

Open Door & Closed Door Strategies

Quick and Easy Measurements
that Increase Giving and
Grow Engagement

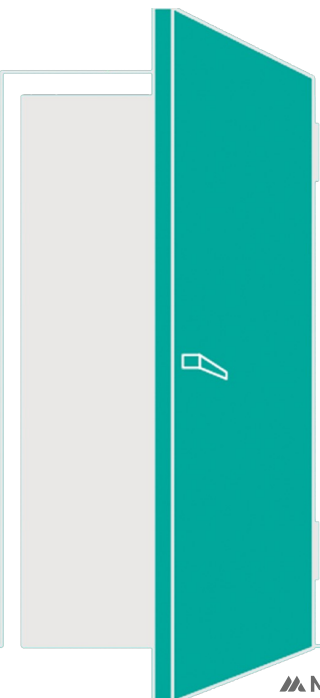
A white outline of an open door is shown against a teal background. The door is slightly ajar, revealing a white interior space. The handle is a simple white line drawing.


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What We're Covering Today...

- Which Metrics to Measure Monthly
- New & Lapsed Strategies
- How, Where & When to Encourage 2x gifts
- Lapsed: Steps to Close the Back Door
- Quick Fixes for your Giving Web Page

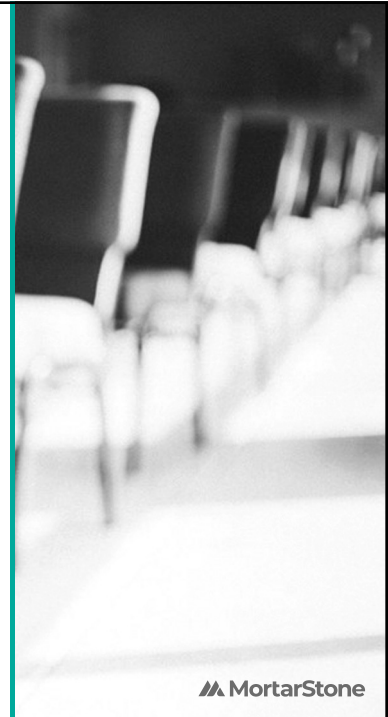
A teal door is shown in a closed position, slightly ajar. The door is a solid teal color with a white handle. The background is white.

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What the Church is Facing...

- Plateaued or Decreased Giving
- Budgets Impacted by Inflation
 - As fixed expenses or "overhead" costs increase with inflation, funds allocated for ministry and programs absorb the impact, thus diminishing dollars deployed for mission and vision.
- Decrease in New Givers & Attendees
- Increase in Lapsed Givers

