



***The future of eGiving: Igniting
member generosity with
storytelling***

Agenda

- Vanco's mission
- Vanco's value to MinistryPlatform Ministry Partners
- Increasing generosity through storytelling
- Interacting with Vanco as a donor
- Interacting with Vanco as a church staff member
- What's coming next with Vanco
- Next steps

Vanco's Mission

- Trusted as the preferred payment solutions provider by more than 25,000 congregations, **Vanco knows processing and churches.**
- Vanco is focused on making engaging with your church through making **gifts and payments easy** and **simplifying processes** for church staff to help them **reduce manual tasks** and ensure data accuracy.
- Having integrations to over 60 CHMS applications, we have an informed appreciation for how unique and **powerful Ministry Platform is** in meeting the data management needs of **large churches.**
- We are eager to continue **partnering with this community** to understand how you're utilizing these tools and developing our integrations to **align with best practices.**

Vanco's Value to *MinistryPlatform* Ministry Partners

- **Vanco understands** and respects MinistryPlatform architecture and best practices. *We're striving to "build solutions right" for you.*
- **Vanco listens** and seeks out to discover what MinistryPlatform Ministry Partners want and need for online giving, payments and integration to MinistryPlatform. *We're striving to "build the right solutions" the way you want them.*
- **Vanco delivers** and seeks to continuously improve giving and payment solutions specifically designed for workflow processes of MinistryPlatform Ministry Partners. *We're striving to "make sure we get it right"...by evaluating results, learning and iterating with you.*
- **Vanco cares** and is committed to providing a first-class experience that will exceed your expectations in both quality and attentive service for your church and your people. *We're striving to "treat you and your people right" by being a partner you can depend on.*



Food Shelf Donations

Our food shelf is one of the many resources Vanco Valley Community Church offers to serve our community. One way you can support these efforts is by contributing financially.

Donate

Igniting Generosity Through Storytelling

- Identify an individual to make a specific ask
- Explain the why and make an emotional connection
- Follow up and share the results

Does this work?

- Testing viewers given synthetic oxytocin vs those without oxytocin

Results of those given oxytocin:

- Donated to 57% more of the featured charities
- Donated 56% more money
- Reported more of an emotional connection to the ad

[How Stories Change the Brain | Greater Good \(berkeley.edu\)](https://www.greatergood.berkeley.edu/)

The Power of Social Sharing

“One must not merely rail against the darkness, but must instead light a proverbial candle by creating literary and cultural works that rival and surpass the bad.”

- Hannah More

The Power of Social Sharing



- 55% of people who engage with nonprofits on social media end up taking some sort of action.
- 59% of those people donate money.
- 46.1% of churches say that using social media is their most effective method of outreach.

Interacting with Vanco as a donor

- Clean, image-rich user interface
 - Builds confidence with donor that they are in the right place
- Content-rich "Story Inspired" layout
 - Creates engagement and connection with details



General Giving

Thank you for investing in the mission of Vanco Valley Community Church. Having a plan to support your church financially allows us to plan and dream responsibly.

[Give now](#)



Local Food Drive

If you aren't able to make it into a grocery store this week, you can still be a part of making a difference in Food Drive by donating online here!

[Donate](#)



Global Missions

Join with us in making a world of difference to people all over the world. We partner with Christian organizations to provide domestic and international service opportunities.

[Give](#)



Campus Outreach Ministry

Passionately reaching students with the gospel and train them to become mature followers of Christ. Our desire is to see students leave college equipped to labor for the glory of God

[Contribute](#)



