



# Perspectives from the Pew

Kent Woodyard, Pushpay  
ICSC 2019



# Presenter



**Kent Woodyard**

Director of Business Development  
at Pushpay

# Who is Pushpay?

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We create easy-to-use giving tools and custom church app experiences that help increase participation and create thriving ministries.

- ✓ Over 7,000 churches
- ✓ \$4+ billion in giving every year
- ✓ 5,000+ custom app experiences
- ✓ 400 staff with head office in Redmond, WA
- ✓ 100+ staff focused on product development



NORTH POINT  
COMMUNITY CHURCH



GATEWAY  
CHURCH



Christ  
Fellowship



WILLOW CREEK  
COMMUNITY CHURCH



Elevation  
CHURCH



#pushpaywebinar

# Fund Your Ministry

## Giving



## Church Management



## Accounting



## Mission Trip Management



## Analytics



# Engage Your Community

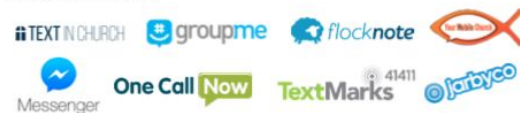
## Custom Apps



## Social



## Mobile Messaging



## Church Websites



## Content/Graphics



# Power Your Sunday Morning

## Presentation Software



## Sermon Prep



## Media Streaming



## Bible Apps



Church  
Attendees  
*are*  
Consumers  
Everyday

## Top 5 Most Valuable Companies Top 5 Most Valuable Brands

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**amazon**



**facebook**

**Google**



**Microsoft**

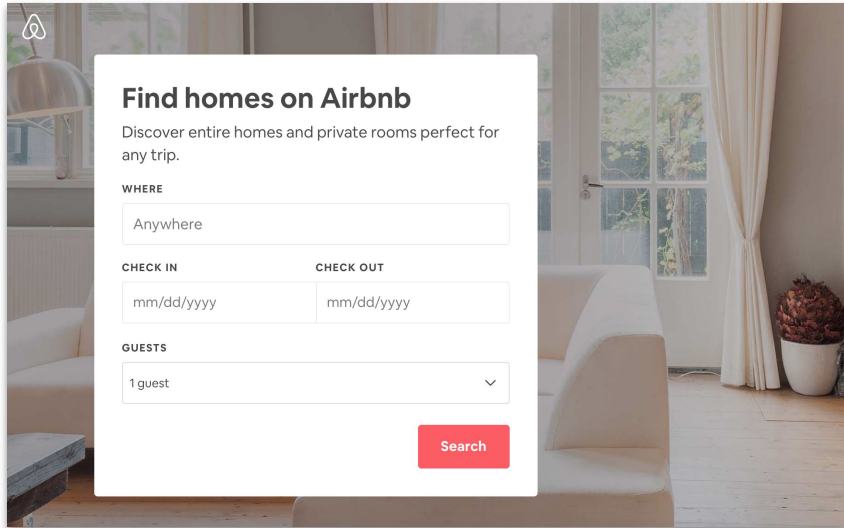
# Why Should We Care?

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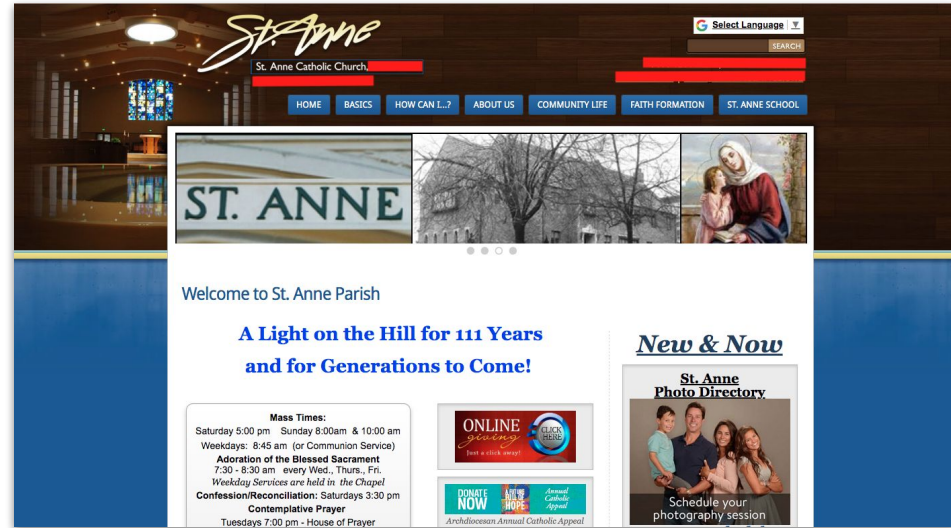
- **90%** of users reported they stopped using an app due to poor performance.
- **52%** of users said a bad mobile experience made them less likely to engage with a company.
- **46%** of people say a website's design is their #1 criterion for determining the credibility of an organization.

