% of traditional givers do the same. Twice as many eGivers donate 11%-15% of their income as traditional givers.**

It's not just the donation amount that sets these members apart, either. **eGiving churchgoers also donate more frequently than traditional givers.**

When considering how flexible eGiving is, these findings make sense: eGiving tools allow members to contribute whether they're attending in person, virtually or not at all. They can set up recurring donations, so their gifts continue wherever they are.



***TIP: Weekly giving dropped by 6% in 2020 due to the COVID-19 pandemic. Churches without electronic giving options missed out on donations when churchgoers couldn't attend services in person. eGiving options allow members to give when they're not able to attend or are worshipping virtually. Additionally, churches can offer a variety of eGiving tools, so their members can give however they're comfortable.***

# Demographic Profiles (1 of 2)



## Age 66-72: The Sustainers

These givers tend to have the most tenure at their church. 24 percent of churchgoers ages 66-72 normally use eGiving to contribute. Church-specific smartphone apps and computers/tablets are most popular with this group. Directed giving is among the highest with this group, with 30 percent opting to allocate their gifts to specific funds.

## Age 55-65: The Established

Churchgoers in this group are well established within their faith community, with most having attended their church for 11 years or more. 21 percent of churchgoers in this age demographic prefer to use eGiving. This group is increasingly interested in eGiving options each year, with a preference toward set-it-and-forget-it methods: 34percent say recurring electronic contributions with their credit or debit card is a preferred way to give.

## Age 45-54: The Committed

These churchgoers are some of the most generous givers: 51 percent in this group donate 10 percent or more of their income. 38 percent of 45-54-year-olds regularly use eGiving, with recurring credit or debit card donations being the most popular method. Paying eGiving fees aren't typically a problem for this group, either: Nearly 60 percent are willing to pay 2-4 percent on top of their contribution to cover church processing fees.

*Source: 2021 Vanco Church Giving Survey*

# Demographic Profiles (2 of 2)



## Age 35-44: The Core

Here's the group with your most active members. They participate in church activities and attend worship services more than any other group. 66 percent of these churchgoers normally use eGiving to donate. On-the-go eGiving tools such as smartphone apps and computers or tablet are most popular with this group.

## Age 25-34: The Futures

Church's youngest members tend to embrace technology, so eGiving is an easy option – especially with a smartphone. 58 percent of 25-34-year-olds regularly use eGiving. 45 percent of this group list a smartphone app as a preferred way to give. These members are also the most consistent weekly givers and have some of the highest attendance rates across church activities.

