



## Text-To-Give from AmericanChurch

*New Online Giving function*

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Contact: Terry Poplava  
Executive Director of Marketing and Sales  
[tpoplava@americanchurch.com](mailto:tpoplava@americanchurch.com)

HUNTINGTON, IN - AmericanChurch, Inc. introduces text-to-give as an enhancement for users of the company's popular Online Giving system. The feature will be available in mid-February.

"The ability to give by sending a text message was the most requested feature in 2016," says Chris Taylor, Product Manager for Online Giving. "This is part of our ongoing improvements to our Online Giving platform. With 97% of smartphone users texting at least once a day and over 6 billion text messages sent per day in the United States, it makes sense for churches to offer a way for people to give via text. And since we have integrated this with Online Giving, the church gets the benefit of the low cost of transactions in the system."

To give via text, donors can text an amount to a church-specific phone number. Church staff can set up fund codes for each fund or collection, and the system will provide donors with codes that correspond to the collection they want their gift credited to. Existing donors can reuse saved credit card and bank account information making the giving process fast and simple. If the donor's phone number is not recognized, they are able to continue without an account, associate their number with an existing account, or create an account so the system will remember their phone number.

The new function is fully integrated with Online Giving from AmericanChurch. Donations via text will appear as part of other reports in the system for both donors and administrators.

### **About AmericanChurch, Incorporated**

AmericanChurch, Inc. provides stewardship solutions to churches and religious organizations throughout the United States. AmericanChurch, Inc was founded in 1903 and has grown into a leading supplier of offering envelopes, printed communications, and mailing services.

For over 100 years, AmericanChurch, Inc has worked together with churches and organizations to increase contributions, support ministries, and grow congregations. We pride ourselves in meeting the stewardship needs of churches and organizations throughout the United States.

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