

Sample Lapsed Giver Strategy

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TIMEFRAME

Give 30-45 days after lapse before contacting

CONNECTIONS

Average of 8 touches before the lapsed giver will make a choice and take action

WORKFLOW

1. Call to check in on them and see what's been going on in their life, gather prayer requests, etc. (*reach out at least 3 times, one week apart; if don't get them the first call, try 2 more times before moving them to next step*)

LAPSED GIVER STAT

A giver will leave the church [possibly forever], approximately 60 days after they've stopped giving.

POSSIBLE SITUATIONS

→ **Giver Moved**

"We're so bummed you've moved. But were so 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)

→ **Giver was offended by something that happened at the church**

Talk it out with them, explain our vision behind a decision. No matter what we want you to know there are no bitter feelings or judgement here.

→ **Giver doesn't line up with the 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. ...experience a life event that prevents them from giving.

"I'm so sorry to hear of your circumstances. I can see you're in the [name LifeGroup]. 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 LifeGroup. 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."

→ **Giver had an accidental oversight**

(We probably won't know this, but reaching out may cause the reminder for them to say, "What's going on with my giving?" "How can I pray for you today?"

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 the 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. Invite them for coffee or lunch?

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.



Use this sample Lapsed Giver plan to build out your generosity team strategy. Would you like a customized strategy, or help with training your volunteer teams? We're here to help, just email MortarStone and we'll walk you through strategy to reach and connect with your givers.