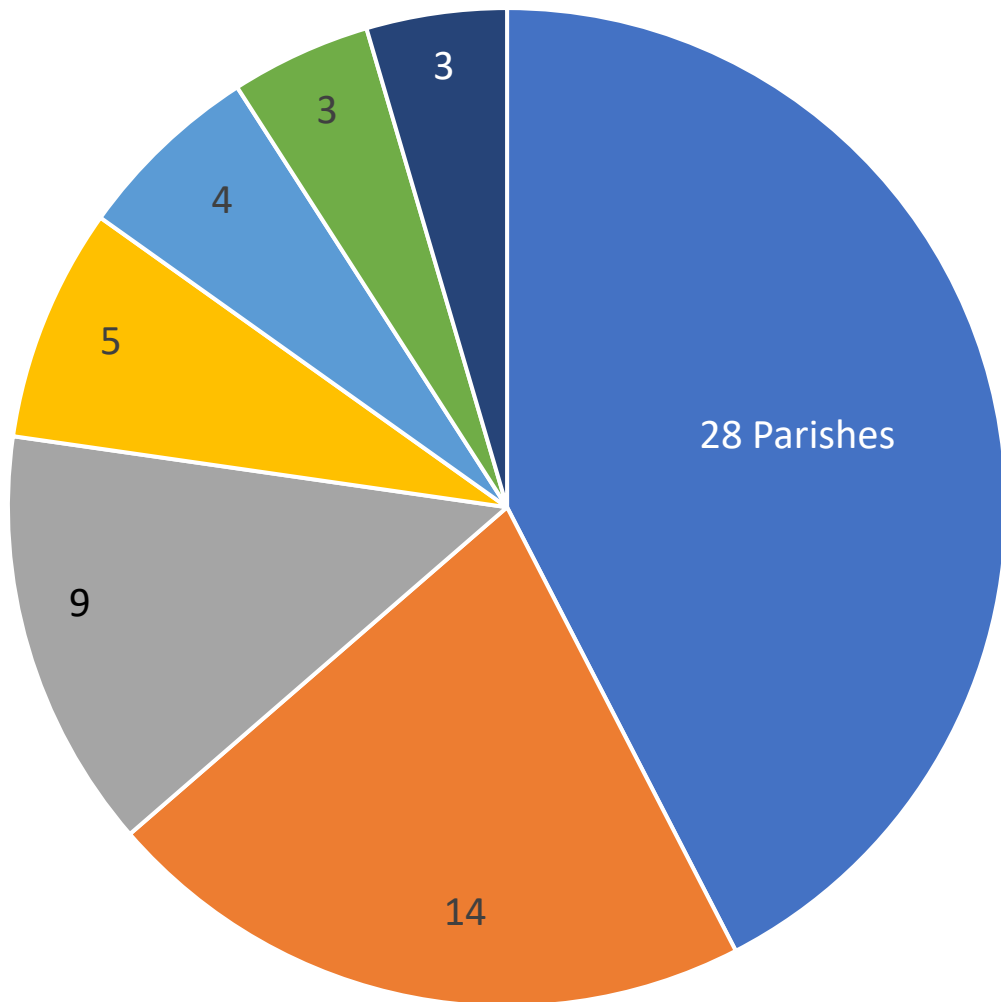
# 51%

**of eGivers donate  
10% or more  
of their salary.**





# Metropolis Parishes Online Platforms



■ PayPal (28)

■ Vanco (14)

■ Other (9) Abundant, Aplos, Breeze, CCB, Church Center, FellowshipOne, ParishSoft, PaymentXP, Realm

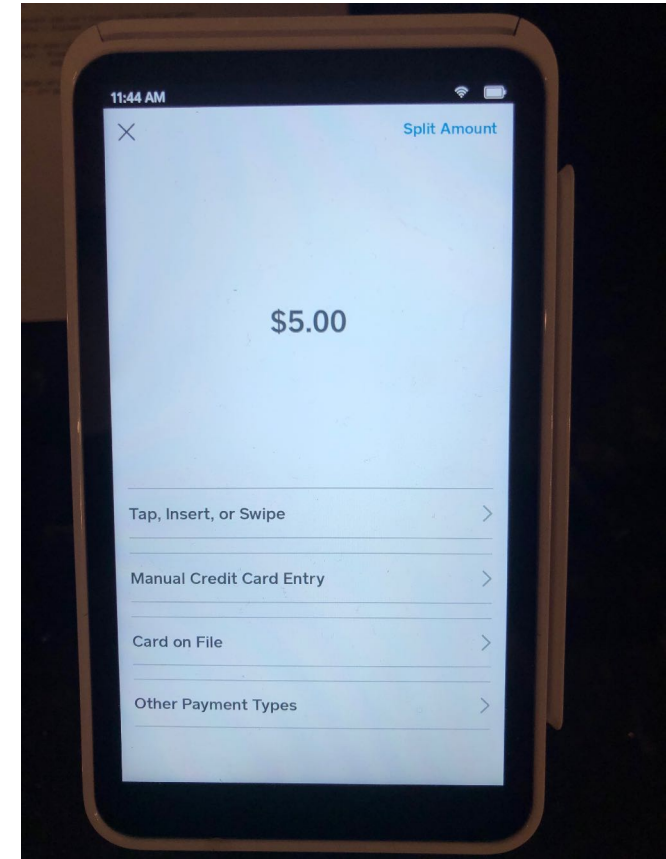
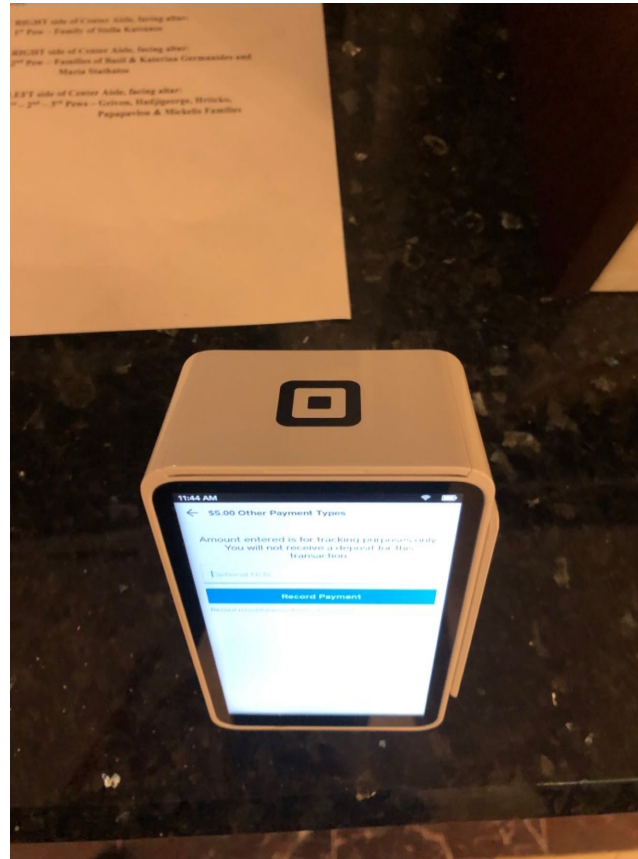
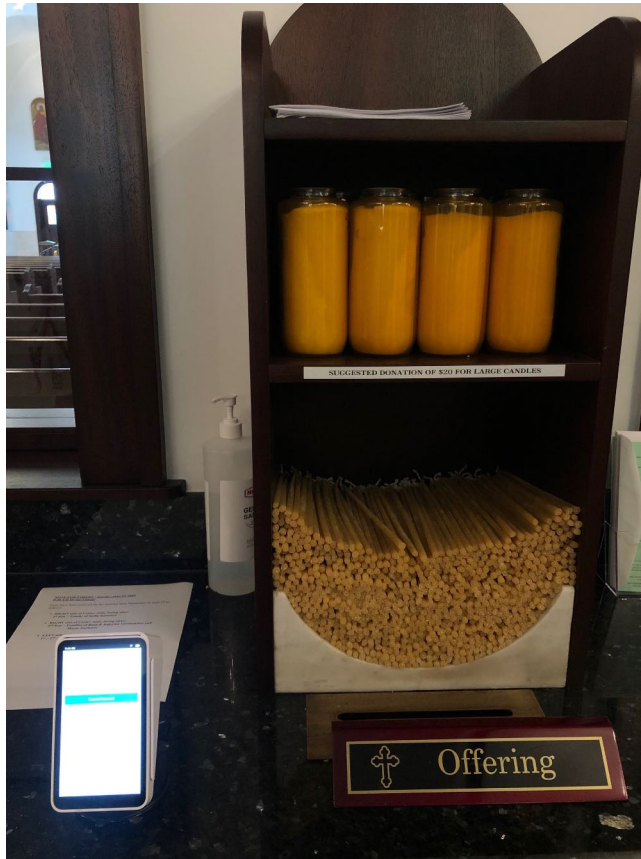
■ Tithe.ly (5)

