

# Prepare for Summer with Recurring Giving

**ParishSOFT**  
by Ministry Brands®

# Your Hosts



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Client Experience & Success



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Giving Success



# What We Believe About Giving

## It's Foundational For the Giver

“Whoever can be trusted with very little can also be trusted with much, and whoever is dishonest with very little will also be dishonest with much. So if you have not been trustworthy in handling worldly wealth, **who will trust you with true riches?**”

- Luke 16:10-11 (NIV)

## It Foundational For Your Parish

Generosity is **God's Design** to financially fuel the Church. And the Church is the Hope of the World.



# What's on the Agenda

- The Impact of Recurring Giving
- Generosity Foundations:
  - Ownership
  - Clarity
  - Impact
- How to Talk about Recurring Giving
- Helping Your Legacy Donors
- Building Consistency
- Thanking Your Donors





A photograph of a church interior during a service, viewed from the back of the sanctuary. The pews are filled with people, and the altar is visible at the front. A semi-transparent blue horizontal band is overlaid across the middle of the image, and a white crosshair graphic is centered on the text.

# The Single Most Effective Way to Grow Giving is To Emphasize Recurring Donations

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# Why Recurring Giving?

Impact & Benefits to the Parish

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# Donors Want to Give

Two out of every three donors want to give more to charity.

What holds donors back from giving more?



72%

Would give more if their finances allowed it



65%

Would give more if they knew the impact of their donations

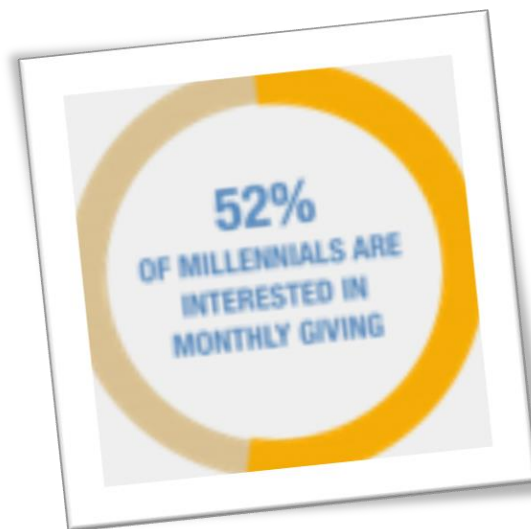




# What Makes Recurring Giving so Impactful?

## Recurring Givers Give More

- 75% more likely to make additional one-time gifts
- Donate 42% more annually
  - Even compared to larger one-time gifts
- 52% of Millennials want to give monthly
  - Set it and forget it!





# What Makes Recurring Giving so Impactful?

## Recurring Givers Stick Around

- 80% of recurring gifts last for 13 months
- Of that 95% are still giving 5 years later!

## Recurring Givers Want to Participate

- Recurring Givers are more engaged
- More enthusiastic about ministries
- Much more likely to volunteer



# What Makes Recurring Giving so Impactful?

## Budget, Budget, Budget

- After surveying over 1000 parishes only 14% hit their budgets
- The #1 thing these parishes had in common was an emphasis on digital recurring giving



# Benefits for the Parish

## Budget

- Smooths out seasonal dips in generosity
- Parish can confidently budget for future events, outreach, and repairs
- Creates consistent givers

## Saves Time

- Giving is automated, reliable, and secure
- No more manually entering gifts into a spreadsheet or database
- Gifts flows directly from parishioner's bank account or credit card into the parish's bank account

## Less Asks!

- A consistent forecast of giving allows for less asks and more time to share the impact of those gifts.
- It's a snowball effect



# Generosity Foundations

Ownership, Clarity, & Impact

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# Own the Outcome

*If you don't own the outcome, the outcome will own you.*

- Is what you're raising money for worth it?
- If you think it's worth the money, then it's worth your time investment.

## No Dabbling Allowed

- The things we 'dabble' in never get done.
- This is your opportunity to see generosity explode at your Parish.



# Own the Responsibility

## Define an Owner

- This person doesn't need to "do" everything but must take responsibility to own the outcome.
- Who at your Parish is responsible for seeing Giving increase?

## This person needs to be...

- A paid staff member
- A person that has influence with key leaders of the church
- (Often, the senior leader)



# Clarity (Set a Goal)

## Two Clarity Keys: A Date & Dollar Amount

### You Need It

- To communicate clearly
- To measure progress
- To stay grounded in the present

### Your Parishioner's Need It

- It creates perspective and a sense of urgency
- People respond to a clear and concise target



# Clarity (Set a Goal)

## An Effective Short Campaign

- A 4-week campaign is a good rule of thumb
- This creates a sense of urgency and limits perpetual giving asks

## So What's Realistic?

- 10% Recurring – you're on first base
- 20% Recurring – you've hit a double
- 30% Recurring – you've hit a triple
- 40% Recurring – a Home Run!
- 50% or more – a Grand Slam!