# It's A Question Of Credibility

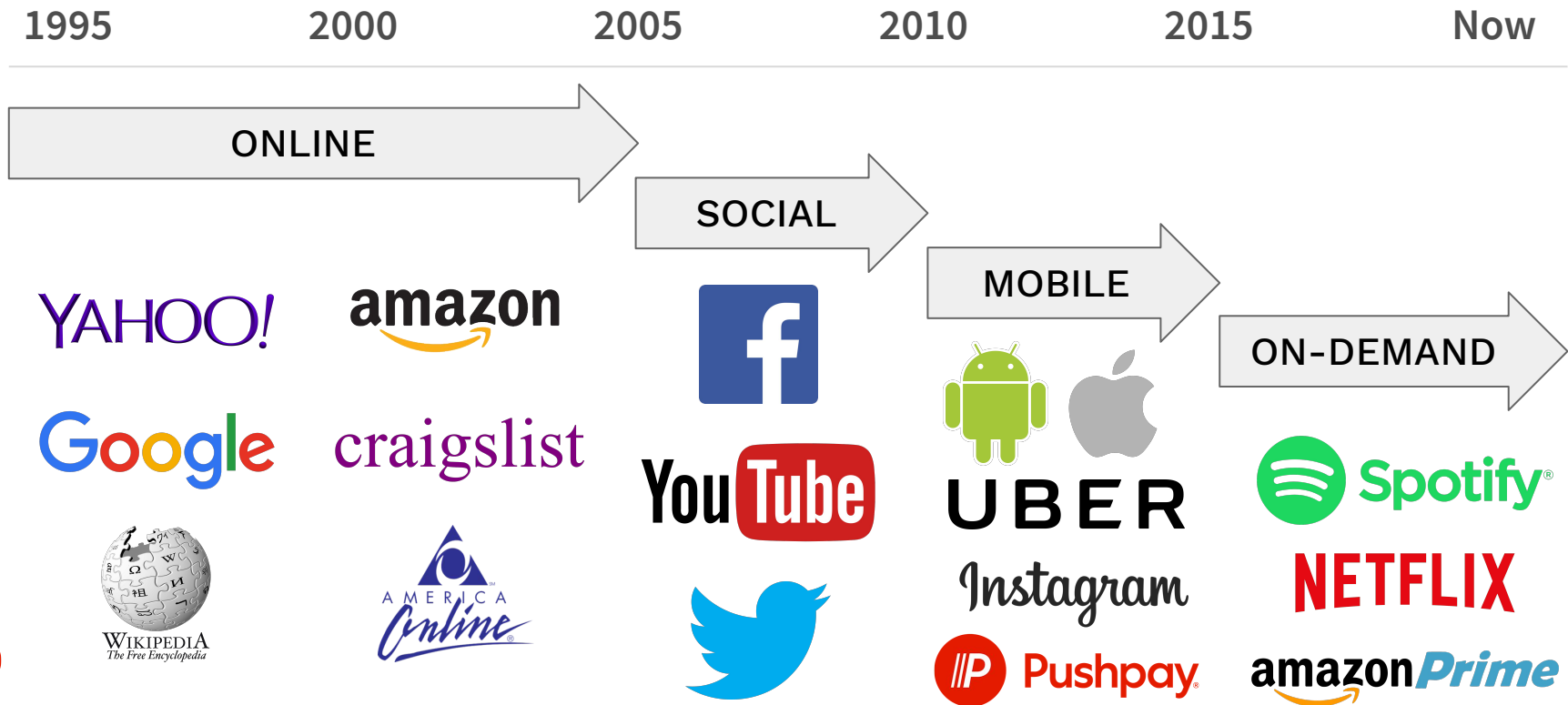
## Monday - Saturday



## Sunday



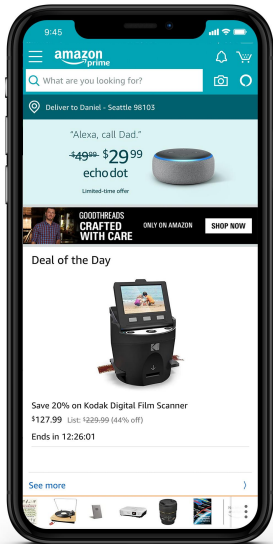
# How'd We Get Here?



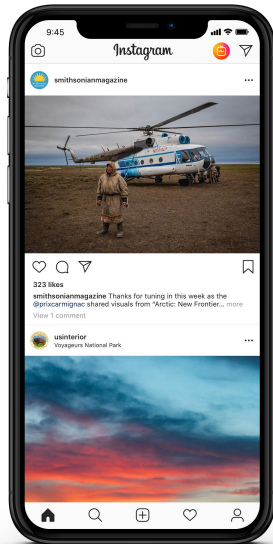


# Consumer Expectations

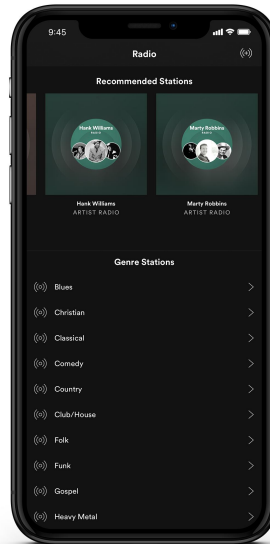
amazon



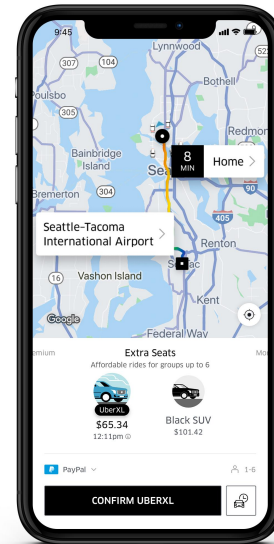
Instagram



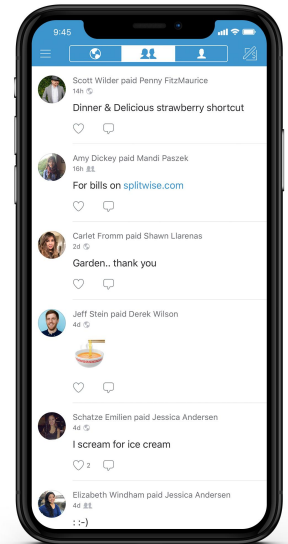
Spotify



Uber



venmo





“  
The most valuable  
commodity of the 21st  
century will be  
undivided attention.