■ WeShare (4)

■ none (3)

■ PushPay (3)

# Example: Square Narthex Kiosk





# Part 3 — 2021 Town Hall Recap & 2022 Planning

*Facilitated by Steve Pappas*

# Recap of 2021 Stewardship Town Halls



Date	Topic	Guest Speakers
Monday, February 22	<b>Youth Stewardship: Cultivating the Next Generation of Leaders</b>	Dr. Ann Bezzerides
Monday, March 22	<b>Key Elements of a Successful Stewardship Campaign</b>	Bill Marianes
Monday, April 19	<b>Getting Parishioners Back to Church</b>	Steve Tibbs & Fr. Barnabas Powell
Monday, May 24	<b>Forming an Effective Stewardship Committee</b>	Bill Marianes
Monday, June 28	<b>Life After Festivals (As We've Known Them)</b>	Steven Pappas & Bill Marianes
Monday, July 26	<b>Fostering Community Outreach and Evangelism</b>	Fr. John Kocolas & Thomaida Hudanish
Monday, September 20	<b>Creating an Ambassador Program &amp; Visitations</b>	Bill Marianes
Monday, October 25	<b>Establishing a Planned Giving Program in Your Parish</b>	Fr. Jim Kordaris, Bill Navrides & Maria Pappas
Monday, November 22	<b>Welcoming Newcomers to our Church</b>	Fr. Evan Armatas
Monday, December 20	<b>Implementing Donation Technologies &amp; Year-end Giving Campaigns</b>	Stacey Stathulis & Steven Pappas, Fr. Jim Kordaris & Bill Marianes

# Plans for 2022 “Parish Life” Town Halls



- For 2022, we are planning to expand our monthly Town Halls to go beyond Stewardship and open the aperture to make them “Parish Life” Town Halls.
- In addition to the Stewardship Ministry, we want to involve our other Metropolis Ministries (e.g., Youth & Young Adults, Orthodox Parish Leadership, Family Wellness, Christian Education, Missions & Evangelism)
- To ensure we continue being a valuable forum for the parishes in our Metropolis, we need your feedback and thoughts . . .

## ... Feedback Needed



- What **topics** are most valuable for the life of your parish?
- Which **ministries** are you particularly interested in?
- Are there **outside speakers** you would like to hear from?
- Are Monday nights still a convenient **day-of-the-week**?
- Would it be possible to move up the **start time** to 5pm PT and run to 6:30pm PT?

Thank You!

Merry Christmas &  
A Blessed New Year