

Frequently Asked Questions About The Moravian Giving Portal

Why encourage gifts through the Giving Portal?

1. The majority of churchgoers now prefer it.

For the first time in 2020 electronic giving became the preferred method of giving for churchgoers, according to [Vanco](#). 51% prefer it over traditional alternatives.

In January of each year, MMFA sends a comprehensive Annual Giving Statement to all donors who use the Giving Portal. It shows a consolidated list of all gifts made the year prior.

2. Scheduled giving is more reliable and more generous.

Encourage members to set up monthly, automatic payments through the [Giving Portal](#) as part of their pledge. Recognize them for giving from their "first fruits" instead of their left-overs.

More and more people are using electronic banking to make all their financial payments. Why wait until Sunday to make your church gift? It's liberating to free yourself from writing checks, remembering to make up gifts when you were out of town, etc. Online giving accounts for 9.6% of total gifts in a church setting vs. 8.5% with other types of charity.*

3. Bridge the distance barrier.

Many people who grew up Moravian may still feel a strong connection to your church – even if they have moved away. Reaching out with associate member status can help them stay in touch emotionally and stay invested financially. If your church live streams services, you have a remote audience who may be inclined to give financially if you make it easy for them to do so online.

4. Memorials in lieu of flowers.

When beloved members of the congregation enter the more immediate presence of the Lord, others want to do something to honor and remember them. Offering a link to make online gifts to the church in lieu of flowers a part of the obituary and church communication helps everyone near and far do something meaningful and long-lasting. The same is true for honoring the living on occasions such as Mother's Day and Father's Day.

The image shows a screenshot of a web form titled "Tribute Gift" in a dark blue header. Below the header, there are two checked checkboxes: "This gift is in honor, memory, or support of someone" and "Please notify the following person of my gift". The form includes several input fields: a dropdown menu for "This gift is" (set to "In Honor of"), a text field for "full name", two text fields for "Name" (first name and last name), a dropdown menu for "Country" (set to "United States"), a text field for "Address:", a text field for "City:", and two text fields for "State & zip:" (state and zip).

5. A helper in inclement weather.

Studies show that most of the time when churches cancel services due to weather, they never fully recover the offerings they would have received on those days. Putting a link to your Giving Portal online giving form from your own web page, in your electronic newsletters, and social media, increase the odds of recovery.

6. Social media fundraisers.

Do you ever notice members of your congregation on Facebook promote a charitable fundraiser on their birthdays? Encourage them to choose your congregation or Moravian ministry. Gifts can be made in honor of anyone or designated to a specific fund or project.

7. One central place.

The Moravian Ministries Foundation's dream is to have all Moravian ministries represented in one single place. When generous donors go to make contributions to their favorite Moravian ministries on the Giving Portal, don't you want them to see you there? Many donors give to multiple ministries, agencies, and congregations.

8. Online is On-trend.

Some types of charitable giving are rising. Among them are online giving and recurring gifts. Some of your friends, members, and supporters may find it challenging to make gifts in person because of mobility, distance, health, or weather. Using the online giving links facilitate the participation of many and take care of the proper acknowledgements for you. Your organization's web master and social media guru can easily add the links to the online giving forms available through your foundation.

The average online gift to a church is \$195 vs. \$147 to other types of charity.* Dunham & Company found that digital donors are up to eight times more likely to give to multiple funds (general, building, missions, music, etc.) vs. a donor who gives by cash or check. 78% of churches now offer a way to give online (Vanco).



Now we even pay the card processing fee
Moravian Giving Portal

How much does it cost?

While providing the infrastructure and security for credit card payments online does have a cost, your Moravian Ministries Foundation in America **began covering this cost July 1, 2021**. The processor for the Moravian Giving Portal is Blackbaud Merchant Services (BMS). Prior to July 1, 2021, BMS deducted a portion of the donor's gift to cover their processing fees. This created a small discrepancy between what the donor

thought she gave and the amount the congregation or agency actually received. Going forward, the donor may have the option to pay the fee separately. If the donor does not, then MMFA covers the fee as a service to the donors, congregations, and agencies.

MMFA also ended the practice of redirecting Giving Portal visitors to any pre-existing online giving tools that reside on the individual pages of Moravian agencies. The agencies continue to be represented on the Giving Portal and gifts to them are held in the accounts we established until we make the monthly disbursements.

How soon will my church/agency receive my gift?

We process donations through our website/database on a daily basis. However, to allow time for monthly reconciliations, and to allow donations to accumulate, we send out distribution checks to the churches twice monthly (around the middle and end of the month). Funds are held in a separate escrow account for each church or agency until distributed.

Will my bookkeeper always know who made the gifts?

The church will receive a detailed listing of donors and giving amounts with each distribution check. The Donation Forms on the Moravian Giving Portal do allow donors to give anonymously. Unless a donor checks the box to mark the gift as anonymous, he or she will be identified on the reports showing the givers and amounts you receive on a monthly basis.

The donors receive an immediate gift acknowledgement by email at the time they make the online gift. In addition, MMFA sends each donor a comprehensive Annual Giving Statement which shows a consolidated list of all gifts through the Portal made the previous year.

How do I make changes to my recurring gift?

Email Catherine Wolfe at cwolfe@mmfa.com with any changes you would like made to your existing recurring gift. We can easily adjust the gift amount, frequency, etc.

Will the Giving Portal replace all other giving methods?

No. Some donors will always prefer the physical act of putting something in the offering plate. Some will prefer to make scheduled payments through their bank's online services. Some Americans do not have checking accounts or credit cards. The Giving Portal is a tool to help you accommodate the preferences of new and existing donors.

* Sources = National Study of Congregations' Economic Practices 2019 <https://www.nscep.org>. Vanco <https://www.vancopayments.com/company-story>