## Where Are You Now?

- Consider moving ahead 1-2 'bases'
- Ex: If you're at 10%, shoot for 20% or 30%





# Impact (Your Why)

## Be Specific and Clear

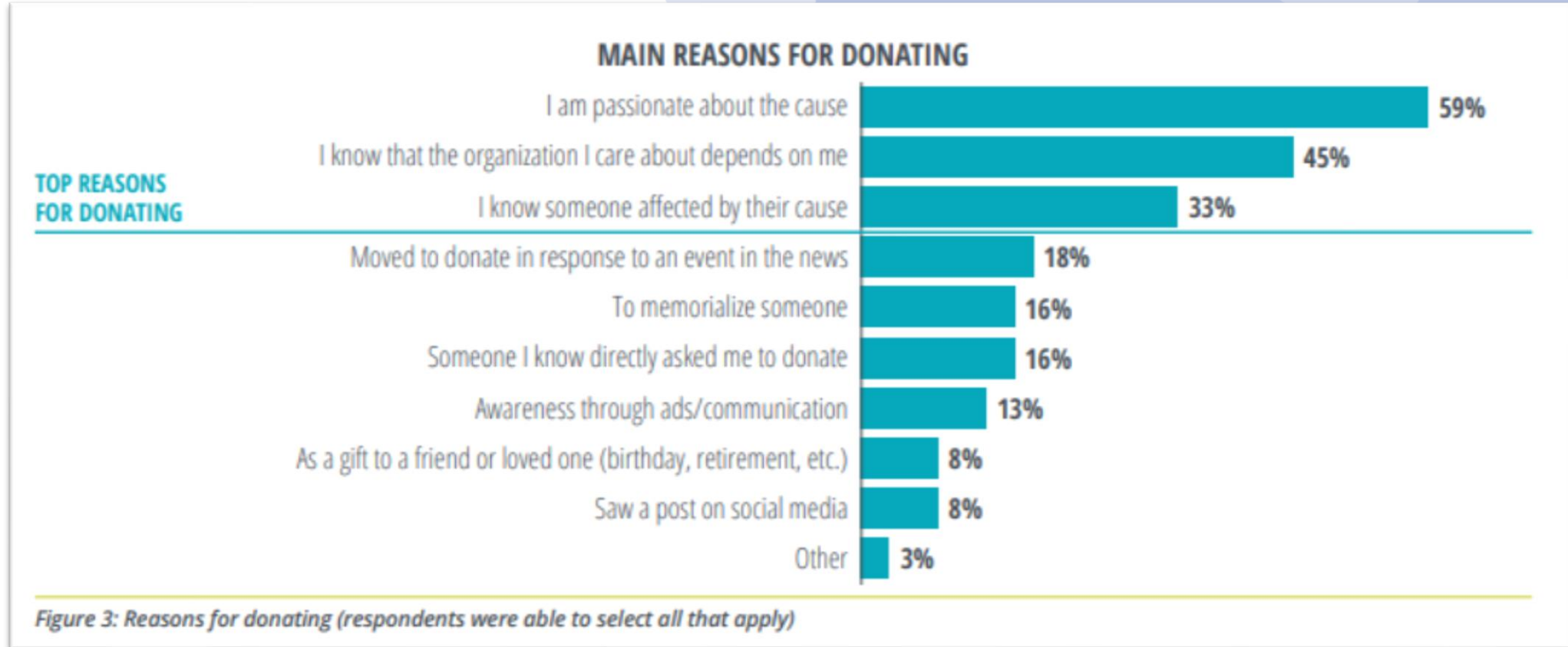
- Define your 'Why' and the expected impact
  - #1 thing donors want to know is the impact of their gift
- People respond to specifics

