

DESCRIPTION

Core Givers are those who give \$200.00 to \$9,999.00 over the past 12 months to the selected funds. Core Givers are the vast majority or "middle section" of your church and are represented by bands 2, 3 and 4. They typically account for about 65% or more of total giving and givers.

VALUE PROPOSITION

As a group, Core Givers represent the vast majority of your volunteers, including those who serve as lay leadership. Without this committed core, most churches would shrink by 50%. The discipleship pathway of your core givers will look different than that of your first time givers and top givers. The greatest opportunity for sustainable giving growth can be found within this segment.

STRATEGY

One measurement of a person's growth is their giving. Engage and educate households based on whether they're declining, stable, or increasing.

- Benchmark Band Distribution
- Assess both household trends and giving trends
- Create strategy to engage and set goals for improvement
- Assess acquisition of core givers and determine engagement strategies for those who:
 - Have lapsed
 - Are declining in giving
 - Giving at a stable rate
 - Increasing in their giving
- Does the household trending match the giving trends?
- During the first 180 days, assess the people engaged in the process. Beyond 180 days, assess both the people and your documented processes.
- People and dollar growth should trend together.

Tired of doing capital campaigns to fund ministry? Learn the value of a stewardship ministry that engages your committed core, contact a MortarStone engagement specialist by clicking [here](#).