

Table of Contents:

- Year-Long Generosity:
 - 3 Ways to Engage Your Members All Year Long
 - The Importance of Recurring Giving
 - Youth Uplift: Earn \$2,000 towards your ministry!
- How Will People Give?
 - Emphasize Mobile
- Year End Campaign
 - Overview
 - Promotion
- Creating an Engaging Giving Page
 - <u>Tips, Example Sites, Donor FAQ's, etc.</u>
- Know your Donors
 - Giving Trends by Generation
- The Givers Journey
 - Pathway to Generosity & Ways to Ask
- Save Administrative Time!
 - Don't Forget Email Templates
- Next Steps: Sign up for a free Giving Engagement Session

Just the Resources:

If you want only resources, nearly every resource included on the following pages can also be found in our **Resource Library**

Year-Long Generosity

3 Ways to Engage Members All Year Long

Bless A Ministry Abundantly

- Challenge your congregation to multiply the collective impact of your giving by funneling all of your December generosity to one of your ministries that serves the needs of your neighborhood.
- Text Giving: You could use "ChristmasChallenge," for instance, which would designate any gifts given before the end of the year to the chosen ministry.
- Stay in touch with that ministry throughout the year by encouraging your congregation to volunteer additional time, treasure, or talent and regularly update your church about the impact their combined year-end giving created.

Start a Year-Long Campaign

- Does your church have any special projects on your dream list? Whether it's new carpeting, a refresh to the welcome station, or better sound equipment, you're guaranteed to hear an emphatic "Oh yes" in reply. There's no better time to launch than December.
- Yes, it's a crazy time with Christmas festivities. But 40% of gifts are made at the end of the year, which means you could kick start your campaign with some great momentum to carry into the new year.

Create a Generosity Fund

- Many local charities and community groups face a drought of gifts and volunteers in the spring and summer. This year, your church could be the solution. Divide up your church's small groups, campuses, or Sunday school classes into 10 groups. Assign each group a month of 2020 and ask them to pick a local charity to generously bless that month.
- Challenge each group to give abundantly in December towards this "Generosity Fund" (another great time to use a keyword!) which will then be evenly distributed between the 10 groups so they can give during their assigned month.
- Encourage the groups to share their time, as well as their money, and give them space during a service to share about the ministry they chose and the way your church was able to bless them during a dry time.

The Importance of Recurring Giving in Year-Long Engagement

- The number one way to increase giving is by consistently emphasizing recurring giving. We've seen this over and over.
- Recurring Donors Give 42% more annually & make larger one-time gifts
 - <u>Creating a Culture of Generosity: The Power of Recurring Giving</u> (3 min read).
 - Video Course: How to turn Year-End gifts into Year-Round gifts
 - Email/Letter Template to encourage recurring giving

Benefits of Recurring Giving:

- Your church is financially insulated from cancelled services or low holiday weekend attendance.
- Automated online gifts are more frequent and tend to be larger. Studies continually show this.
- You will build disciplined followers of Jesus.
 - Teaching your people to automate the important isn't just about increasing giving in your church (although that will happen), it's about helping people intentionally connect their heart and their treasure.
- "Automate the Important" your members will have the opportunity to decide in advance to give their first to God.
- You'll save administrative time manually entering or scanning checks.

Youth Uplift:

Earn \$2,000 towards your ministry!

What is Youth Uplift?

A "Thank-You" for your partnership and a meaningful way for us to **give back** to your ministry – while encouraging recurring giving at the same time!

When you sign up, we'll provide free resources to promote it in service, via email, etc.

(Even if you choose not to promote it, We'd recommend signing up as we'll still give back \$200 for every new 25 recurring donors).

YOUTH UP LIFT!

Welcome to our scholarship program designed to grow recurring giving and help your church receive up to \$2,000 in funds.



Step 1

Encourage 25 people to set up new recurring gifts and you'll receive a mailed check for \$200! Rinse and repeat for up to \$2,000 in scholarship money.



Step 2

Invite your whole community to support your youth—and help you better plan for ministry while they're at it!