—Phil Cooke, Writer, Producer, Media Consultant

# Church Tech Offerings over 20yrs+

## 1995 - 2005

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- ✓ **Bulletin**
- ✓ **Website**

## 2005 - 2010

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- ✓ **Bulletin**
- ✓ **Website**
- ✓ **Facebook Page**

## 2010 - today

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- ✓ **Bulletin**
- ✓ **Website**
- ✓ **Facebook Page**
- ✓ **Church Management Hub**



**LOSING FAITH**  
 Capitol Hill Presbyterian Church's closing illustrates a clash between tradition and modernity.

**WINSOR Funding**  
 Officials are "estranged" and blocked the jump administration attempt to withhold resources.

High five was common in the County Public Health's Board last week. On May 29, a Federal grant of \$1.5 million was awarded to the Department of Health and Human Services (HHS) for the funding of the Capitol Hill Presbyterian Church's closing. The funding was used to support the church's closing program. The church's closing program was developed by the church's board of trustees. The church's board of trustees is a group of people who are responsible for the church's financial and administrative affairs. The church's board of trustees is a group of people who are responsible for the church's financial and administrative affairs.

Churches that do not provide pathways for digital participation are struggling to maintain parishioner engagement



2005

Pope Benedict Papal Announcement  
St. Peter's Square

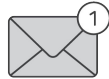
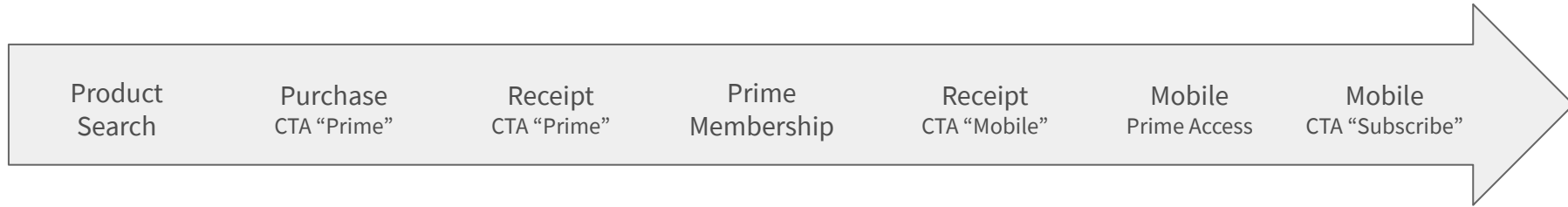


2017

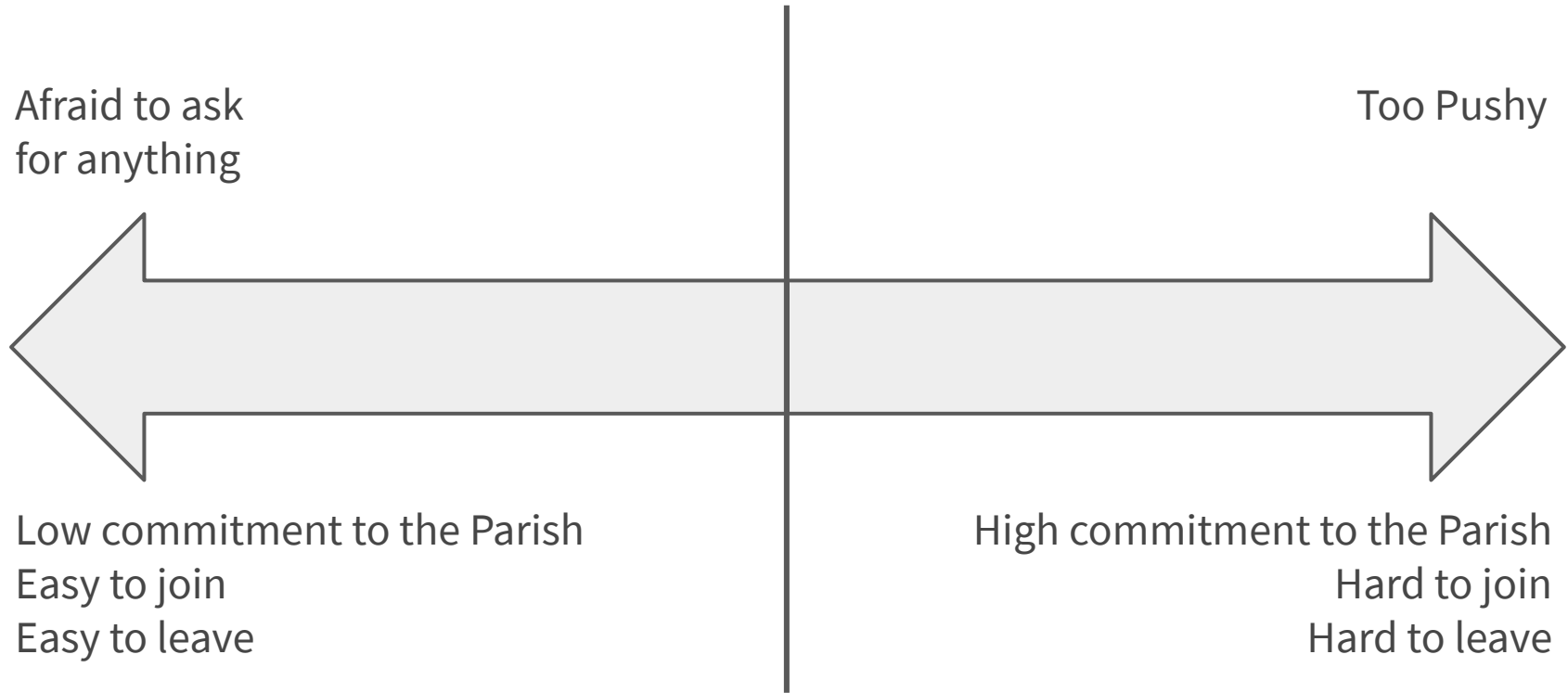
Pope Francis Address  
St. Peter's Square

Having a digital strategy is not an alternative for parishes today-it's an imperative