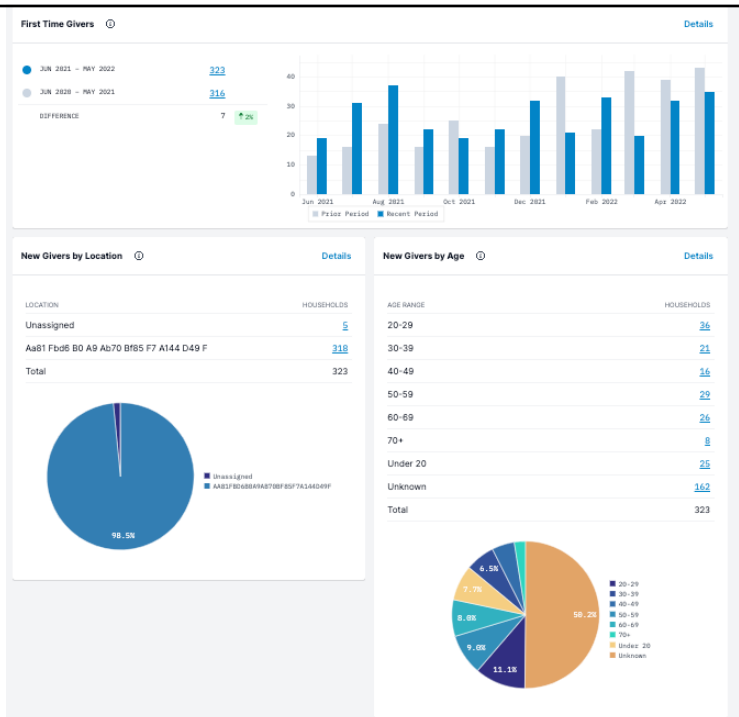


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Metrics to Monitor Monthly

- New Givers Dashboard



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New Giver – No Second Gift

Second Time Givers

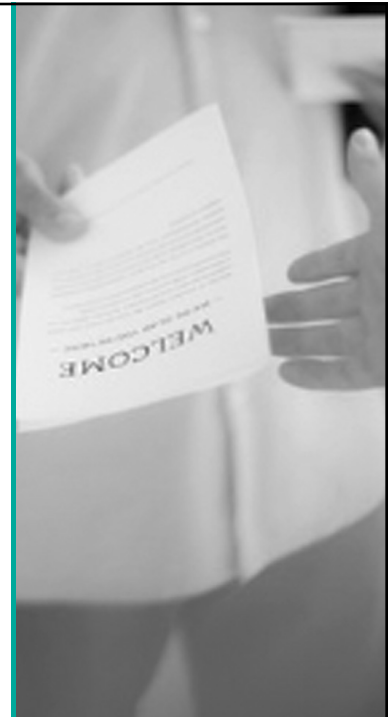
	JUN 2020 – MAY 2021	JUN 2021 – MAY 2022
First-time Givers	<u>316</u>	<u>323</u> ↑ 2%
2nd Gift In Period	<u>67.7%</u>	<u>64.7%</u> ↓ -4%
No 2nd Gift In Period	<u>32.3%</u>	<u>35.3%</u> ↑ 9%

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New Givers

- What Is a New Giver?
 - Households who gave for the first time in the period
- Second-time Givers – 2 gifts within 45 days
- Gave once but has not given another gift in 60 days



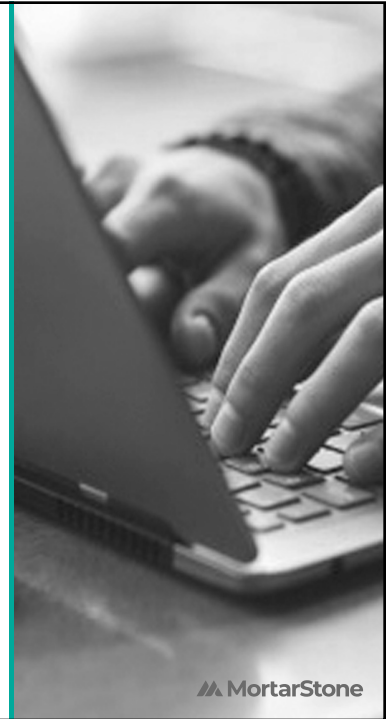
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New Giver Strategy

• Thank You Email

Include:

- 1 minute thank you video with impact message
 - Short, 30 words or less thank you
 - CTA (Call to Action) Invite them to watch other impact stories on your giving web page
 - If you don't have impact stories, then use the CTA area to invite your giver to participate in ministry (*home groups, summer event, ministry opportunity, etc.*)
- ✓ *Note: Use MortarStone to send these emails and the communication will be recorded in the household profile.*



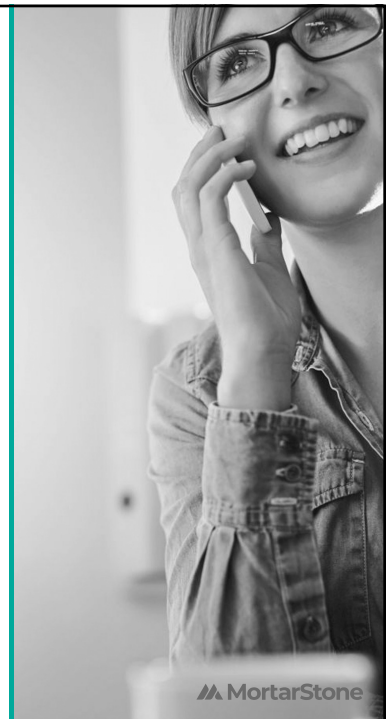
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New Giver Strategy

• Phone Call and or Text

Include:

- Short thank you for their generosity
 - Get to know them – ask a few questions to learn about who they are.
 - Invite them to an upcoming event or class. If you don't have an event, encourage them to continue participating in church via in-person or online.
 - Finish by asking if they have any prayer requests.
- ✓ *Note: Don't go at this alone. Ask other ministry leaders or volunteers to help with the phone calls. Have male leaders call male givers, etc.*



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2nd Time Giver Strategy

- **Follow Up with Email**

Include:

- Ways their generosity is helping with ministry
- CTA – direct to giving website for more stories
- Invite them to follow your church on social media and stay connecte.
- Finish by asking if they have any prayer requests (ask them to reply to your email)



