

December 12, 2010

## Recommendation for Fifteenth Street Meeting online donations and contributions

### *Vendor*

- Easy Tithe > <http://www.easytithe.com/>
- Brochure > <http://www.easytithe.com/brochure/>
- Demo > <http://www.easytithe.com/demo.htm>

### *Overview*

- Company based in Texas
- Works with religious organizations
- Already in use by Indianapolis First Friends > [http://www.indyfriends.org/First\\_Friends/Support.html](http://www.indyfriends.org/First_Friends/Support.html)
- 24 to 48 hour set-up time
- Data encrypted site - high security standards
- Fees are \$49 per month - \$588 per year - paid by Fifteenth Street
- Merchant account charges ~ 2.09% plus 25 cents per transaction - paid by Fifteenth Street
- Easy Tithe does not hold money - goes direct from contributor to Fifteenth Street
- Fifteenth Street listed as fund recipient on bank statement - contributor sees 100% of donation listed
- Fifteenth Street pays merchant fees - B&C needs to budget a reserve fund for this
- Merchant acquirer is First Data Corp (FDC) - respected industry payment processor with low fees
- Can make one-time donations or set automatic / scheduled debiting - no minimum amount
- Requires account registration - select account where funds are to be debited, amount and frequency
- Fee includes 24x7 support - includes tech support to assist / customize webpage
- Christopher Fatherley will be the interim manager - point of contact for billing and admin questions

### **Direct Flow of Money**

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Every penny of every donation is under your direct control. Donations move from the giver, to your organization's accounts, within hours. Easy Tithe does not "float" your donations. Meaning, we do not hold on to your contributor's funds for a later disbursement. Easy Tithe simply processes and reports tithing activity while enabling secure and seamless integration with your pre-existing website.



1-888-77-TITHE

## Welcome

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Easy Tithe is a break through technology in online giving. We make accepting, tracking & reporting online tithing and donations easier than ever.

Easy Tithe puts more money on your bottom line per donation than any other system, program, software, or company out there, period. We help you minimize the fees, so you can maximize your ministry.

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## Giving Application Features

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### Your Name/Your Funds

Every transaction is routed (and daily batched) directly to your accounts. Money does not pass through Easy Tithe. Further more, your donors will see your organization's name on their account statements, not ours.

### Customized Interface

Our graphics experts will customize your giving application to exactly match your colors, branding, and identity.

### Unlimited Funds/Campaigns

You can easily customize your giving application so donors can designate their donation to any of your funds or campaigns.

### Unlimited Users

Whether you have 50 people donating online or 50,000; we won't charge you more just because you have more.

### Automatic Recurring Donations

Your users can easily activate automated recurring donations. They also will have the ability to activate multiple automatic recurring donations so they can designate their automatic gifts to separate funds.

### 24 Hour Turn Around

Many of our churches have integrated Easy Tithe in less than 24 hours.

### Reports

You have access to hundreds of reports.

### Data Import

Do you need to import donation data into QuickBooks, Shelby, By The Book, or some other system? No problem! You let us know how you want the data, and we'll set up a custom import/export profile just for you, for free.

## Dynamic Form Features

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### Custom Form Builder

With our dynamic form generator, you can easily build forms to accept registrations (and payments) for events such as Kids Camp and Women's Retreats, or free forms for items such as volunteer applications and prayer requests. The possibilities are endless!

### Email Notifications

You can assign each form a unique email address to receive notifications when a form is submitted.

### Form Reports and Results

We give you the ability to view each form result individually, as well as viewing a master chart of all form responses.

### Custom Pricing Options

Our dynamic forms have the ability to have a base cost, as well as the capability of assigning additional dollar values to individual questions and answers.

Ex: Would your child like a camp T-shirt?

- Yes (Add \$12)
- No (Add \$0)

## PCI DSS Compliance & Security

As required by the [PCI Security Council](#) and all processing banks, Easy Tithe is fully PCI DSS Compliant (Payment Card Industry - Data Security Standards). This means Easy Tithe conforms to the highest set of security standards in the payment card industry. Your account managers, end users, and Easy Tithe employees will never have access to the type of sensitive information that might lead to an unauthorized transaction.

