

Reaching Your **LAPSED GIVERS** - What You Need to Know!



Who are your lapsed givers and why have they stopped giving? On average, a typical church will see approximately 40% of their givers lapse in a year. There can be a multitude of reasons for lapsing, but it's our responsibility as ministry leaders to try and connect and re-engage givers. One of the core reasons churches use MortarStone is to build relationship with givers and identify people in need of prayer, discipleship, and spiritual development. Identifying and connecting with your lapsed givers is key to building a healthy, thriving church.

Follow these steps below to connect with and re-engage your lapsed givers.

1. Segment your giver list into these 5 different groups:

- Weekly Givers
- Monthly Givers
- Quarterly Givers
- Semi-Annual Givers
- Annual Givers

2. Time Lapsed: From the segmented lists, pull a report of time lapsed –

- Weekly Givers: 30 days lapsed
- Monthly Givers: 60 days lapsed
- Quarterly Givers: 6 months lapsed
- Semi-Annual Givers: 8 months lapsed
- Annual Givers: 13 months lapsed

LAPSED GIVER STAT

A giver will leave the church [possibly forever], approximately 90 days after they've stopped giving.

3. Dollar Amounts: look at each of these segments and pull a report that shows increases or decreases in dollar amounts given.

- ✔ **Dollar amount decreases** - if the amount of money given over time has decreased, this is a potential connection opportunity for an FPU education class. Discipleship in the way of generosity also might be encouraged.

- ✔ **Dollar amount increased and then lapsed** - if the amount of money given over time increased and then lapsed, it is highly likely that a significant life change has occurred. (*example: moved, died, divorced, offended by church, leadership oversight, etc.*) Connect with these people for potential counseling opportunity.

After you've segmented your givers into different lists, it's now time to get to work and connect with these givers. ***Below are sample scripts to use –***

POSSIBLE SITUATIONS

→ ***Giver Moved***

"We're so bummed you've moved, but we're thankful you've been a part of our ministry. We're praying God does incredible things in your life as you move forward."

→ ***Giver Death***

Interact with their family as they grieve.

→ ***The giver was offended by something that happened at the church:***

Talk it out with them, explain the church's vision behind a decision. No matter what, we want the giver to understand that there are no bitter feelings or judgment with their decision.

→ ***The giver disagrees with leadership***

"I appreciate your honesty with us, this is a learning process for all of us as we follow God's vision, and we know he's moving.

"I'm so sorry to hear about your circumstances. I can see you're in the [name small group]. Have you shared this with them yet? Remember, they are there to support you and lean on during this time.

"Oh my goodness, I'm so sorry to hear that. This is really when you need a small group. It may not seem like it right now, but I would love to help you get connected in one, so they can walk through this with you."

→ ***The giver had an accidental oversight:***

You probably won't know this, but reaching out may help serve as a reminder to give. Remember to lead by asking them how you can pray for their needs.

WORKFLOW

1. Call the giver to check on them and see what's been going on in their life, gather prayer requests, etc. *(reach out at least 4 times, one week apart. If you don't get them the first call, try 2 more times before moving them to next step.)*
2. Text : "You're a part of seeing people transformed and released by the love of Jesus. Watch THIS SAMPLE TESTIMONIAL story." *(Link to story video)*
3. Email: Send at least one email to connect with the giver.
4. Mailer: Send first-time giver information *(if they've never received it)*. Invite them to attend an upcoming event. *(Include event information with the mailer.)*
5. Send handwritten card from a Pastor thanking them for partnering with us and our vision to see people transformed and released by the love of Jesus. Invite them to re-engage.

PHONE CALL SCRIPTS

Hi [name], This is [your name] from XYZ Church. I just wanted to take a moment and share how thankful we are that you've been a part of XYZ Church, as we all work together to see people transformed and released by the love of Jesus.

[EVENT INVITE]

This will be brief, but I would love to invite you to experience INSERT EVENT NAME AND DETAILS

[COFFEE INVITE to hear their story]

This will be brief, but I'd love to sit down sometime over coffee at XXX to hear how you started attending XYZ Church and how God is working in your life. What day and time would work for you?

[PRAYER WRAP UP]

As we wrap up this call, is there anything I can lift up in prayer for you? [Insert prayer] If no prayer requests, pray a prayer of thanksgiving and blessing over them.

