



# PAYSIMPLE® + Call Out Church Platform

## A Better Way to Collect Online Donations with the Call Out Church Platform + PaySimple

### CALL OUT CHURCH

ATLANTA, GEORGIA

The Call Out Church Platform + PaySimple integration empowers churches to collect online donations while creating an exceptional member experience. By using PaySimple to improve donation collection, Call Out Church users can expect to save 20-30 hours per month in reconciliation. A notable enhancement considering the special tax filing procedures churches require.

Call Out Church is a ministry management tool, with an emphasis on the member, for religious organizations, supporting churches as they adapt to modern possibilities like online services and virtual touch points for donations and tithing. It allows churches to manage their members, collect donations, and view the financial health of their organization in one platform.

Call Out Church was developed by CEO Chris Meadows, who is also the finance chairman at the White Plains Baptist Church in Jefferson, Georgia. Chris initially started Call Out Church to solve the member management and donation collection challenges he faced at his own church. Today, he brings over 20 years of product development experience to Call Out Church, helping to serve the management needs of churches as well as the expectations of existing and future members.

“ Before PaySimple, we would spend 20-30 hours reconciling our accounts each month. Because PaySimple charges a monthly fee instead of a percentage of each transaction, it has simplified our accounting and given us our time back.”

Chris Meadows, CEO, Call Out Church

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## Opportunity

When Covid-19 began to disrupt in-person services across the country, the ability of churches to reach members virtually and to collect online donations became increasingly crucial. In the context of these challenges, Call Out Church has been empowering churches to collect donations in accordance with their members' unique preferences, whether by phone, credit card, or eCheck.

To create an exceptional experience, Call Out Church sought to partner with a powerful payment solution that could accept a variety of donations, encouraging member engagement without limiting their options. This was an especially important consideration for churches like Chris's, where older generations still preferred to use their checking accounts while newer members frequently donated via credit card.

Before switching to the Call Out Church Platform, White Plains Baptist Church had used both PushPay and Authorize.net to collect donations in the past, they either had frustratingly high fees or were far from user friendly, especially for accounting and tax purposes. For example, Authorize.net would keep 5% of every \$50 donation transaction, which complicated the way end-of-year taxes were calculated. Because the full donation amount is required for end-of-year filing, the church finance administrator would have to manually configure each donation. Only after hours spent manually looking up, calculating, and logging each transaction would it be possible to complete a month-end reconciliation, ensuring that the year-end filing was correct. These unsustainable accounting challenges led White Plains to switch to the Call Out Church Platform, primarily to seek a better way in offering and managing their online giving platform with the newly integrated PaySimple system in place.

“ Setting up PaySimple was super simple. Within a day I was set up and able to start taking donations within Call Out Church.

Chris Meadows, CEO, Call Out Church

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## Solutions & Outcome

PaySimple proved to be an ideal solution for Call Out Church. The PaySimple integration was quick and seamless to set up, and as soon as it began collecting online donations from within Call Out Church, the time savings were evident. For example, switching from Authorize.net to PaySimple saved Chris's church approximately 30 minutes of administrative work per donation transaction, or about 20-30 total hours per month.

This is because PaySimple eliminated much of the back-end accounting previously required with PushPay and Authorize.net. Because PaySimple charges a monthly fee, rather than a percentage of each donation, administrators can now plan ahead and budget for the year, managing one line item for all processing fees instead of calculating them each month. Finally, with the PaySimple dashboard, churches can get an instant overview of their donations, and their overall financial health, all within one online platform.

“ We're helping churches prepare to meet the needs of a mobile generation. Call Out Church and PaySimple are partnering to accept any kind of donation, anywhere—whether that's online, mobile, via phone, or by eCheck.

Chris Meadows, CEO, Call Out Church

With PaySimple, Call Out Church is creating a better member experience that allows every churchgoer to donate how they want. The Call Out Church + PaySimple integration empowers both future generations and existing members to support their places of worship in ways that work best for them.

In the coming year, Chris is eager to use Call Out Church to help hundreds of churches like his grow donations by welcoming the mobile payment generation. He believes that Call Out Church can help others solve common problems around member and financial health management within one holistic platform, all while staying responsive to the challenges of Covid-19 and the opportunities that online engagement can bring.

## PAYSIMPLE

PaySimple is the leading payments management solution for service-based businesses, powering the cashflow of over 17,000 companies nationwide. PaySimple builds longterm partnerships with companies to drive growth providing flexible payment and billing solutions and personalized customer service to suit their distinct business needs.