
7 Critical Reasons
Every Church Must Have

Mobile Giving





Since 1992, Faithlife Corporation (formerly Logos Bible Software) has grown from a couple of programmers in a basement into the largest developer of Bible study software and a worldwide leader in multilingual electronic publishing. We partner with more than 500 publishers to make more than 120,000 Bible study resources available to customers around the world.

Innovation is key to Faithlife's growth. In the last few years, we've expanded from our flagship software product, Logos Bible Software, to a variety of tools to complement your faith and Bible study experience. In June of 2011, we launched Faithlife Ebooks, a Christian ebook store and ereader app. In 2012, we released Faithlife Proclaim Church Presentation Software along with the Faithlife Study Bible and Faithlife.com, a social network that allows Christians from all over the world to connect and share ideas online.

Most recently, we've launched an entire suite of church administrative tools including Faithlife Sites, Faithlife Sermons, Faithlife TV, Faithlife Giving, and more! And we're still just getting started.

Jess Holland

Jess Holland is a graduate of Dallas Theological Seminary. Jess has eight years of vocational ministry experience, including five as a communications director. Her interests include coffee, all things British, and her dog Francis.

Table of Contents

Introduction | 1

Mobile has changed behavior | 2

People want to give back | 3

Changing behavior changes expectations | 4

No cash? No problem. | 5

Experience is everything | 6

Security is trust | 7

Recurring giving helps everyone be better stewards | 8

Conclusion | 9



Introduction

I was sitting in the Seattle Airport working on this guide when I realized a great anecdote for the influence of mobile devices was playing out in front of me. My gate was packed with people. I knew the flight was full, so there were about 140 of us all scrunched together. As I looked around, I counted four people who weren't on a mobile device. Four. Some of the people using mobile were probably working like me or chatting with a friend or scrolling through social media. What I was watching (and also a part of) was a group of 180+ people waiting for a plane together in a very small space, all content to interact with screens instead of one another. And it was completely normal.

REASON 1

Mobile has changed behavior

Throughout history, we have seen disruptors that fundamentally change or shift the behavior of entire communities or cultures. The gospel stands on its own as a social disruptor of the most extreme sort. Its message will never change, but when it hits you, it's transformative. It crosses cultural boundaries and transcends time, and it certainly doesn't need to be adapted or improved upon like our technology inevitably will over time.

There are also technological advances that completely changed human behavior. The printing press was a great disruptor—it gave people access to information and knowledge, and it dramatically impacted the world and even enabled the Protestant Reformation to take place. The phone was a great disruptor—it allowed for simpler communication at a distance. And mobile is a worldwide social disruptor. It has changed the way people communicate, bank, spend their leisure time, and even how they stand in lines.

Churches must adapt their technology to continue reaching people because (as mentioned above) mobile has fundamentally changed behavior. It's not a fad. It's not going away. Our world is forever changed by mobile technology, and that means churches have an obligation to interact with our new reality in a way that best allows for faithful evangelism and discipleship.

Pretty simple, right? The “why” you just defined for your ministry will determine the way you cast vision around generosity. Don't be afraid to share this with your church or involve your congregation in the process of defining how generosity will impact the church's mission.

REASON 2

People want to give back

Mobile giving is a vital step that churches must take to stay relevant and accessible. Research shows that people, regardless of religious beliefs, want to give back. Almost 70% of the US population donates to charity in some way on a regular basis.¹ People aren't holding back on the amount of money they give, either. In 2018, the average donation for a text-to-give was \$107.

Nonprofits can increase giving 126% by simply having a mobile-responsive website.

But people do hold back when the barriers to giving are too difficult. If a church only accepts cash and checks, they're missing out on the donations of an entire generation that carries neither. If a giving experience online is too

confusing or slow, givers will get frustrated and give up. Our digital culture has severely impacted the patience, expectations, and bandwidth of the average person sitting in the pew on Sunday morning.

It's not good news, and it's not your responsibility, but it's the reality.

The good news? Nonprofits can increase giving 126% by simply having a mobile-responsive website. Now, imagine what an optimized mobile-responsive website might do or an in-app experience that allows for giving in seconds. This is incredible data for churches to understand and act upon. Imagine what ministry projects and goals your church could achieve with a 126% increase in giving. It's possible for your church.

¹ <https://nonprofitsource.com/online-giving-statistics/#Mobile>

REASON 3

Changing behavior changes expectations

The Church needs to meet people where they're at—and that includes mobile devices. Here are some eye-opening statistics on the time and personal investment people place in their mobile devices.