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New Giver – No Second Gift

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Metrics to Monitor Monthly

- Lapsed Giver Dashboard

Households At Risk Of Lapse ⓘ

Households by average frequency and days without giving as of May 31, 2022

	Days Without Giving ⓘ					Total Households	Related Giving ⓘ
	30	60	90	120	180		
Weekly	2	2	1	2	14	21	\$129,062.32
Twice a month	16	14	5	7	22	64	\$246,449.68
Monthly	29	13	6	13	32	93	\$348,670.80
Every other month	12	10	7	9	19	57	\$114,812.41
Infrequently	21	10	9	12	39	91	\$150,329.48

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Lapsed Givers

- A giver will leave the church approximately 90 days after they've stopped giving.
- The average recapture rate of a lapsed giver is 5%
- Reasons someone lapses:
 - Offended
 - Not Engaged
 - In Need of Pastoral Connection
 - Life Event: Moved, Passed Away, Divorced, Job Loss, Family Issues, etc.



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Lapsed Giver Strategy

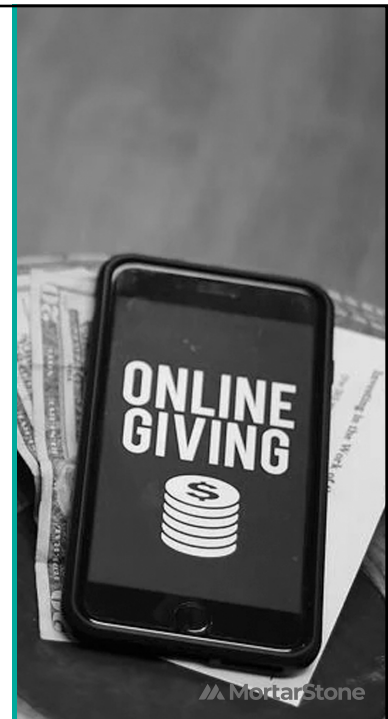
- Make a Phone Call
 - The phone call is about them and their needs
 - Remember to pray
- Send a Follow Up Email/Text
- CTA: Share a video of the impact your church is having and thank them or Invite to an event and share a prayer link



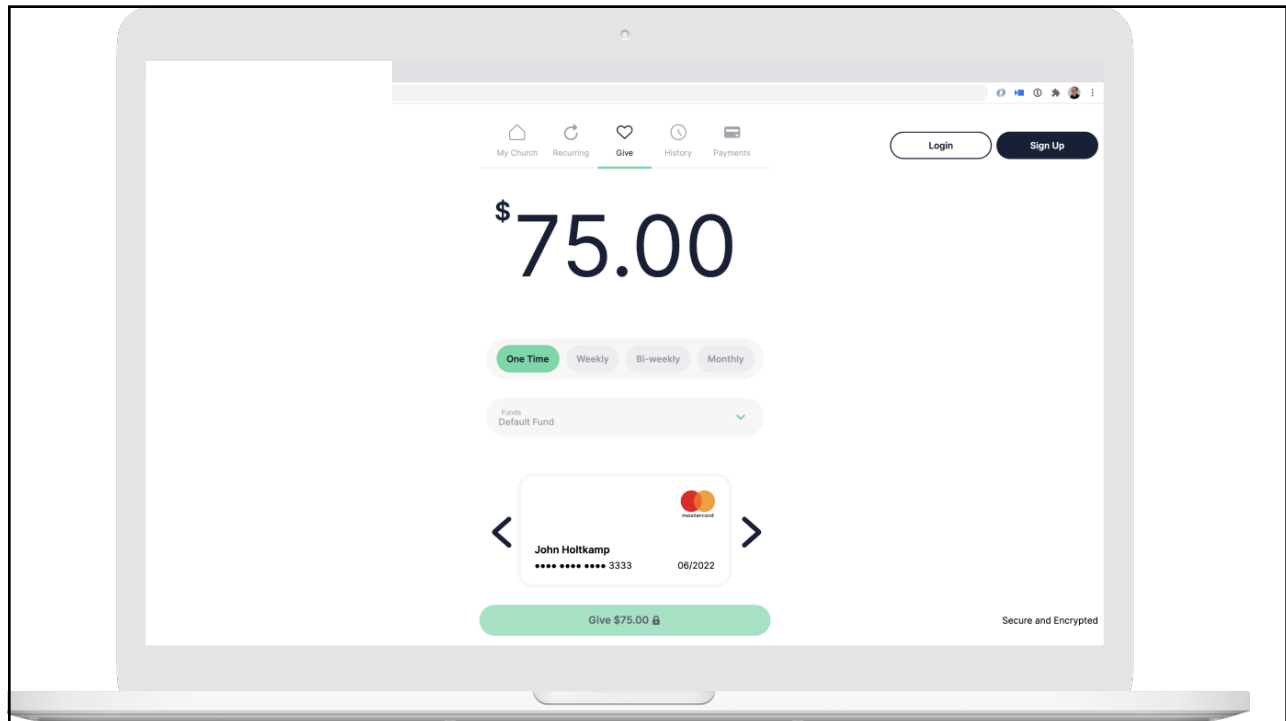
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Quick Giving Page Fixes

