



RAMPING UP YOUR FALL GIVING -

Best Practices for Ending the Year Well!

PRESENTER



Meagan Brown, VP of Sales & Lead Impact Strategist
meagan@mortarstone.com

AGENDA

- Why Care About Increasing Funding?
- Reasons People Don't Give
- Step 1: Teaching On Generosity
- Step 2: Year-End Approach and Strategy
- Question & Answers

WHY SHOULD WE CARE?

- **Why should you care about growing your church's funding?**
– Because people need Jesus! Do you believe this?

A FEW STATS TO KNOW...



7.5 BILLION
people on the earth today
115 MILLION
CHURCH-LESS
CHRISTIANS



A FEW STATS TO KNOW...



66,000
people die daily with no access to
THE GOSPEL



\$30 TRILLION
will change hands over the next few decades



A FEW STATS TO KNOW...

Should and Could this go to fund the spreading of the Gospel?

Or should this go to fund the world?

- 80% of all people who give to a local church are age 55 or older
- Most millennials give less than \$50 to the local church, but they claim that generosity is **EXTREMELY** important to them.



REASONS PEOPLE DO NOT GIVE

- Little, bad, or no teaching on Biblical financial principles
- They are strapped financially and cannot give
- They don't understand what the church does with the money
- They don't know how they can give from their assets



STEP 1: TEACH ON GENEROSITY

How can you and the Stewardship/Generosity Ministry effect your local church & communities?

- Teach ON stewardship & generosity!



STEP 1: TEACH ON GENEROSITY

Ask Yourself this Question -

- What is your vision or mission for people in the area of finances?

Example: *We want our people to be freed up to do a good work whenever they are prompted. We want them to NOT be slaves to the lender, but instead be the one who lends generously and meets other's needs.*



STEP 1: TEACH ON GENEROSITY

Get the Whole Church On Board -

- Teach from the Pulpit

Examples of Potential Sermon Topics-

- The Road to Financial Freedom
- The Meaning of Stewardship
- Breaking Free from Debt
- Sensible Savings
- The Gift of Giving
- Leaving a Legacy



STEP 1: TEACH ON GENEROSITY

Where is the best place to teach?

- ANYWHERE! But definitely in a Small Group. Humble engagement with authenticity is the best way to reach people.
- That is why there is such a heavy push for people to join small groups. Real life happens in them!

→ Remember - most people will join a small group, but few will join a financial class.



STEP 1: TEACH ON GENEROSITY



GOAL: Do your homework – find out if your groups are healthy in the area of giving, and get your leadership on board with teaching through these groups.

→ **Remember: Leadership needs stats on “why” and a plan of action. Knowing where your groups are at will also get your small groups pastor on board.**



STEP 1: TEACH ON GENEROSITY



If your small groups pastor is on board, follow these steps to start teaching through groups.

1. Start by making a list of all the small group leaders
2. Tag these leaders in MortarStone to see if they are givers.
3. Work with your small group pastors to try to get a list of all the people who are attending each small group.
4. Tag group members to see if they are givers.



STEP 1: TEACH ON GENEROSITY



If your small groups pastor is on board, follow these steps to start teaching through groups.

5. Build a case for the need of a Financial Testimony Team to speak at individual small groups.

What is a Financial Testimony Team?? *It is a team of Stewardship/Generosity Volunteers who have had an encounter with tithing and giving that has changed their lives and the way they do their finances and would be willing to share their testimony of what Jesus did for them.*



STEP 1: TEACH ON GENEROSITY



6. Build your testimony team (*make sure your team leaders are givers*)
7. Work with the leadership and groups pastor to have this team go into all the groups and share Generosity/Stewardship testimonies throughout the Fall Semester.
– Remember to record some of the testimonies to show before sermons, post on your website and social media, and to email out.
8. Tag the groups who have done this and see if it made a difference in their giving.



STEP 1: TEACH ON GENEROSITY



9. Once your team is on board, deploy the testimony team...make sure to have a postcard with all the available listings of financial offerings they can take advantage of.

- Give them to the small group leaders...pass them out at Sunday Service. Or mail/email them to your givers!

Note: if your church uses an app, make sure to send notifications to group leaders reminding them to let their members know about the financial offerings at your church.



STEP 2: YEAR END APPROACH

- *Who wants a strong year end?*
- *Why do want that?*
- *What would we do if we had an extra \$50K or more to do Kingdom work?*
- *You have to CLEARLY COMMUNICATE the needs & desires of what your year end goal is and what it will go to.*
- *AND you need to clearly communicate what happened with the goal after the year has ended. What amount came in? What were you able to collectively do with the money? Did it go to the actual goals you communicated?*



A FEW STATS TO KNOW...

- 1/3 of all church attenders are said to give at least \$500 to the church in a year. (that's only approximately \$9.50 per week)

→ Does this trend with your church? *(check out your distribution chart and see if you are on track with the rest of the church!)*

- 1 in 4 Givers set aside 10% or more to give to the church or a non-profit.

→ Does this appear to trend with your church?



STEP 2: YEAR-END APPROACH

Strategy



1. Know who your givers are and who they are not.

- Pull a list of your membership records from your CHMS and upload it to MortarStone as a tag. You will be able to see "who" of your members are actually giving and who aren't.
- Are these #'s trending together?

2. Share this information with your leadership team.

3. Decide on the year-end goal *(if you don't have a goal how can you know if you hit the mark?)*



STEP 2: YEAR-END APPROACH

Strategy



4. Send out communication via letter, postcard, push notification through your app,
 - **Track the gifts:** *if they give online or through your app, make sure to set up a year-end fund, which allows you to track how well your communication worked.*
5. Look to see who gave a gift for year-end needs and also is giving to the general fund. Capture this Key Performance Metric set a goal to improve this next year.



STEP 2: YEAR-END APPROACH

Strategy



6. Thank your givers by telling them what happened

Video: compile a video of all the ways your church helped reach people this year *(remember at the end of the video to include an option to continue giving throughout the following year by setting up recurring giving.)*

Build an Annual Report – send it out via all communication channels

Email: send an email specifically to givers, thanking them and also create a church-wide email that includes the link to your video.

Text: send a text to givers, thanking them and also create a church-wide text that includes the video link.

Handwritten letters - send handwritten letters to large-donation givers and encourage them to consider your non-cash, creative gift planning services.



QUESTION & ANSWERS

- Not using MortarStone – schedule and complete a demo by 9/13 and get \$500 off!
- Already a MortarStone user? Get a One-On-One Year-End Strategy Call with Meagan Brown.
- ***Just text 'Data' to 65047 and we'll set up your demo or meeting!***