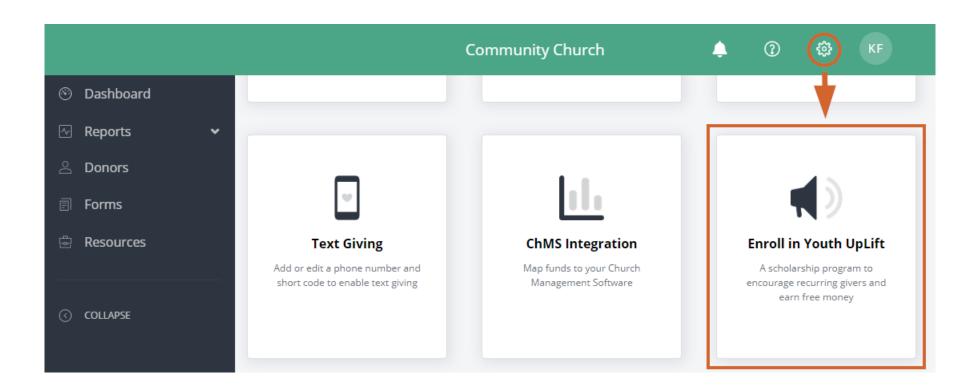


Step 3

We provide you with helpful marketing resources to spread the word about the scholarship program and inspire participation.

How to Sign-Up for Youth Uplift:

Login into Giving > Click the Settings Gear > Click the "Enroll in Youth Uplift" title



How Will People Give?

How will People Give? Emphasize Mobile!

- 68% of donors prefer to give digitally
- 91% of American Adults own a smartphone*

You want to offer the ability to give instantly in the very movement people are inspired to give.

Use **Text-Giving** or giving via **Mobile-App** as part of your year-end campaign. Introducing these tools now will enable your donors to continue giving year-round on the devices they use most.

Text Giving:

- The quickest way to give.
- A great way to engage new donors
- Not just for Millennials!
 - (The most likely demographic to give via text is women age 49-59, married, with a college degree)*
- Text Giving is FREE through 12/31/2019 (typically \$5/m)

*Source: https://nonprofitssource.com/online-giving-statistics/mobile-giving/

How Will People Give?

Text Giving Resources:

- How to sign up for Text Giving
 - **Pro-Tip:** when adding a text number, try searching for a series of repeating numbers to find an easy-to-remember number. (Ex: "00" or "55").
 - **Pro-Tip:** When you announce Text-Giving, ask your audience to save your number as a Contact so it's easy to use in the future. (Ex: "MINISTRY-NAME GIVING").
- In Service Video: <u>How to make a recurring gift via text</u>
- <u>Text Giving "How-To" Instructions for Donors</u>
 - **Pro-Tip:** We recommend adding these to your website on an FAQ page. Ex: See <u>Leesburg UMC Text Giving Page</u>
- Printed Text Giving Promotion Resources (Bulletin Insert, Postcard, Business Card).
 - **Pro-Tip:** Put a business card on each seat the Sunday you announce Text Giving. Also, keep them handy at your welcome center to hand out

Mobile App Resources:

- Video: <u>How to Signup & Get Started with MinistryOne</u>
 - Note: If your ministry uses both Database & Giving, we include MinistryOne Free!
- MinistryOne Success Guide & Print/Social Media Resources
 - Note: Donors are much more likely to create recurring gifts through an App and donate over 30% more than traditional methods

Simple Plans: An Effective Year-End Campaign

Just the Majors: Your Year-End Campaign

Identify an Owner

• To be successful, you must have someone to cast-vision and ensure things happen on time.

Designate a Purpose and Set a Goal

 Pro-Tip: if you've never done this, consider working with a local organization serving your community. Partnering with an existing year-end campaign will make it easier for you.

Articulate the Impact & Send Regular Updates on your Progress

• The #1 reason donors don't give again is because they are unaware of the impact their donation made.

