



## 5 Ways a Small Church (or Church Plant) Can Benefit from Online Event Registrations and Donations

### *TransactU Can be a Key to Success*

Small churches and church plants are the majority of churches in America. With nearly 90% of Americans online, in order to reach people it's very critical to have an online strategy in place—perhaps even before your church launches.

And, your church doesn't have to be a "mega" church to reap the benefits of online event registrations, payments and donations. In fact, there are many ways in which a small church or church plant can quickly reap the benefits of TransactU.

**Here's a look at how TransactU benefits smaller churches or church plants:**

#### **1. Increases donations by offering flexibility**

Most people appreciate the ability to make a financial contribution even when they're not able to give in person. This is especially important with smaller churches and church plants where every dollar counts. With TransactU, your church members (and guests) have the flexibility to decide how much, how often and to which fund they want to contribute. By setting their giving pattern, donors are more likely to give consistently. This means that your church members can tithe when they miss the worship service for illness, vacation or any other unplanned absences. And, online donations can help your church administration understand the "inflow of cash," which allows for better planning.

**With TransactU, your members and guests can:**

- Set recurring gifts and select amounts.
- Make payments with debit cards, credit cards, or e-checks.
- Select which fund their gift goes to.

#### **2. Simplify online event registration and payment**

Make it easy for your members and guests to register and pay for your events when it is convenient for them. Instead of filling out handwritten forms, participants simply go to your website to register for events and pay using their credit card or an e-check. By simplifying the registration process, you'll encourage more members and guests to participate in your events and fellowship with one another.

#### **3. Help "get the word out" about your events with social media**

People naturally want to share causes and events they care about with people in their lives—both in person and online. With TransactU, your church's website visitors can simply click the social networking icons to share the event link or donation page with their favorite social

networking site or service. This is a great tool for outreach because they can share their interests and involvements with all of their social media friends and followers. This is a quick, easy and inexpensive way to let others know about the events and activities going on at your church. And, your participants feel connected and involved because they are playing a pivotal role in outreach.

#### **4. Help your staff members function more efficiently.**

Your church staff members and volunteers' time is spread very thin. There's often more work that needs to be done than people to do it. TransactU helps your staff members function more efficiently.

- **Do away with maintenance** Because TransactU is hosted, you don't need any special software, servers or programming. There is no software to install, maintain or upgrade. All you do is log-in and you're on your way.
- **Powerful reporting capabilities** Generate customized reports to find just the information you need and make accounting easier. A simple click exports report data into Microsoft Excel as well as other program formats.
- **Better financial accounting** By setting giving recurrences, donors are more likely to give consistently. This helps your administration better forecast cash inflow and receipts, which allows for better planning.
- **Receive funds directly** We assist you with the set up of your own merchant account so that funds deposit directly into your bank account. You receive funds quickly and easily, with no middle man.
- **Make event preparation easy for your staff:**
  - o Limit the number of registrations that will be accepted.
  - o Specify the beginning and ending dates and times for registration.
  - o Select which information is required.
  - o Calculate fees based on their answers.
  - o Embed a graphic in a form or upload corresponding documents, such as a liability release form with a sports registration form.
  - o Let users store their information for convenient access, and provide a complete online history of transactions.

#### **5. Avoid risks and liabilities with industry leading PCI-certified security**

You want to know that your members' personal and financial information is secure. ServiceU Corporation is one of the few companies that is in compliance with the Payment Card Industry (PCI) Data Security Standards (DSS) as a Level 1 Service Provider. Because TransactU is completely hosted and meets these rigorous PCI compliance standards, you're not responsible for collecting and storing credit card or bank account information on your own server. We'll handle all of that for you in our secure environment.

Learn more about how TransactU can help your small church or church plant dramatically simplify how you manage your event registration and increase your online giving. Call us at 866.709.7425!