

1 Don't Make it Hard to Get to Your Giving Webpage

When you ask for a gift, direct the person to your giving page. Don't make them hunt for it. In a store setting, customers never have to climb a flight of stairs to check out—it's right there by the front door. Put your giving page link in a prominent place and add a button that says GIVE to all your emails, newsletters, social media pages, and text messages.

On average, digital givers donate 33% more than non-digital givers and 44% more often!

Don't forget to make online giving simple. Too many fields can discourage the person from completing the gift, so keep the form as short as possible. Remove all the hurdles, like requiring a login or requesting the person to use a specific browser or payment method. And make sure your giving page is mobile responsive.

2 Be Transparent About Giving

Givers want to KNOW WHERE THEIR GIVING IS GOING – be transparent and tell them about the ministries your church supports. Add a short (very short, 30 seconds or less) video to your webpage that tells a giving impact story.

If you're trying to fund year-end budgets, focus on a story that shows how your givers can impact a ministry this calendar year. Including those same visual cues and messaging on your giving webpage will help givers associate with real needs they can impact today.

3 Don't Leave the Gift Amount Box Blank

Givers need guidance on what's expected—give them a starting point for deciding on their gift. Tie gift amounts to a tangible impact, if possible. For example: *"Consider giving \$50 to help purchase new curriculum for the children's ministry."*

Giving levels that are tied to a tangible cause help givers visualize the results of their generous contributions.

Stats show that if you provide suggested gift amounts, your chances of receiving a gift will increase by 50%.

4

Segment Your Giver List

When sending communication on giving, create more than one version and make sure the message makes sense to each group of givers. If you're using MortarStone, divide your giver list into groups of regular givers (*those that have given in the last 90 days*) and lapsed givers. Send each group a different message that targets their particular giving pattern.

For example, if a giver usually designates their giving goes to your children's ministry, make sure their communication includes giving to help with a need in that particular ministry.

REGULAR GIVER COMMUNICATION - *Follow this pattern for communication*

- First – Thank them for giving
- Second – Ask them if they have a need you can pray about
- Third – Share with them where their giving is going and what goal the church is trying to achieve
- Fourth – Ask them to consider giving a specific amount (*segment the amount based on your giver's previous gift amounts*) Stats show that if you give suggestions for amounts of giving, your chances of receiving a gift will increase by 50%.

LAPSED GIVERS COMMUNICATION - *Follow this pattern for communication*

- First – Thank them for giving
- Second – Ask them if they have a need you can pray about
- Third – Share with them where their giving has helped and what goal the church is trying to achieve
- Fourth – Leave contact information for making a connection and invite them to attend a event, class, or special service. Remember, the goal of reaching lapsed givers is to re-engage them in ministry

5

Share Your Vision

Talk about your church's vision for the current year, as well as the next 3 and 5 years. Inspire and encourage your givers to be a part of the journey your ministry is on. Share your vision during services, on your website, and through print and email communications.

Provide givers with monthly updates on your funding goals and share stories of impact that are a result of faithful gifts. Givers will continue giving if they can see a tangible result of their contributions.

Add a giving total on your webpage to drive urgency and create social proof. After those first few gifts are made, the giving total shows how your givers are coming together to help your church achieve a common goal. We've also seen the giving total help to spark major gifts and matching gifts.

6

Make Your Giver the Hero

In your communication, clearly outline the giver's impact. Instead of, "Our church makes sure children get the Bibles they need," you should instead say, "YOU can give a child the Bible, they need to learn the Word of God."

Avoid "Our church takes care of needy families in the community," but do say, "YOU will provide the resources to change the life of a needy family for Christ." Make your giver a part of the solution for the ministry you are funding.

7

Build a Relationship

You must have a relationship with your givers that allows them to engage with your ministry and feel valued for their gifts.

Use MortarStone to identify the following givers and build a relationship by taking these steps -

SEGMENTED GIVERS	RELATIONSHIP STEPS
First-Time Givers	Send handwritten thank you notes to all First-Time Givers, Make a personal phone call to givers that gave over \$100, and if you leave a voicemail, follow up with a text message.
Second-Time Givers	Send a book either written by your Pastor or one that talks about generous giving. We recommend The Genius of Generosity by Chip Ingram, Yates & Yates
Regular Givers	Send handwritten note at least twice a year, and make a personal call/text message to thank them for their continued ministry support. If they are not involved at your church, ask them to consider serving .
Top Givers	Have a personal, one-on-one meeting at least once a quarter with these givers. If they are not involved at your church, ask them to consider serving .

Remember to involve your entire staff and lay leaders in the process of cultivating relationships with these groups of segmented givers.

For example for First-Time Givers that are also single adults, have the single adult pastor send a handwritten thank you note to each giver. Handwritten notes are opened 300% more than electronic messages.

Forming relationships with your givers will create long-lasting discipleship opportunities and lead to increased ministry funding.

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