

Software Discounts For Churches

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Agenda

- Importance of 501(c)3 Status for Churches
- Software Options
- Required Documentation
- Verification Process
- Maximizing Discount Value
- Q&A



Importance of 501(c)(3) Status



Importance of 501(c)(3)

- Exemption from federal and/or state corporate income taxes
- Possible exemption from state sales and property taxes (varies by state)
- Ability to apply for grants and other public or private allocations available only to IRS-recognized, 501(c)(3) organizations
- Potentially higher thresholds before incurring federal and/or state unemployment tax liabilities
- The public legitimacy of IRS recognition
- Discounts on US Postal bulk-mail rates and other services

Software Eligibility

Software Eligibility



Microsoft Office 365

Microsoft Word
Microsoft Powerpoint
Microsoft Excel
Microsoft OneDrive
Microsoft Outlook



Zoom

Online Video Meeting
Software

Cloud Meeting
Storage



Adobe Creative Cloud

Photo Editing
Video Editing
Audio Editing
Graphic Design



Canva

Online graphic design
application for flyer
and program creation



Google Workspace

Google Docs
Google Sheets
Google Slides
Domain Management
Custom Email Accounts

Software Eligibility



Slack

Communication
management and file
management.



Constant Contact

Email Marketing
Application

Mass Communication
Platform



Quickbooks

Financial Accounting
Software



Hootsuite

Social Media
Management
Software



Asana

Project Management,
Task Management
and Organization
Software

Required Documentation



Required Documentation

Document	Providing Entity	Purpose	Notes
501(C)(3) Determination Letter	Internal Revenue Service	Letter confirms to organizations that you are an official 501(c)(3) by IRS.	Churches who have received this letter prior to 2014 may have to reapply if you've lost your previous letter.
EIN Letter	Internal Revenue Service	Confirms your churches EIN from the IRS.	If you lost it, you can call the IRS to have it mailed to you.
State NonProfit Registration Documentation	Your Specific State	Demonstrates that your church is registered with your state.	Please ensure that the listed officers for your church are up to date.
State Tax Exemption Documentation	Your Specific State	Demonstrates that your church is not required to pay sales or excise taxes.	Ensure that people who regularly make purchases on behalf of the church have a copy of this document.
Articles of Incorporation	You provide this to the state	Communicates to your state and bank how your organization is formed.	Review the document every 3 years to ensure listed officers are accurate.
Banking Documentation	Your Bank	Shows that your organization has a current banking relationship.	This documentation may also prove that you are eligible to act on behalf of your church.

Verification Process



Verification Process

- Many verification entities will want to see that your church has an active website as a part of their process.
- If your church does not have a current website, there are many sites like Wix or Squarespace where you can purchase your domain, have an AI generated website created for you in minutes, and update the home page with your church's photos and specific information.
- The process is designed to be very simple and can easily be done by someone with no web design experience.
- Additionally, many of the verification entities also look to see if the email you register with is tied to your church's web domain.
- You can purchase an email address at your church's domain at the time you create the home page for the church website.
- The cost for the domain, one year of premium service, and email address is generally about \$100.

Verification Process



Verification Process: Goodstack

Before starting, please make sure that your nonprofit meets our verification requirements.

After you have decided that these requirements can be met, visit the sign-up page and follow the steps below. Also, we recommend that you apply with a work email address to speed up the confirmation of your association with your nonprofit:

1. In the '**Select country**' drop-down menu, choose the country where your nonprofit is registered.
2. In the '**Organization name or registered number**' search box, put your nonprofit name or registry ID, then click 'Search'.
3. Find your nonprofit in the search results, then click '**Claim nonprofit**' (can't find your nonprofit? Please see this article for more information).

4. Double-check you have selected the correct nonprofit, then click '**Sign up and claim**'.



Verification Process: Techsoup

In order for TechSoup to validate your organization's nonprofit or religious organization status, you will need to provide sufficient evidence, as described below.

