

Our Sunday Visitor



Text-To-Give from Our Sunday Visitor

New Online Giving function

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HUNTINGTON, IN - Our Sunday Visitor 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 parishes to offer a way for people to give via text. And since we have integrated this with Online Giving, the parish gets the benefit of the low cost of transactions in the system."

To give via text, donors can text an amount to a parish-specific phone number. Parish 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.

Father Mike McDermott at St. Charles Borromeo sees great potential in the new feature. "Text-to-Give is a perfect doorway for young people and donors that are moved to give by an immediate situation rather than making a long-term commitment." Rather than require a recurring gift, it gives this group the flexibility to easily repeat their gift at their convenience.

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

ABOUT OUR SUNDAY VISITOR

The world's largest English-language Catholic publisher and provider of services, Our Sunday Visitor serves millions of Catholics and Catholic organizations globally through publishing, offertory and communication services. Established in 1912, Our Sunday Visitor publishes *OSV Newsweekly*, *The Priest*, *The Catholic Answer*, a wide range of books, and Catholic curriculum; develops digital offerings such as websites, web-based giving and digital apps; and provides complete communication, stewardship and offertory programs.

Our Sunday Visitor is a not-for profit organization. A portion of net earnings from resources are returned back to the Catholic Community through grants for catechesis, vocations, evangelization and to advance the culture of Catholic life. For more information, visit www.osv.com

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