

Easter 2022

# Maximizing Easter Giving with Givelify

Zoom Workshop With a Giving Success Coach



# Agenda

- Welcome & Introduction
- 3 Tips to Maximize Giving With Givelify
- Contact Us



# Welcome & Introductions

# Meet Our Giving Success Coaches (GSCs)

GSCs are a valuable resource.

- We are **trusted partners** to Givelify organizations – churches, places of worship, and nonprofits
- We **maximize the value organizations receive** from Givelify’s products and services
- We and **Customer Support are readily available** via phone, video conferencing, email, social media, and in-person (when appropriate)



**Margarita Pantoja-Barnes**  
Lead Givelify Success Coach



**Amaris Brady-Willis**  
Associate Giving Success Coach



**Rocky Lewis**  
Giving Success Coach



**Andy Miller**  
Giving Success Coach

... and more!

# Don't miss out on Easter generosity



Easter is the most-attended day of worship.

→ In 2020, 32% of Americans attended Easter Sunday services

Easter presents a great opportunity to be your biggest day of giving of the year.



→ Raise more money to fund those projects near and dear to your church.

→ More giving on Easter would help your church to do more this year to uplift your communities.

**In 2021, donors used Givelify to give more than \$13 million to their churches on Easter.**

# Why Givelify?



We use the psychology of giving to make giving easy

- Most downloaded, most reviewed, and highest rated app for **maximizing giving in the world**
- More than **\$3 billion** in donations with **over \$1 billion in 2021**

Givelify givers give more than on other platforms

- The average Givelify user donates **\$3,960 a year** to their church - **five times (5X) the national average**
- **20%** of Givelify givers donate more than **\$5000 a year**, compared to 8% of Cash App and 7% of PayPal givers

# Products & Features

## Tools to give at the point of inspiration

- **Givelify Giving App** leads all giving apps on the Apple App Store and Google Play with more than 90,000 verified donor reviews and a 4.9-star rating.
- **Givelify Online Giving** is trusted by more than 55,000 churches, places of worship and nonprofits to power generosity from their own websites.
- **Givelify Social Giving** turns good intentions – on Facebook, YouTube, Twitter, and other social media – into instant donations.

## Analytics and insights to drive donations

- **Givelify Analytics Studio** provides data and insights for empowering deeper meaningful connections between churches and their donors.
- **Givelify Integration**, accessible through the Analytics Studio, facilitates seamless reconciliation of donation records with the most popular church management and accounting systems. Adding Givelify will not cause any additional record-keeping work for your church.



# Make this **Easter** your best ever financially!

Easter service is an opportunity for your church to use the Givelify platform to receive donations.



# 3 Tips to Maximize Easter Giving With Givelify



## Tip #1: Encourage your congregation to download the Givelify app.

- Churches that offer digital app giving solutions saw more than a **20% increase** in their financial growth.
- Churches that focused on text-based giving only saw a **5% increase**.

## Tip #2: Use Givelify's social giving links on your social media channels.

- Are you having Easter service both in-person and virtually? Let your audiences everywhere know your church uses Givelify.
- Research shows digital giving is proven to grow your donations financially.
- In fact, online giving can increase overall church donations **by as much as 32%**.







## **Tip #3: Do an offering appeal during your Easter service.**

- Educate your in-person guests and online viewers about your church's giving options.
- During the giving appeal portion of the worship service, provide reasons and/or examples of why attendees should give generously to your church.

# Questions?

# Contact Givelify

Customer Support: (317) 663-3088

Hours of operation:

9-6 pm ET (Monday - Friday )

Email support (Saturday & Sunday)

For help email: [support@givelify.com](mailto:support@givelify.com)

Schedule a demo: [Click here](#)

Visit us online: [www.givelify.com](http://www.givelify.com)