## Purpose for the Church

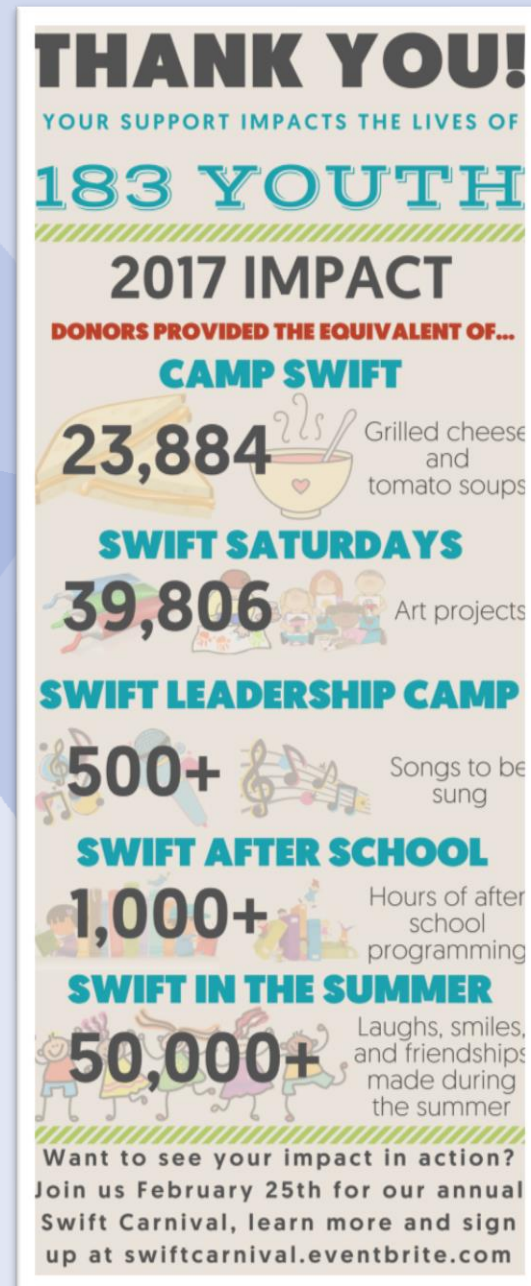
- Parishioners don't care about digital recurring giving
  - They care about purpose in their life
  - They care about making a difference
- The 'why' behind the 'what'
- In a year from now...



# Impact (Your Why)



# Impact (Your Why)



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[http://www.swiftyouth.org/uploads/7/4/2/3/74232961/2016-ye-impact-infographic-2-1\\_orig.png](http://www.swiftyouth.org/uploads/7/4/2/3/74232961/2016-ye-impact-infographic-2-1_orig.png)

# Impact (Your Why)

## Purpose for their Life

- Do you want to be a more consistently generous person?
  - Most people will say 'Yes!'
  - Most want to that but don't know how
- We are going to honor God with our finances by making a decision in advance to give to him first.
- Include a strong statement of impact or call to action.







*Prayer is the foundation of all change. Humility before God is the step that outranks all other steps. But when it comes to leadership into uncharted territories in your church, start with this one idea:*

*I will  
Not we will, or they will  
But I will*

# How To Reframe your Ask

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# Re-Frame Your Ask

## Ask for a Recurring Gift

- Your Parishioners want to support your Parish and see it grow!
- We are naturally wired to meet the challenges we're presented with

## Lead From the Front!

- Your Parishioners will follow your lead. When you give in a recurring fashion, so will they.

## Show How Easy It Is

- It is ***much more effective*** to take a little extra time and show Parishioners how to make a recurring gift.

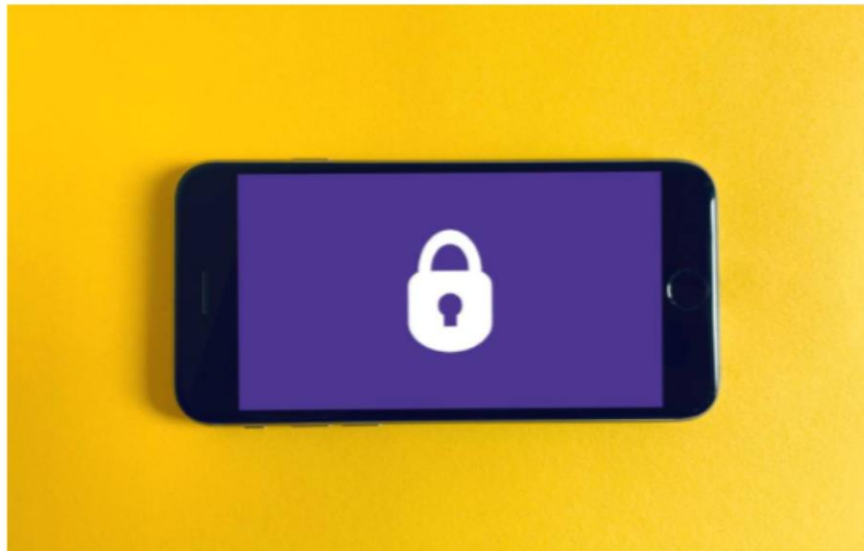




# Show How Easy It Is

## HOW TO MAKE A RECURRING GIFT

1. On our Giving Page, Click **SIGN IN**. (If you do not already have an account, click **REGISTER FOR AN ACCOUNT** and follow the steps.
2. Choose the **Fund** you'd like to give to and enter the **Amount**.
3. Check the **Make This Gift Recurring** box.
4. Select your frequency, start date, and payment method.
5. You're done 👍



## SAFE AND SECURE GIVING

All sensitive financial information is stored with the highest bank level security. Your contact information will never be sold, traded, or given to third parties. You will only be contacted to confirm your giving.





