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**For Immediate Release**

## **Putting Faith in Technology: Churches Embrace Electronic Giving**

Looking for unique insights into the major shift from checks and cash to electronic payments – a trend that is changing the way Americans donate to churches and charities? Need a story on how small businesses are seizing the opportunity to help faith-based communities – which collected **\$90 billion alone** in 2006 – embrace new technologies that make giving more efficient and secure? Want examples of the security measures being implemented by responsible companies that provide automatic giving programs?

Ask **Faith Direct** – America’s leading, full-service electronic giving program for churches. As growing and innovative company, Faith Direct is an incredible resource for news stories and feature articles on the intersection of faith and technology.

Two recent achievements place Faith Direct at the forefront of the growing electronic giving market: The certification of Faith Direct as Level 1 PCI compliant – the highest security standard imposed by the Payment Card Industry, and a requirement for all credit card processors – and the launch of a new full-service website, [www.FaithDirect.net](http://www.FaithDirect.net).

“At Faith Direct, we are setting a new standard as a full-service automatic giving program, and the most important service we can offer to our members is the highest possible level of security,” explains Faith Direct President Brian Walsh. “Our Level 1 PCI Certification, combined with our new, full-service website, [www.FaithDirect.net](http://www.FaithDirect.net), and the full-service approach we offer to each church, reflects our commitment to comprehensive, secure giving.”

From online enrollment and account management to current data and news updates on how secure electronic giving is changing Americans’ giving habits, [www.FaithDirect.net](http://www.FaithDirect.net) offers resources for member churches and their congregations, as well as anyone seeking more information on the growing importance of electronic giving programs.

“Soon just one in five payments will be made by check,” says Walsh. “Faith Direct’s full-service program has converted thousands of the faithful to this new, exciting way of church support.”

Churches across the nation are responding. “Our parish has achieved excellent results from Faith Direct’s full service electronic giving approach,” states one pastor. “Faith Direct delivers!” says another. “Their service is a 10 on a scale of 10.”

Faith Direct is an important resource for any article or feature story on automatic giving. For more information, or to schedule an interview with President Brian Walsh, please call 703-519-5710 or contact Faith Direct by email at [brad@faithdirect.net](mailto:brad@faithdirect.net).