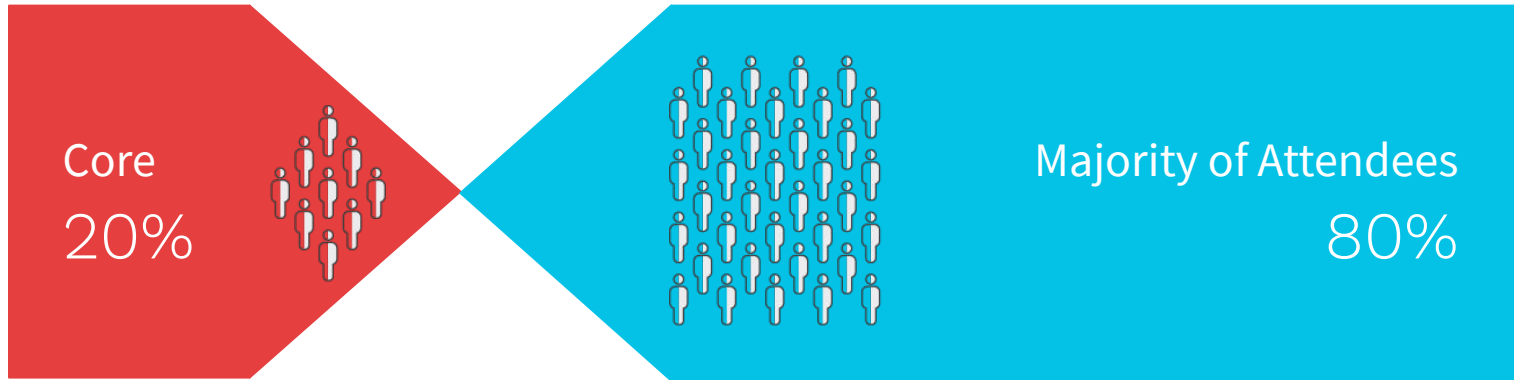
# Amazon's Path To Participation



# “Typical” Parish Participation



# Parishioners usually fall into two camps:



- Backbone of community
- Serving faithfully
- Participating in groups
- Give generously of time and finances - rain or shine

- Attending semi-regularly
- Not serving
- Not plugged into a small group
- Not giving regularly



# A Strategy For Your Parish



# Becoming Known

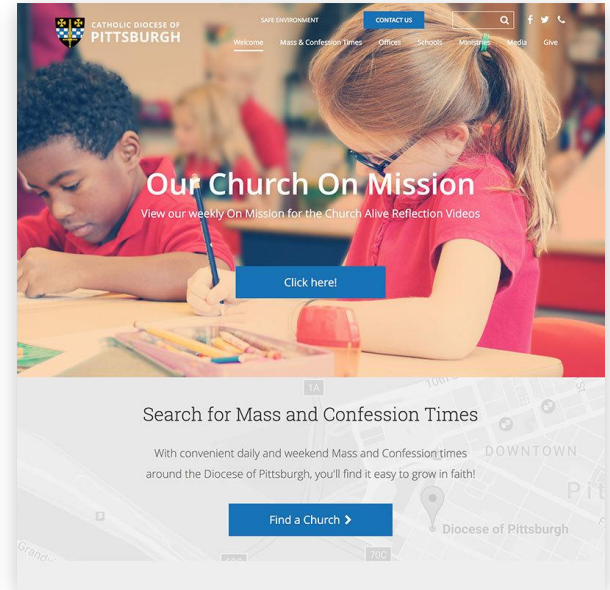
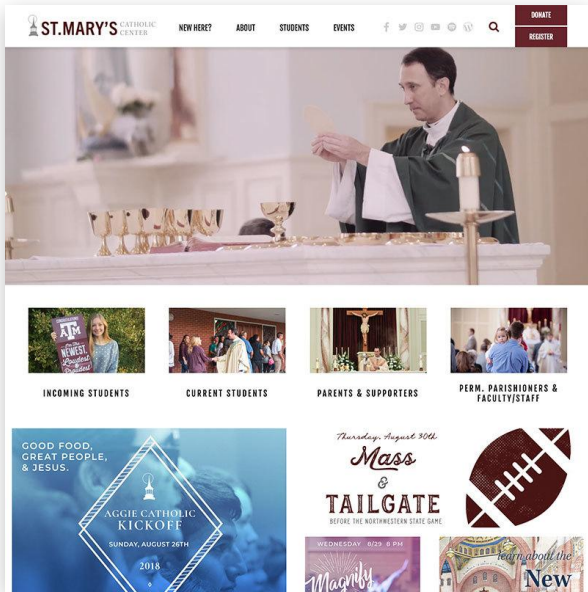


Not every person is ready to take every next step, so you have to begin by being known by the group of people who are ready to enter into a deeper relationship with your church.