Dates to Leverage:

- Nov. 11th Try to launch your campaign at least 2 weeks before Thanksgiving
- December 3rd: Giving Tuesday
- Dec. 29th appeal to last min. givers.
 - **Pro-Tip:** Text your donors on the 29th 90% of text messages are read in 3 minute

Write out your plan:

• 75% of churches who document their plan reach their year-end goal (vs. 35% who don't).

Make it feel like a Unique One-Time Opportunity

- Create a Custom Giving Form with tiers
- Create a unique Name or Keyword (Ex: ChristmasChallenge)

Get the Word Out!

- Pulpit (Share about it and show specifically how/where to give)
- Public (Website and social media)
- Print (Bulletin Insert, Tri-Fold, or One-Pager)
- Presentation (Short slide or video during service or on social media)

Celebrate!

- Don't forget to stop and celebrate all the Lord has done, is doing, and will do!
- Say thank you from the stage first Sunday of 2020 and express gratitude to everyone

Other Great Year-End Campaign Resources

- 7 Steps to pulling off a Successful Year-End Offering
- How to Get Your Church Excited About Online Giving
- How to Master the End-of-Year Church Giving Push
- 7 Awesome Emails to Inspire your Year-End Campaigns

Simple Plans: An Effective Year-End Campaign

Promoting your Campaign

Launch your Campaign from the Pulpit: *Tell and Show*

- Campaigns are most effective when announced from the front AND when they direct members specifically how to give. Go directly to your Giving page on screen or show exactly how to make a text gift.
- To make it easy, use our resources in this 3 step process:
 - 1. Lead with a **Promo Video**
 - 2. Make your Announcement
 - 3. End with a **How-To-Give Video**
- On launch Sunday, make sure printed information is also available in your bulletin, on each seat, or elsewhere in your building.

Follow up your Launch Announcement by Email/Social/Text

- After your launch announcement, follow up with an email to your members that also specifically shows how to make a gift.
- Consider creating a simple video filmed on a smartphone to share on social media. Include **3 compelling statements of impact then make your ask**.
 - (We've found simple videos like these to be more effective than something highly produced).

Planning your Offering Time & Follow Up

- Make sure to include "How To Give" in your regular offering announcement and on-screen during offering time.
 - Sunday Giving Slide Template
 - Example Offering Script
- Don't forget to regularly share the impact of donor generosity as well as a monthly 2-3 minute 'giving-talk' or highlight.
 - How to Create an Effective Offering Time

Launch/Promotion Resources:

- Video Course: How to Launch (or re-launch) Giving
- How to Create a Great Year-End Giving Form
- Giving Tuesday Graphics

Looking for Great Media & Graphics?

Choose from over 90,000 images, templates, and pre-designed files to use on your website, in your services and around your church – updated weekly!

We've partnered with ShareFaith to provide the best in church PowerPoints, bulletins, worship graphics, mini-movies and more!

Learn More & Try a Free Trial!

Online Giving Best Practices

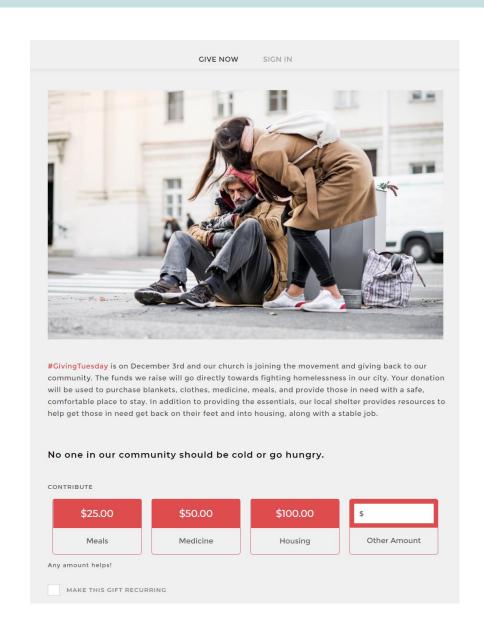
Create An Engaging Giving Page

Best Practices

- Easy to find in the main menu
- Embed your giving form on your website
- Don't just link to your Giving form add a Giving Landing page with...
 - A brief why/impact statement
 - Ways to give with brief expectations
 - Mention Online Giving is "Safe and Secure"
 - Suggestion to give via Bank Account (reduces cost)
 - Include how to get help to setup your account
 - great for older members who may be uncomfortable doing so

