

Zero to 25 leads a month.

A new payments division for churches and nonprofits, powered by Echelon Payments. Six months after launch, the lead engine runs itself.



01 The Before

Lewis had spent ten years as a partner at Echelon Payments when he was tasked with building something new: Faith Payments, a division focused on payment processing for churches and nonprofits. A real market, real backing, and zero digital presence. No website, no leads, no way for a church treasurer searching for a processor to ever find them.

02 The Hidden Cost

A new division gets judged on early traction, and every month invisible online was a month of runway gone. Web agencies were quoting \$5,000 upfront, before any retainer for maintenance, for a function that had not yet proven its market share. And churches and nonprofits move on trust: an unknown name with no visible track record starts every conversation from behind.

03 What We Did

We restructured the economics first: \$450 a month, nothing upfront, ongoing maintenance included. An operating expense a new division can justify, instead of a capital bet it cannot. Then we built the full website from scratch, designed around conversion points at every step. Because trust is the product in this market, the credibility layer went in from day one: the churches and nonprofits Faith Payments works with, front and center, plus a referral partnership program so every served congregation can become a source of the next one.

Faith Payments

Lewis, Partner · Echelon Payments

Hahaha. Anytime!

Dope yea sometimes it's cool to break out of the screen a bit thought this looked kinda cool

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Delivered

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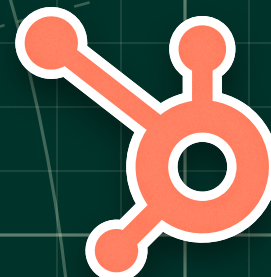
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04 The Outcome

0 → ~25 **\$0** **6 mo**
leads per month upfront cost from launch

Roughly 25 leads a month, consistently, from a standing start of zero. A note on honesty: we do not see Faith Payments' closed revenue, so leads are the layer we measure and report. The machine keeps running on its own: conversion points capturing demand, credibility doing the pre-selling, and referral partnerships slowly widening the funnel.



CLIENT FACTS

Industry	Payments · Churches & Nonprofits
Backed by	Echelon Payments
Scope	Website · Conversion · Referrals
Model	\$450 per mo, \$0 upfront

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