# Not This...



# Work on your front door (website)

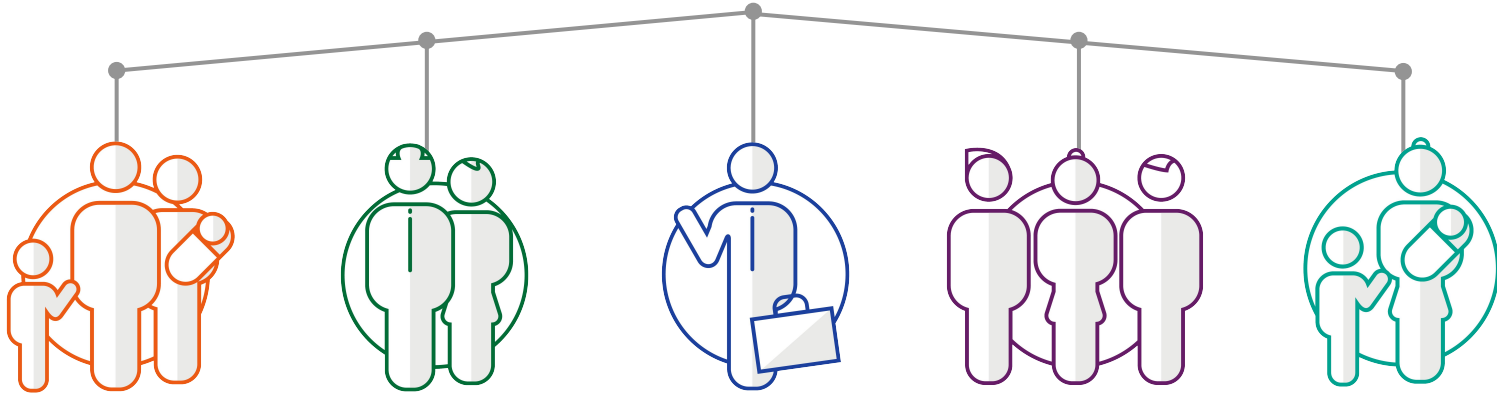


- Segmented by audience type
- CTAs in the top right

- Prominent branding
- Minimal text, clean design

- Strong images
- Prominent CTA / Next Steps

# Who are you equipped to serve?



Young  
Families

Empty  
Nesters

Urban  
Professionals

Young  
Adults

Single Moms  
and Dads

# Who are you equipped to serve?



Pastor Chad



Pastor Robert

# Create community personas...



**Operations Pastor**  
**Alex**

Position:  
**Operations Pastor**

Decision-maker level:  
**Key Decision Maker**

**“**  
*I have four roles and one job title. I want to have one system where I can go in and pull one complete report on giving and share it with my top stakeholders.*  
**”**

**Things you should know...**

1. They care about the *“why” behind the numbers*
2. A leader for *donor management and development*
3. Needs easy to use *detailed and accurate reporting*

**Simplicity.**  
They want the latest features, but they don't want to spend a lot of time learning about or digging around for them.


 Reference: [Link to persona page](#)

 Pushpay

# Go Find Them (Facebook Ads)

🌲 Forget about holiday stress. Don't worry about what's under the tree. 🌲

Take two hours to focus on what Christmas is all about. Join us as we celebrate the most joyous day of the year at First Church.



YOURCHURCH.COM  
**Join Us For Christmas At First Church**

[LEARN MORE](#)

👍 Like    💬 Comment    ➦ Share

 **Your test church name** [Like Page](#)

Sponsored · 🌐

Being a parent is one of life's greatest joys, but it is also one of its biggest challenges. Parentalk is for parents of children aged up to the early teenage years, giving you the opportunity to talk about the day-to-day challenges you face, as well as sharing the things that are going well.



**Find out more**  
Learn more about parenting primary aged children.

[Learn More](#)



# Go Find Them (Google Ads)

Google  
Church Vancouver WA

KW Research | AW Sandbox | Traffic Estimator | Trends | CSV

Web Images Maps Shopping More Search tools

About 2,330,000 results (0.22 seconds)

Ad related to **Church Vancouver WA**

**Elevate Church Vancouver - Biblical Teaching And Great Music**  
www.elevatevancouver.com  
Family Oriented, Casual Setting.  
Meeting At: 1900 NW Bliss RD, Vancouver, WA

**Living Hope Church**  
www.livinghopechurch.com  
4.1 ★★★★★ 17 Google reviews

**Crossroads Community Church**  
www.crossroadschurch.net  
4.3 ★★★★★ 16 Google reviews

**New Heights Church**  
www.newheights.org  
4 Google reviews

See results for **Church Vancouver WA** on a map »

**Living Hope Church: Vancouver, WA**  
www.livinghopechurch.com/  
Saturday Service: 6pm; Sunday Services: 9am, 11am & 1pm; 2711 NE Andresen Road, Vancouver, WA, 98661. HOME · ABOUT US · John & Michelle Bishop ...

Map for **Church Vancouver WA**

Ads

**Vancouver Church**  
www.crossroadspeoplechurch.com/  
1 (888) 614 4068  
Be Part of a Christian Community.  
Contact Us Today.

**Churches in Vancouver WA**  
ask.com/Churches+in+Vancouver+WA  
Search for Churches in Vancouver WA  
Find Quick Results now!

**Churches In Vancouver WA**

Google AdWord Placements

# Using Technology to See People and to Help Them Feel Seen

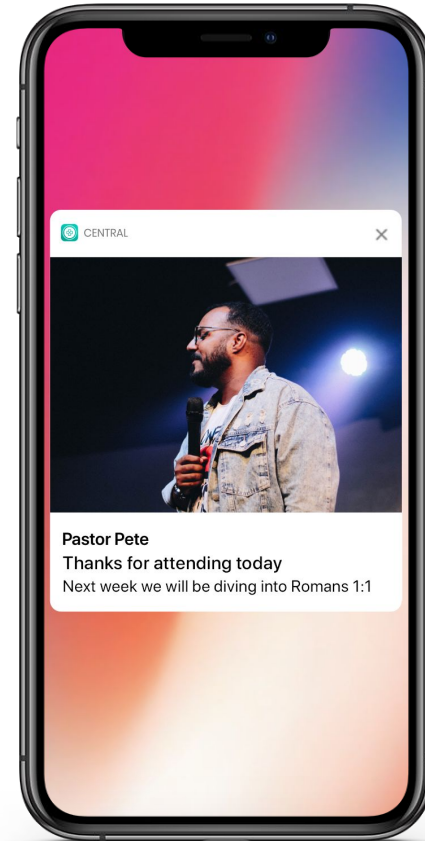


Once you know who you're trying to reach, you must find a way to make those people feel seen and appreciated.