- **Worldwide, more people own a cell phone than a toothbrush.**
- **On average, people spend over five hours a day on their mobile devices.**
- **46% of people would rather give up having one extra day off per week than give up their smartphone.**
- **Millennials' mobile consumption has now eclipsed their live TV consumption.²**

Americans use their mobile devices for entertainment, paying bills, working, and more. It's easy to see why churches need to move to mobile engagement and giving options. Why create barriers to giving and engagement when you could be building community and using new channels to reach the people in your church and the broader community with important messages throughout the week? Why limit giving to Sunday morning, when you could allow people to give whenever and wherever they feel led?

The world is full of distractions: Netflix, sporting events, arcades, bars, concerts, and more. Churches have a lot of noise to break through, and mobile technology is a great place to start. Go where the people in your church are, and be there via mobile when they're ready to engage.

² <https://www.bluecorona.com/blog/mobile-marketing-statistics>

REASON 4



No cash? No problem.

There's nothing wrong with passing the plate during weekend services. It's a great way to take time to teach people about generosity and why we give back. But it's important to recognize that most people don't carry cash or checks anymore. The last thing you want during a time of giving is people who are unable to give because they didn't bring a checkbook.

Mobile giving allows people to give during a service or any time it's convenient for them.

You might be thinking, "We have online giving, and that's the same thing." Most of the time, it's actually different. Online giving is often optimized for a desktop experience. The images and content don't translate to a streamlined mobile giving experience, and even a mobile-responsive design can leave something to be desired. Opt for a truly mobile experience for the best user journey and impact.



REASON 5



Experience is everything

Mobile giving must be a simple, streamlined experience. 46% of consumers say they would not purchase from a brand again if they had an interruptive mobile experience.³ In contrast, 89% of consumers are likely to recommend a brand with which they've had a great experience.⁴

And while we should be wary of conflating churchgoers and the average consumer in some contexts, it's important to note that the churchgoer is an average consumer every other day of the week, and that means she's developed expectations about how quickly and simply technology should work.

Because we know churchgoers want a quick and easy giving experience, it's important the information you request aligns with their expectations. Don't overwhelm a first-time giver with personal questions that may prevent them from giving. This is a step of faith for them and a great way for you to begin communicating and gaining trust over time.

The smoother the process, the more likely someone is to complete and repeat it. Our job is to make the process simple and seamless.



³ <https://www.thinkwithgoogle.com/consumer-insights/consumer-mobile-brand-content-interaction/>

⁴ <https://www.bluecorona.com/blog/mobile-marketing-statistics>

REASON 6

Security is trust

Technology is an everyday part of people's lives. It has also become an extension of the Church through common practices like mobile giving.

Because of that, your church's technology is a reflection of your church. If it's secure, functioning, and trustworthy, it will communicate the same about your church. If it isn't, people may get a negative impression. You want a mobile giving platform you can trust and a safe, secure technology experience overall.

Here are five key questions to ask when looking for a mobile giving solution:

- **Does it look professional and trustworthy when you use it to give?**
- **What features are there to help staff with budgeting and reporting?**
- **Does the provider have positive customer reviews?**
- **Does the giving app also connect people to the church's online community?**
- **How easy is it to download and use?**

Ultimately, technology has a great deal to do with trust. Take your time choosing the best solutions for your church, recognizing that a bad experience can damage relationships.

The end user isn't going to distinguish between your technology provider and your church, so make sure your tech experience is excellent and that you're taking good care of your community's data.

REASON 7

Recurring giving helps everyone be better stewards

The church budget may be on your mind often, but remember how far it is from your congregation's. They're thinking about everything from job trouble to relationship problems to getting the kids out the door for school. They need (and want) reminders, but even more, they want tools that simplify their lives.

Technology, like mobile giving, ensures people can give when and where they feel led. It lets them quickly follow any leading to give above and beyond their planned gift. God moves in people's lives all the time—not just on Sunday mornings. Mobile giving breaks down any barriers to that person giving right away, no matter where they are. And ultimately, recurring giving helps churches and individuals be better stewards of God's good gifts.

Conclusion

Mobile is nothing short of a worldwide revolution, and it's not going anywhere. The same is true for the Church.

The Church has always (and with measure) adopted technology to further its mission, and mobile giving should be no exception.

Now that you know about the importance of mobile giving, it's time for next steps. Start the conversation about mobile giving with your leadership team today. [Research mobile giving platforms that fit your church's needs.](#) Most importantly, work to make mobile giving part of your church. Your investment will be well worth it.

If you'd like to schedule some time to talk to one of our giving experts, head on over to our giving page to get started: <https://giving.faithlife.com/>. We would love to help you revolutionize giving in your church.

**To learn more or to schedule a demo,
visit us online at Faithlife.com.**

[Learn More](#)