1. Provide proof of your organization's registration status as a nonprofit or religious organization with the relevant government authority. Proof may include the following:

1. Link to an official government database proving your organization's status;
2. Certificate of registration or incorporation;
3. Letter from the relevant government body evidencing your organization's registration status;
4. Copy of an official journal, gazette, or other government publication evidencing your organization's registration status; or
5. Copy of your organization's governing documents, including if applicable a version that has been translated into English (an unofficial translation is acceptable);

2. Provide a link to or copy of the applicable local law governing your organization's legal status or form, noting relevant sections, and providing an English translation (an unofficial translation is acceptable)



Maximizing Discount Value



Maximizing Discount Value: Zoom

Feature	Standard Zoom Free License	Zoom Pro	Zoom for Business
Standard Cost	\$0	\$15.99 Per User Billed Monthly \$13.32 Per User Billed Annually	\$21.99 Per User Billed Monthly \$18.32 Per User Billed Annually
Cost With Nonprofit Discount	\$0	\$8.00 Per User Billed Monthly \$6.66 Per User Billed Annually	\$11.00 Per User Billed Monthly \$9.66 Per User Billed Annually
Licenses	1	1-9	10-250
Meeting Duration	40 Minutes	30 Hours	30 Hours
Meeting Capacity	100 (No increase)	100 (Increase with Large Meetings)	300 (Increase with Large Meetings)
Recording	Local Recording Only	Local Recording / 5GB Per User of Cloud Storage	Local Recording / 5GB Per User of Cloud Storage

Maximizing Discount Value: Zoom

- Based on the information on the previous slide, the best value is with the Zoom for Business License.
- In order to get the discount for Zoom for Business, a minimum of 10 licenses must be procured.
- The best way for us to utilize a minimum of 10 licenses is for a DCC to purchase all licenses on behalf of its assemblies and then the assemblies pay an annual fee to the DCC for the use of its license.
- Having a more organizational mindset will allow each church to save money on a more premium version of Zoom by paying \$115 per year to the DCC as opposed to \$160 per year directly to Zoom for a lower tier.
- Another benefit of this organizational approach is the ability to pool cloud storage for recording. So if your license has run out of cloud storage, you can borrow from another license that isn't full with no additional charge.
- The current limit for our Zoom meetings is 100. This means that if you are expecting to have 101 people join your program, you had to pay \$50 per month for large meetings. With this license, you don't need to purchase large meetings until you believe you will have more than 300 participants.
- Finally, if your church is already in a meeting and someone else from your church needs to use the Zoom, a license can be borrowed from another church for no additional charge.



Maximizing Discount Value: Microsoft Office

Feature	Microsoft 365 Business Basic	Microsoft 365 Business Standard	Microsoft 365 Business Premium
Standard Cost	\$6.00 P/User P/Month	\$12.50 P/User P/Month	\$22.00 P/User P/Month
Cost With Nonprofit Discount	\$0 (Up to 10 Users)	\$0 (Up to 10 Users)	\$0 (Up to 10 Users)
Video Calls With Teams	Yes	Yes	Yes
Desktop Licenses Available?	No	Yes	Yes
Video Editing Tools	No	Yes	Yes
Microsoft PC & Web Security Features	Not Included	Not Included	Included

***10 Users with a Microsoft 365 Business Premium License would cost \$2,640 Per Year but with the nonprofit discount, it's FREE!!**



Maximizing Discount Value: Google Ads Grant

- Churches can qualify for a grant of up to \$10,000 per year in Google Ads
- Whenever someone does a Google search result, sponsored results appear at the top of the page and are more likely to be clicked on.
- Imagine that whenever someone searches “Nigerian Churches in Boston” the first search result is CAC Mt. Zion 1, headquarters church of New England DCC.
- If each one of our DCCs and Zones qualified for this grant, we could ensure our CAC churches appear in the search results that matter to us, and this would be completely free.
- With Google Ads, your advertising dollars can be targeted to specific geographies near your church to maximize impact.



Google AdSense

Frequently Asked Questions

- Will my church have to change the Zoom information for our meetings?
 - Yes. Because it will be a new Zoom account, you won't be able to preserve the same meeting ID from your current account.
- What happens if another church wants to have a meeting at the same time as my church?
 - Because each church's license is separate from each other, we can hold multiple meetings at the same time.
- Will be still be able to control our meetings separately?
 - Yes, each church will have the ability to login to its church's zoom separately. It's only the DCC that will have access to all of the accounts as the master account holder.



Questions?





Thank You

Resources

IRS Resources:

- [IRS Information on Churches](#)
- [Request Updated Copy of Old Determination Letter](#)
- [Request for New Assessment of 501\(c\)\(3\) Determination Letter](#)
- Customer Service Phone Number: 1(800) 829-4933

Online Resources

- [Template for Articles of Incorporation](#)
- [Goodstack Verification](#)
- [Techsoup Verification](#)

Website:

- [Wix for Nonprofits](#)
- [Squarespace for Nonprofits](#)