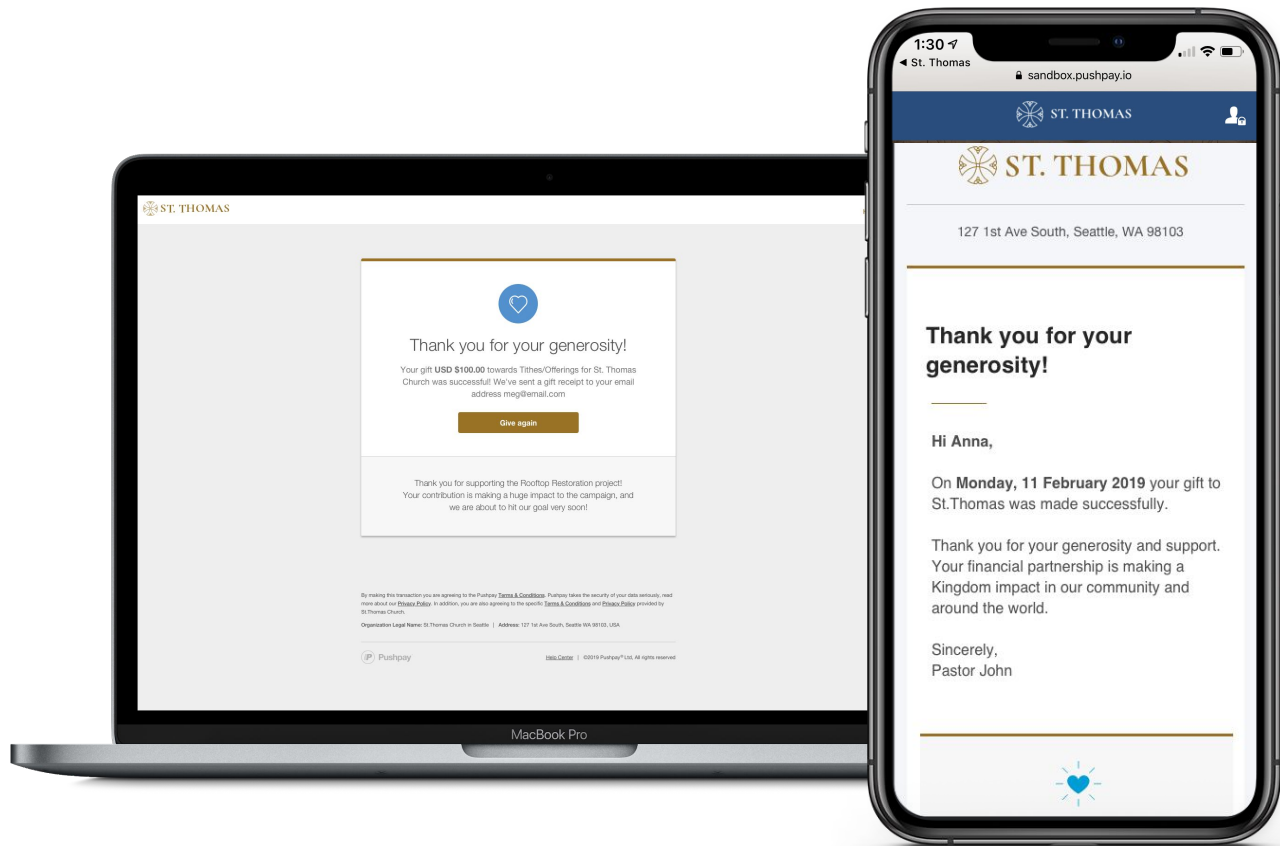
Providing an easy  
and low pressure  
way for people to  
plug in



# Following up on a first visit



Responding  
in a timely  
manner to  
those who  
reach out to  
you.



coffee? >

Inbox x



**Dave Urban** <dave@i90church.com>

Sep 11, 2019, 9:01 AM



to me ▾

Hey Kent - hope you're doing great!

Was hoping we could find a time to grab coffee and get to know each other better. What are typically good days/times for you? I'm actually in Redmond most Fridays if you can sneak away from work for an hour or so ;) But other times can work too. Let me know what you think.

Thanks brother!

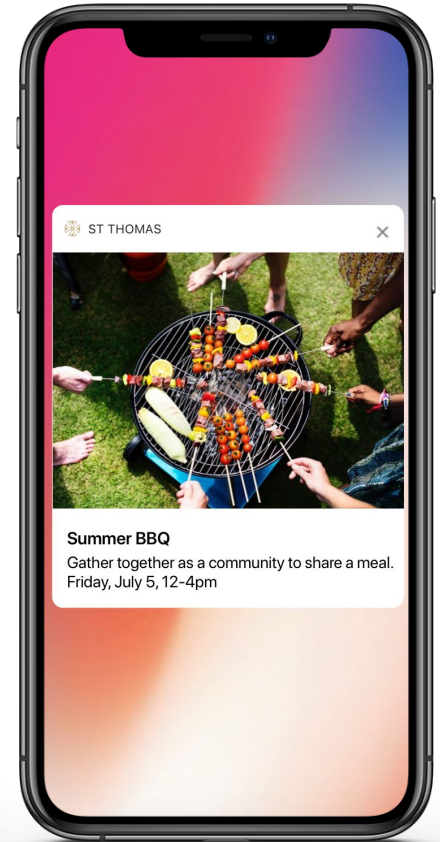


# YOU Give, *THEY* Receive



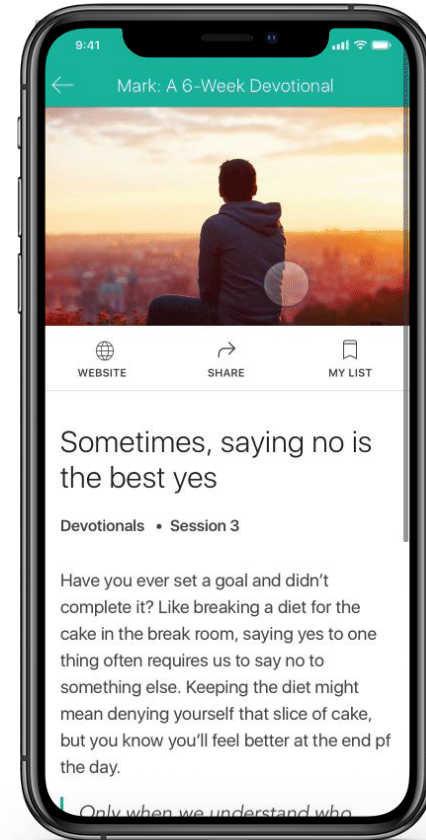
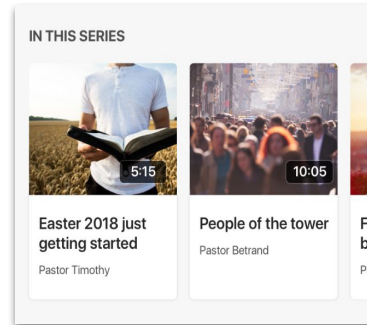
Generosity is reciprocal. By giving something simple but meaningful—like a thoughtful event, personalized note, or great experience— your church models the generosity you want to encourage.