Resources:

- Real Churches with Inspiring Giving Pages
- How to Embed your Giving Form on your Website
 - **Pro-Tip:** Donors are much more likely to give on a branded giving page
- How to Create a Great Year-End Giving Form
- Donor FAQ's to add to your website



Simple Plans: An Effective Year-End Campaign

Knowing your Givers will improve each aspect of communication

- Millennials: Age 22-36 most likely to donate via mobile, watch campaign videos
- Generation X: Age 37-51 most likely to respond to email, phone calls and texts and stay up-todate on social feeds and trends
- Baby Boomers: Age 52-66 most likely to make recurring gifts, check email regularly
- Greatest Generation: Age 67 and up most likely to respond to direct mail and give by check

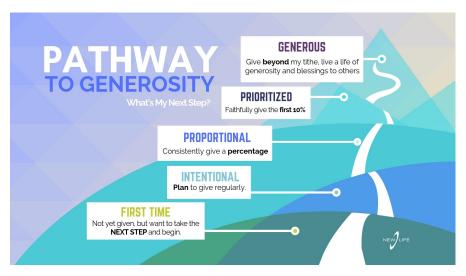
The Givers Journey

- Generosity is an area of discipleship and growth
- Speak to people on each level
- Recommended book: <u>Contagious</u>
 <u>Generosity</u> by Willard & Sheppard



The Givers Journey

- Examples of communicating to givers at different levels...
- "If you've never given before... now is a great time to start... ask God..."
- "If you give but haven't become a Proportional giver, spend some time praying about what percentage God would want you start with... set up recurring giving... then grow from there."
- "If you are tithing or above, consider a special year-end donation out of the abundance God has provided."



Keep the Momentum Going!

Don't Forget Email Templates!

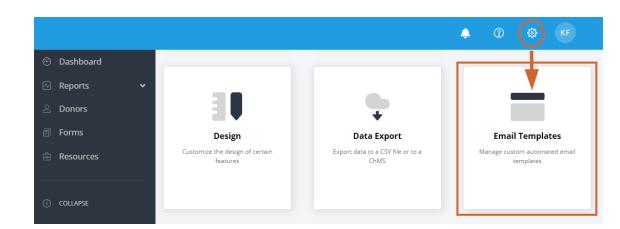
It's easy to forget to setup the 4 email templates that aren't your usual giving receipt. Find these under **Settings > Email Templates** (right).

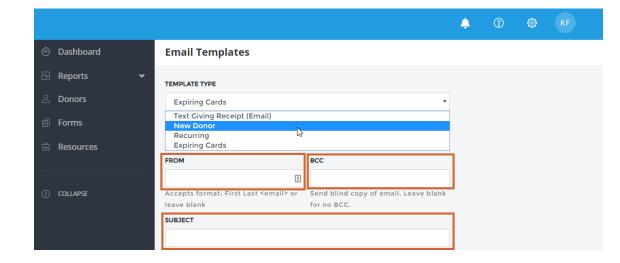
(Your primary donation receipt is found by selecting your Giving form, then selecting **Form Properties**, then the **Email** Tab).

Make sure each has a **SUBJECT** and **FROM** email address. (Note: Use domain name based email for your FROM (ex: office@mychurch.org). Using Gmail, Outlook, Yahoo, etc. can cause the email to fail due to the email policies they control).

Add your email address to the **BCC** field for the **Expiring Cards** and **New Donor** Template. You can proactively notify donors of card expiry and get notified when someone registers for a giving account – a great reminder to send a special thank you!

Pro-Tip: Make your recurring donor email feels more like a partnership letter by updating it monthly on how gifts are making an impact!







Thank You!

Next Steps: Free Giving Engagement Session

http://getstarted.church/givingsuccess

