



# LAUNCH GIVING GUIDE



# Set Up Online Giving in Realm

## Set up online giving in Realm.

- [Click here](#) to learn how to setup online giving in Realm.

## Additional Considerations:

- Once online giving is setup, you can enable memos on the fund level as needed.
- Keep online giving simple by limiting the funds that are available.
  - You can enable or remove funds from online giving at any time.
  - Be sure to remove seasonal funds once the campaign ends to keep the list as simple as possible.
- Realm allows users to setup recurring donations with or without logging in.
- Contributors with a Realm account can log in to use saved payment methods, manage their recurring giving, print their giving statements and more.
  - [Click here to learn more](#) about how contributors gain access to Realm under *Open vs Invitation-Only Church Models* in our Realm Help Center.
  - Contact support (800-669-2509) for assistance with Realm invites or for information on security settings.

# Set Up Text Giving in Realm

[Click here](#) to view the setup instructions in the Realm Help Center.

## When considering Realm for text giving, it's important to note the following:

- Realm text giving does not allow repeat donations.
- It does save the contributor's payment method, so they can easily give again.
- Realm provides the phone number that contributor's message to: 73256.
- Contributors text your church's keyword to the phone number.

## Permanent Church Keyword Notes

### **Keyword Requirements**

- 3-20 Characters
- No spaces
- No special characters
- Text Giving is not case sensitive

### **Recommendations**

- Related to the church name, abbreviation or website URL
- Something unique and specific to your church
- Check with other staff members before locking in the keyword

## Launch Realm to an Initial Beta Group

Check out our [Realm Rollout Kit](#) to learn more about launching Realm with Realm eGiving.

Prior to launching, all staff members should be comfortable with Realm and the ways to give. As you prepare staff members, you can do a soft launch to an initial beta group.

### **Why launch to an initial beta group?**

- This allows time for the staff to get comfortable with Realm features like reporting and helps staff identify or prepare for frequently asked questions.
- The individuals in the Beta Group get to feel special and appreciate being the first to know of the new online community.
- The Beta Group can be instrumental in the launch by supporting the staff, providing testimonials and spreading excitement throughout the congregation.

## Let Your Congregants Know that Online Giving is Coming soon

Use the Free Pre-Launch Materials to Generate Excitement for the eGiving Launch.

Take advantage of the pre-launch graphics and resources available in our Launch Realm Giving Toolkit.

## Update Your Website

When you add the new giving link to your website, create a landing page that shows congregants how to give through Realm. On that page, provide information on giving online, via text, and with your mobile app. You can even create a page dedicated to Realm.

### **Make The Most Of Your Website.**

In addition to a give now button, you can use a giving landing page to further promote stewardship.

- Clearly state the ways to give.
- Include information about Realm to foster recurring giving.
- Share information on how funds are allocated.
- Take it a step further by including testimonial or images showing how stewardship has helped the church or community.

You can also add a dedicated webpage highlighting Realm as your online church community. View the Communication Guide at [resources.realmchurch.com/guides](https://resources.realmchurch.com/guides) for example wording.

## Launch Online Giving to the Church

### **Use the Free Implementation Materials to Launch Giving.**

We know inspiring stewardship in your church isn't easy. But we've got you covered. That's why we've put together our Launch Realm Giving Toolkit which is full of the tools you need to implement giving.

You can also find [more resources here](#).

# Remind People that Online Giving is Available

## Update Communications

Permanently add a giving section to regular materials and communications like your bulletin and newsletter.

This can be an image, icons, or simple bulleted instructions allowing members and guest to easily identify the ways to give.

## Regularly Communicate the Ways to Give

### **Announcements**

Making announcements regularly will create a comfortable giving environment where contributors can ask questions and gain a better concept of stewardship.

### **Example Announcement**

Have you seen our new online giving program? We're excited about the new things happening at [Church Name]. You can securely give from our website and via text message. You can even create an account to set up recurring donations. If you'd like account-level access, please contact the church office. We'll then email you so you can get started today.