# Create “on ramps” to community

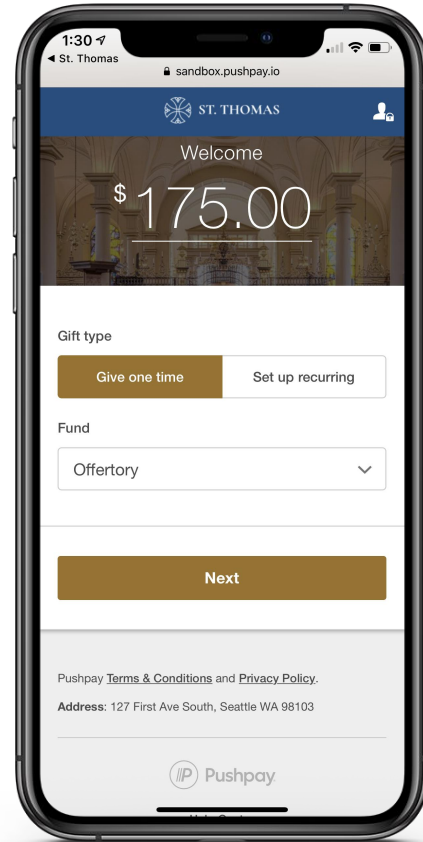




# Make it easy for them to take the next step



Make it Safe  
And Easy to  
Receive Gifts



# Say Thank You!

(Timely, Specific, Sincere)

The screenshot shows a mobile email interface for St. Thomas Church. At the top left is the church logo and name "ST. THOMAS". At the top right is a user profile icon labeled "Hi Meg". The main content area has a white background with a blue heart icon in a circle. Below the icon is the text "Thank you for your generosity!". Underneath, it says "Your gift USD \$100.00 towards Tithes/Offerings for St. Thomas Church was successful! We've sent a gift receipt to your email address meg@email.com". A brown button labeled "Give again" is centered below the text. A second section of white background contains the text: "Thank you for supporting our Food Drive Campaign. This year we've provided over 500 families with healthy, nutritious meals. None of this would be possible without your generosity." Below this is a promotional section for the "St. Thomas Church App". It features a smartphone mockup displaying an "UPCOMING EVENT" for "Young Adults Camp" on "18 AUG". The event details include: "This is a faith renewal program for young adults over a 6-night summer camp activities and more. Camp Piv Central Puyallup Sound, Seattle Sat 8 PM - 8 AM - 8:30 PM". To the right of the phone, it says "To see more and stay connected with us, visit the St. Thomas Church App!" with a "Go to App" button. At the bottom, there is a small disclaimer: "By making this transaction you are agreeing to the Pushpay Terms & Conditions. Pushpay takes the security of your data seriously, read more about our Privacy Policy. In addition, you are also agreeing to the specific Terms & Conditions and Privacy Policy provided by St. Thomas Church." Below the disclaimer is the organization's legal name and address: "Organization Legal Name: St. Thomas Church in Seattle | Address: 127 1st Ave South, Seattle WA 98103, USA". At the very bottom, there is a Pushpay logo and the text "Info Center | ©2019 Pushpay® Ltd. All rights reserved".


# Invite Them Deeper



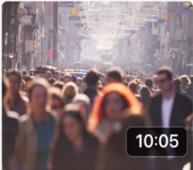
Now - after you've given - is the perfect time to invite that person to participate on a deeper level. Instead of asking them to do everything at once, churches can invite them to take the **one next step** that makes the most sense for who they are. And then begin the process again.

# Help Them Find Even More

**IN THIS SERIES**



**Easter 2018 just getting started**  
Pastor Timothy



**People of the tower**  
Pastor Betrand

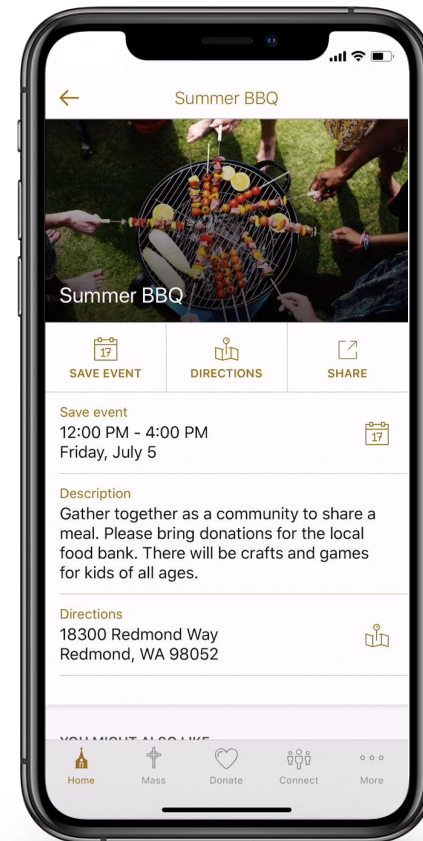
**YOU MIGHT BE INTERESTED**

**3 APR** Awana  
Sunday, 7 PM

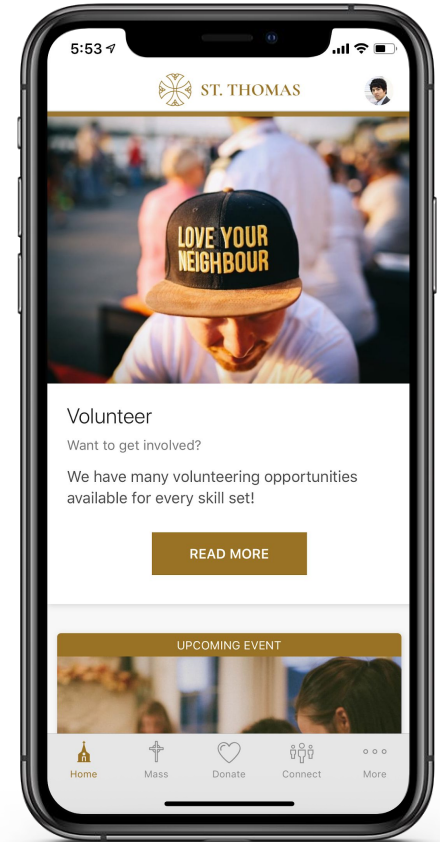
**18-19 APR** Youth Group  
Sunday, 7 PM