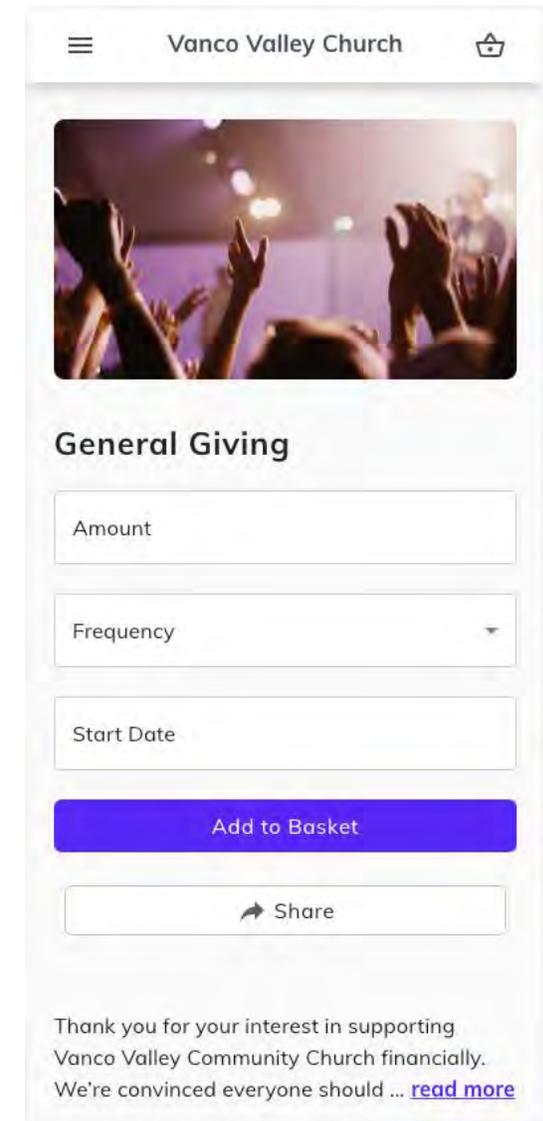
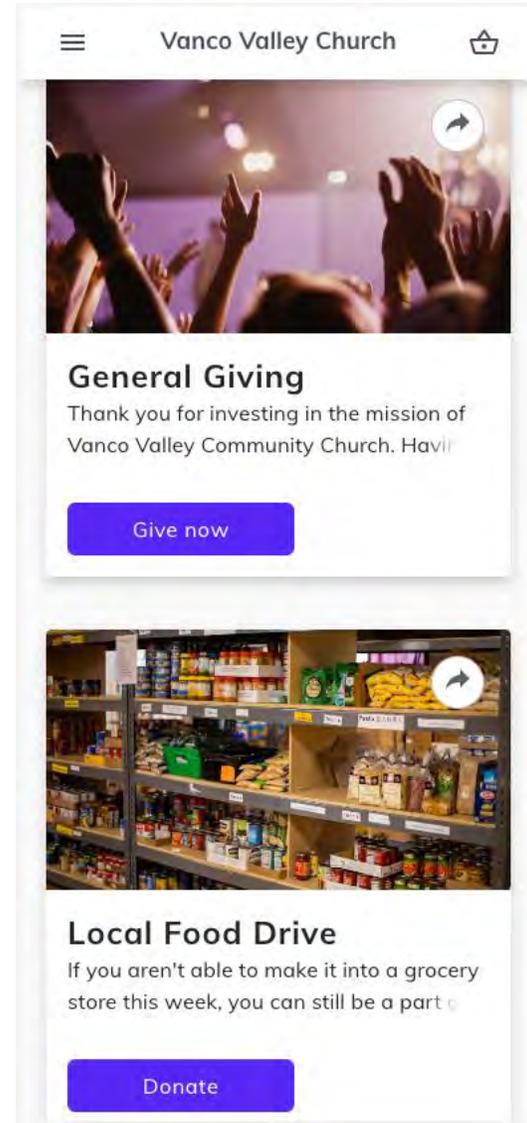
Mountainside - New Campus

Mountainside is the newest campus of Vanco Valley Community Church - going far and wide to share the love of God.

[Donate](#)

Interacting with Vanco as a donor

- Responsive mobile design
- No matter what device your Vanco Online site is accessed through, it will look beautiful and work great!



Interacting with Vanco as a donor

- True Single Sign-On integration with MinistryPlatform
 - Real, **secure** single sign-on that uses the actual authenticated session from MinistryPlatform
 - Competitors just use the same username and password which is NOT as secure.
- Allows your donors to use their MinistryPlatform account or other connected social account to log in (i.e. Google, Facebook, and more...)

Sign In
Don't have an account? [Sign up >](#)

Username*
password@gmail.com

Password*

Keep me logged in

[Forgot password?](#)

Sign In

Or Sign In With

[Facebook](#) [Google](#)

[LinkedIn](#) [Microsoft](#)

[Twitter](#) [Windows](#)

powered by
MinistryPlatform

Sign Up **Log In** [Basket](#)

[Share](#)

x

Email

Next

or

[Continue with St. Thomas More](#)

Don't have an account? [Sign up](#)

vin McCall
icouragement") in the book
on of Kevin McCall is to
1 the body of Christ...

Interacting with Vanco as a Donor

See it in Action:

- Walk through donation steps from Vanco Online site
- Walk through event registration from church website

Church Staff Experience:

See how Vanco adds records in MinistryPlatform

- See donation and distribution records
- See event registration & payment records

Interacting with Vanco as a church staff member

See it in Action:

myVanco Demo

- Sites
 - Can have multiple Vanco Online sites
 - Embed Vanco Online site on your church website
 - Rearrange tile order
 - Social sharing
- Tiles
 - Can be linked directly with QR codes
 - Title and details can be different than the fund name
 - Use your own images or choose one of many high-quality images provided
 - Control over giving options including frequencies, optional field, button text and more

Washington Community Church Donations [Share site](#)

M | X | Q

- Building Our Vision Campaign
- Memorials
- Missions

Donations (General)

You can make a one-time or recurring donation, so your generosity continues even when you're not able to attend service. Thank you for your support!

[Give](#)

Building Our Vision Campaign

We invite you to participate in the New Vision campaign, which is founded on an ambitious goal to make necessary building improvements while also building relationships with and serving urgent needs in our surrounding community.

[Give](#)

Missions

To love God means to love others. We partner with mission organizations in our community and around the world to build up God's global church. Join by supporting through prayer, giving, going on a trip, and raising money to support mission work.

[Give](#)

Memorials

Honor or remember someone with a gift to

Neighborhood Food Shelf

Our food shelf is one of the many resources

Benevolence Fund

Offerings to the Benevolence Fund are

Vanco Online:

- Searching and filtering

Vanco Online & myVanco:

- Specify date range for tiles to be shown
- Vanco Online & MyVanco new frequencies and end date

Select all

- Once
- Every week
- Every two weeks
- Twice a month (1st & 15th)
- Every month
- Every quarter
- Every year

- Plus – transaction activity, recurring reporting and more in myVanco

Coming Soon...ETA Q3/Q4 - 2022 ***NEW MinistryPlatform Integrations***

- PocketPlatform
- Batches for giving
- Pledges

Additionally, in Q4 2022...

Vanco will unveil a new migration system to help your donors **QUICKLY & EASILY** migrate their giving from other processors.

- Customizable invitation template branded for your church
- Administrative tools to monitor progress with email notifications to you.

Thank You!