- **Giving Page Purpose**
 - Encouragement for What God is Doing In and Through Your Church
- **Typical Giving Page Mistakes:**
 - Only Transactional – No Branding
 - No Church Story
 - Only One Way to Give
 - Not Mobile Friendly



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Quick Giving Page Fixes

- **Quick Fixes**

- Lead with Story
 - 1-2 minute short videos of life change
 - Can't get videos made, write up 3 short blogs (under 300 words)
- Invite People to Join Your Mission with the Info on How to Give

84% of Millennials said they would be "somewhat or very likely to donate to organizations that they can fully trust." On the other hand, 90% of these donors said they would stop giving to a nonprofit "if they did not trust the organization. – *National Council of Non-Profits*



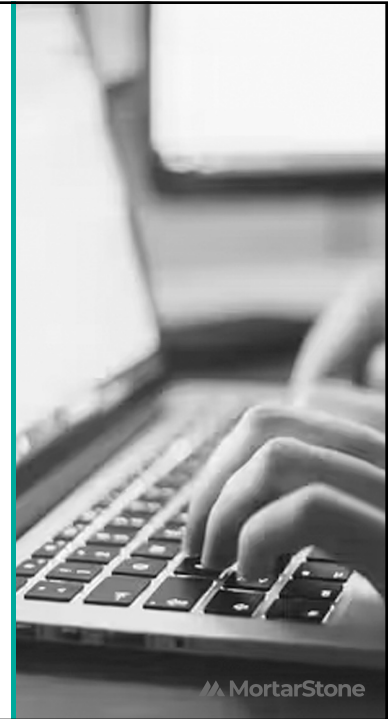
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Quick Giving Page Fixes

It seems obvious, but when we survey givers most of them don't know how to give –

1. Make it easy to give online via credit card, ach, and or debit
2. Gifts of Assets and Cryptocurrency – \$68 Trillion in wealth is transferring to Gen X, Millennials , and Gen Z - it's important to make sure they understand the church provides ways to give beyond just cash donations.
 - a) Tax-saving
 - b) Income Producing

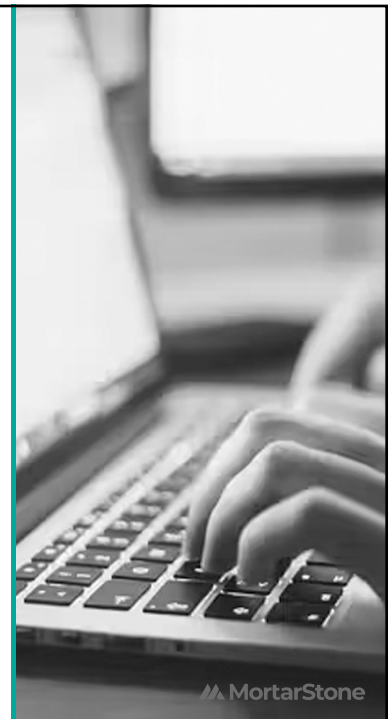


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Quick Giving Page Fixes

• Best Practices

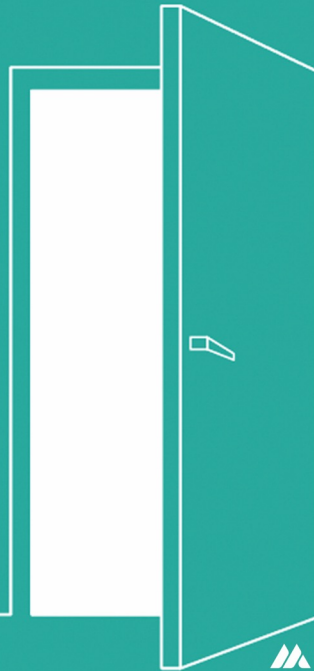
- Button CTAs
 - Have a CTA in each section that takes the person to give online
- Remember you have 7 seconds to capture someone's attention – so lead with life change.
- Make sure all contact information is up to date and accurate
- Follow Up Quickly with Any Online Inquirers
- Have a 'Live Chat' Feature



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You're Not In This Alone...

- Not Using MortarStone? Get a Demo and Free Trial.
- Need Help with Giver Strategies and Your Giving Web Page? Schedule a FREE 30-minute Consult.
- Contact Nikki@MortarStone.com or Meagan@MortarStone.com



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