



# East Harlem Fellowship Increases Member Giving by 30% Through Text to Give



**CASE STUDY** Sofia Alvarez  
Executive Director for East Harlem Fellowship

Sofia Alvarez currently works as both the treasurer and executive director for East Harlem Fellowship in New York. She is also part of the board of directors, which means she needs to work as efficiently as possible to maintain her balancing act of responsibilities. Efficiency became paramount in 2020, when in-person services were no longer possible in light of COVID-19.

Without being able to host in-person services, it became harder for East Harlem Fellowship's congregation to financially support the church through their tithes. Fortunately, they had switched to Aplos Text to Give in December, which turned out to be the perfect solution for remote services. "With Text to Give, people can easily give during online services, so the two coincide very well together," Sofia said.

Previously, East Harlem Fellowship provided an option for people to give online through Paypal, but they wanted to empower their people to give in the moment during services via their mobile devices. With Aplos Text to Give, people could tithe with a simple text message once they completed a few easy steps for setup.

## Overview of the Church:

- › Located in East Harlem, NY
- › Founded in 1998, registered as separate entity in 2012
- › 100+ members



20% of active donors are now giving online



Average gift size is \$144



Text to Give accounts for 15% of overall giving



Gifts increased 160% compared to the previous year's monthly average

To launch the feature, East Harlem Fellowship provided the Text to Give phone number in its Sunday announcement with the pastor speaking on how easy the initial setup was. The church started using the feature at the beginning of their next service. They've kept the Text to Give announcement on their website and a banner placed in the bottom of their livestreams.

## ▶ **How East Harlem Fellowship Launched Text to Give**

- ▶ Added a phone number to the Sunday announcement where members could text gifts
- ▶ Pastor provided a short tutorial to show how easy it was to set up
- ▶ Text to Give announcement was added to the website
- ▶ A Text to Give banner was included at the bottom of their livestreams

Giving has ramped up considerably since the start of online services, with 20% of active donors now giving online, and Text to Give accounting for 15% of overall giving. "The launch was a success mainly because of the simplicity," Sofia said. "People want everything to be done easily these days, and Text to Give offers that. Even if COVID-19 didn't exist, we still want to offer this solution to the congregation, since people typically prepare their tithes at home by writing checks, but sometimes forget them."



**I LOVE HOW SIMPLE AND EASY IT IS TO USE.**