**IN THIS PLAYLIST**

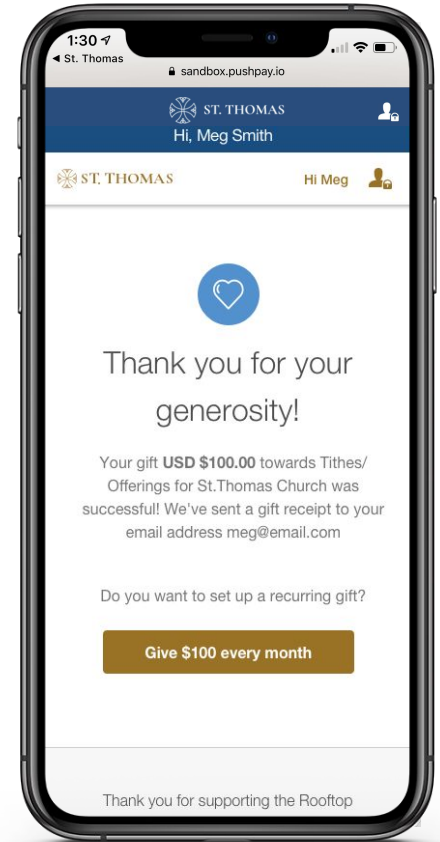
- A conversation with Scott Jefferson 10:30 >
- **Building a remarkable life** 5:30
- Remarkable friends 6:15 >
- How to guard your heart 7:20 >
- Being part of the movement 4:30 >



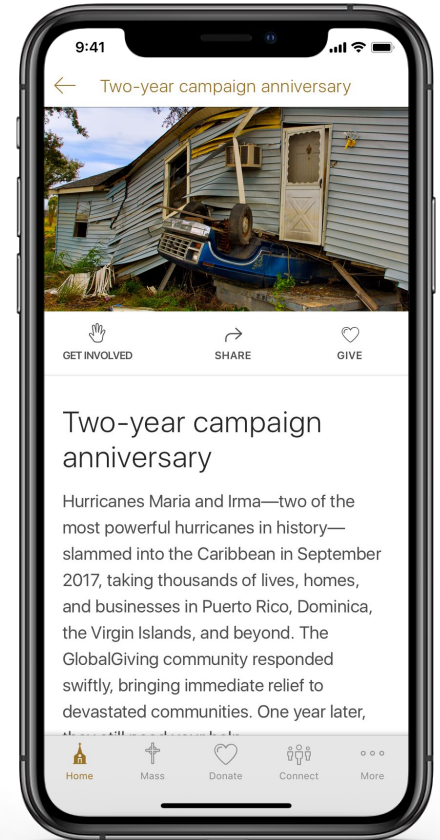
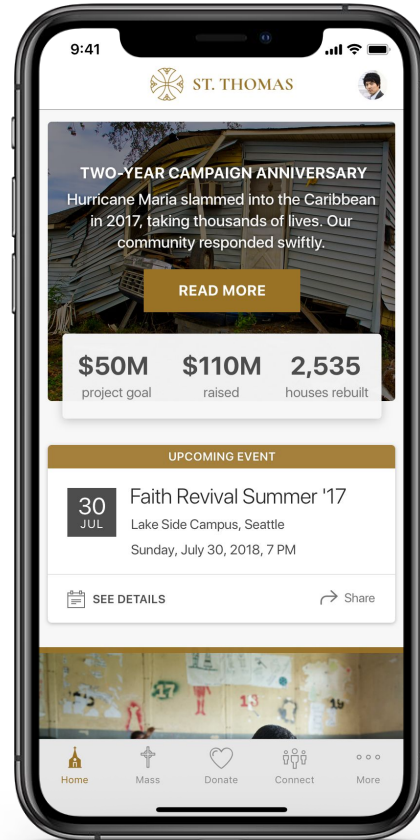
They Share  
More Details -  
You Share More  
Opportunities



Giving increases  
as engagement  
increases



Connect actions to  
impact  
Bring them along  
for the journey





# Invite. Invite. Invite.

- T**imely
- R**elevant
- I**nformational
- P**ersonal



# Not a Funnel - a Flywheel



**Cause:** Improved Experience

# St. Anthony of Padua The Woodlands, TX

“

*Before we started using Pushpay, it was easier to order a pizza on your phone than it was to give to our church. While our registered members grew, we saw a steady decline in average weekly giving per family over the last five years. We have now overcome that and feel confident that we are setting up the Millennials to share their stewardship of treasure in the way they know how... on their phones.. The first month of giving, on Pushpay saw an immediate increase in participation and dollar amount.*

”

—Stephen Lenahan  
Director of Development and Communications | St. Anthony  
of Padua

50%

drop in credit card fees

70%

increase in ACH giving



# Next Steps:

1.

Audit your parish's digital presence—are your website, registration forms, giving tools, etc. intuitive, easy, and - most of all - mobile?

# Next Steps:

2.

Understand your personas—align your goals with your community.

# Next Steps:

3.

Determine what role technology does and does not play in your parish’s “participation pathway.”

# Next Steps:

4

Start small and build based on what you and your team can handle and what your community can consume.

# Thank You!

Learn more at

[pushpay.com/explore](https://pushpay.com/explore)

Download an app!

Text “**stisidore app**” to  
**77977**