"Your stewardship has the potential to influence lives, provide hope to others, and make an eternal difference."

1

CURRENT CONSIDERATIONS

- Reaching Givers in a Remote Environment is Still a Newer Concept for the Church

- Pre-COVID the Average Person
  - Came to church 1.3 times a month
  - Gave 2% of their gross income

- Giving should be a key metric the church uses to evaluate success!

2

Questions Givers are Asking…

- Why should I give?

- What am I giving towards? What am I supporting?

- Why should I give to the local church and not to other non-profits?

- Why does my contribution matter?

- Where is the church spending the money?

3

Questions We as Church Leaders Should Ask…

- Does your church view COVID as a challenge or opportunity?

- Does your Church view Giver Connections as a challenge or an opportunity?

- When is the last time you evaluated your Giver processes/strategies?

- Are your directors and pastors involved? Do they view this as something that is "not their job" but, yet need more funds in their budget to do ministry?

4

Inspect What You Expect

- Review 3 Key Giver Segment's: New Givers, Lapsed Givers, Core Givers

- Address the following:
  - Why is this giver segment important?
  - What metrics should/could I measure?
  - What strategy should/could I employ?
  - What key strokes do I need to know?

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1 NEW GIVERS

Giver Segment: New Givers

- **Why They Are Important:** Top of the Funnel

- **Metric to Measure:** Last year's acquisition vs. Current Years Acquisition, and Last Quarter vs. Current Quarter

  Strategy to think through:
  - Contact Upon First Gift
  - Contact upon 2nd gift
  - Contact if there is not 2x gift

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Administrative Thoughts to Consider:

- Pull the report weekly

- Contact new givers weekly (within 7-10 business days from their first gift)

- Email your team to involve them and have them call the givers they know

- Call them and email them

- Record your notes in MortarStone

- See if/when they give a second time

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2 LAPSED GIVERS

Giver Segment: Lapsed Givers

- **Why they are important:** Closing the Back Door – Shepherding those in Our Fold

- **Metric to Measure:** Last Year's Acquisition vs. Current Year Acquisition, and Last Quarter vs. Current Quarter

Strategy to think through:
- Set a time frame and dollar amount
- Send email from the church and or Senior Pastor
- Make follow-up phone calls

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Administrative Thoughts to Consider:

- Pull the report weekly

- Email your team to involve them and have them call the givers they know

- Call givers and email them

- Record your notes in MortarStone

- Track if and or when they re-engage

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3 CORE GIVERS

Giver Segment: Core Givers

- **Why they are important:** Base/Backbone of your giving. Leaders, Volunteers, committed core of individuals/families

- **Metric to Measure:** DISCIPLESHIP and VALUE of your EFFORTS

  Strategy to think through:
  - USE TAGS
    - Tag classes or groups
    - Tag Events
    - Tag Membership Classes (virtual or in person)
  - ✓ Check to see if they were Givers before, or their giving pattern changed after
    - INVOLVE YOUR TEAMS to REACH OUT THE GIVERS to find out their experience at the events you tagged.
    - Make changes to your systems as needed

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NEW KEYSTROKES

- Use Tags & Date Scoping to Run Reports!

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7 Keys for a Successful Ministry

1. Have a <u>Clear Vision</u> that deserves support
2. Have <u>Clear Identification & Metrics</u> to set goals around
3. Have <u>Clear Policies & Procedure</u> to <u>Inspect What You Expect</u>
4. Have clear Strategies, Plans and Implementation Processes for Giver Strategies
5. Have <u>Clear Written Communication Plans</u> for Giver Strategies
6. <u>Educate</u> your Staff, Directors & Leaders on the vision
7. Evaluate your success or opportunities through <u>Quarterly Internal Reporting</u>

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Resources

Virtual 1 & 2-Day Trainings
- Take a deep-dive into your analytics and workflows. We'll walk you through how to benchmark and goal set for giving success and help you develop systems and processes for increasing funding and engagement.

- Interested in hearing more? *Email Mike.Martin@MortarStone.com*

MortarStone Community Slack Channel
- Get instant support help, talk with other MortarStone churches, share stories, and learn techniques for furthering generosity at your church.

- Join the community today, use this link - *https://join.slack.com/t/mortarstone-community/shared_invite/zt-gb7havlx-OmcNn59TUQIeBcvpbmJhIw*

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