## Intrusion Detection

On top of PCI Compliance, Easy Tithe also maintains the prestigious certification of "McAfee Secure" noted by the seal on the left. Where PCI Compliance requires our system to be scanned for vulnerabilities quarterly, McAfee scans our system every day. In short, Easy Tithe has contracted an Independent Qualified Security Assessor, McAfee, Inc., to attempt to break in, every day. Not only does this allow Easy Tithe to adhere to the strictest security standards, it allows Easy Tithe to stay ahead of new hacker techniques and system vulnerabilities.

## SLL Transaction Security

Easy Tithe uses 128 Bit SSL technology for data transactions. All personal, credit card, & bank information is submitted using 128 bit encryption. There is no stronger form of protection than this encryption and by doing this, we eliminate the possibility that someone might "tap" the line and extract your personal data

from it. 128-bit SSL encryption has never been broken and according to RSL Labs, it would take a "trillion-trillion years" to crack the code using today's technology.

## The Datacenter

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Our datacenter upholds security measures to rigorous standards. Proximity card entry, camera-recorded server room access, and a perimeter security system all protect the datacenter facilities. These security components ensure only employed certified Server Engineers have direct access to the datacenter and individual servers. This restricted access ensures maximum security when maintaining, upgrading, and troubleshooting servers in the racks.



## Easy Tithe Offices

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Though the security threat level at our offices is low, we have once again gone above and beyond normal measures to ensure security on our premises. Cameras are located throughout the building and office areas, and access control is maintained both by cutting edge biometric finger print scanning devices, and key fobs. Our facilities are monitored 24 hours a day by digital video recording devices.



Know that we use every means available to secure data on our system, the privacy of our churches, and their users. If you have any security concerns whatsoever, don't hesitate to call us at 1-888-77-TITHE. We would be happy to answer any questions you might have. We take user privacy, data storage & transaction security, and PCI compliancy very serious!



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## Detailed Pricing Information

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We are committed to fully disclosing the details and costs you can expect when implementing Easy Tithe. While many online donation providers will discreetly charge you for small details, start-up fees, account add-ins, and creatively run pricing structures that directly correlate to the size of your congregation; Easy Tithe prides itself in being straight forward. There will be no surprises or hidden costs. Rest assured, we want to make online giving as easy as possible.

### Easy Tithe Set Up Fee - **\$0.00**

We will work with you for any integration needs and customize the look and feel of your giving application (and event forms) so it is similar to your current site's colors or branding. Our goal is to integrate the Easy Tithe module into your site in a seamless fashion so your website remains the primary focus and location to drive user traffic to.

### Easy Tithe Monthly Fee - **\$49.00**

This monthly fee is required for us to maintain the secure giving application, the dynamic forms module, offer continued support, and improve the application continually. In a fast paced web market, technologies change almost daily. We are committed to provide you state of the art technology and data security. Through Easy Tithe Rewards, you can easily reduce fees.

## Merchant Account

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**Merchant Account** - A "bank account" that allows you to accept credit cards. On a web site - this must have an integrated or third party payment gateway to be functional.

**If you don't have a Merchant Account:**

If your church/organization does not have a merchant account, we will help you acquire one at no extra cost. Due to the success of Easy Tithe, we have relationships with various merchant account providers that give our churches significantly reduced rates. With a discount rate as low as 2.09% + 25 cents, no monthly minimum, no application fee, 24/7 free customer service, and account / statement /gateway fees included in the Easy Tithe monthly fee of \$49; it's nearly impossible to beat the rates that our account providers offer.

**Already have a Merchant Account?**

If your church/organization already has a Merchant Account, no problem! There is a 99% chance your account is already compatible with Easy Tithe! To verify your Merchant Account's compatibility, contact us and let us know who your account is with.

\* If you choose to accept American Express, the AMEX discount rate may be slightly higher.

## Contact Information

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Do you need more information? Feel free to contact us online at [www.easyTithe.com](http://www.easyTithe.com) or call us at 1-888-77-TITHE

Easy Tithe is located inside the beautiful Grapevine Station, at the corner of Texan Trail & 26 (Northwest Hwy) in Grapevine, TX, just a stone's throw from the Great Wolf Lodge and the Gaylord Texan Resort & Convention Center.

1000 Texan Trail // Grapevine, TX 76081

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