# How Can We Help?

## Summer Slump Email Campaign

- FREE to all ParishSOFT Giving customers
- We made the template for you
- We will send the emails on your behalf
- Look for news on this coming in June

## Interested?

- Your Name
- Email
- Parish Name



# Re-Frame Your Ask

## Tips on asking

- Remember Clarity & Impact: Envelop your ask around your goal and what you're working to achieve
- Ensure your donors know they can modify their gift anytime
- Ask them to try it for just 3 months
- Use our pre-created announcement templates
- Consider Giving Tiers



# Giving Tiers



## TIER 1

**Gift amount:** \$5

**Frequency:** Weekly, Monthly, or Quarterly

**Impact:** A jar of peanut butter for one student to take home

## TIER 2

**Gift amount:** \$10

**Frequency:** Weekly, Monthly, or Quarterly

**Impact:** One hot meal for a single parent and (up to) 3 children



## TIER 3

**Gift amount:** \$25

**Frequency:** Weekly, Monthly, or Quarterly

**Impact:** Backpack snacks for 5 children to take home over the weekend

## TIER 4

**Gift amount:** \$50

**Frequency:** Weekly, Monthly, or Quarterly

**Impact:** One grocery haul dropped off at the home of a single parent



## TIER 5

**Gift amount:** \$100

**Frequency:** Weekly, Monthly, or Quarterly

**Impact:** Transportation and sandwich lunch for 30 underprivileged children served at the church on Saturdays



# Helping your Legacy Donors

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# Legacy Donors

## Emphasize Security

- ParishSOFT Giving meets all the strictest PCI/DSS security standards
- Multi-layered security, intrusion detection, and transaction security

## Provide Instructions

- Video Instructions
- Written Instructions

## Communication

- Leadership Support
- Ask for help in the bulletin
- Targeted email campaigns

## Managed Donors

- Virtual Terminal



# Legacy Donors

## Managed Donors

- Virtual Terminal

Example Church

?

⚙

EX

☰

Virtual Terminal

Transaction Information

Designations

Fund

Offertory

Amount

\$

Add Designation

Total

\$

00

Comments

☒ Recurring Transaction

Frequency

Weekly

Installments

Indefinite

« how many donations?

Recurring Start Date

05/12/2021





# Stay Consistent

Regularly share WHY Giving is important

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# Stay Consistent

## Regularly Share your "Why"

- Common Thought: Churches just want your money
- Consistently sharing about generosity allows you to dispel that assumption

## Successful Ministries...

- Share their giving philosophy every 4-6 weeks
- Promote their 'why' via website, bulletin, social media, etc.
- Use this as a regular invitation join the mission and vision



# Stay Consistent



ABOUT SUNDAY SERVICE COVID-19 KIDS' CORNER SERMONS CONNECT GIVE

Our God is a generous God.  
And giving is an act of worship.

*A generous person will prosper; whoever refreshes others will be refreshed.*

Proverbs 11:25 (NIV)

Giving Online

GIVE ONLINE

To make a secure, one-time or recurring gift, click button above and follow the simple instructions.

Text To Give

Text "Give" to **646-759-2526**.

You'll be asked to register your bank for credit card information if it's your first time. After that, you can simply text to give. Or, text EDIT to update your information, set up a recurring gift, and check the status of a gift.

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# Stay Consistent



## SCRIPT 6 Summertime Stewardship

In just a few minutes, we're going to have what we call the offering. Every Sunday, we take a couple of minutes and invite people to financially support the mission of this church. The reason why we do it is not to put pressure on people. It's to encourage people to move from spectators to participants in the vision. We are SO GRATEFUL for all the things your gifts allow us to do!

As we approach summertime, our kids are getting more and more excited. Why? Because they no longer have to sit in classroom and learn for several hours a day. Who can blame them?

As you'd expect, this also causes some of their learning to go backwards. Here's a fun fact. According to online college.org, "On average, students lose about 2.6 months worth of grade level equivalency in mathematical computation skills during their summer break."

So for all your parents out there, you should be multiplying fractions with your kids on the way to Grandma's house in July!

I'm kidding, of course. But just like kids' Math skills go down in the summer, so does church giving. themselves, "I just don't feel like supporting the mission of the church this summer!" It's because people forget. They're out of town. There's a lot of other stuff going on.

As a church, we have a lot of exciting things we want to accomplish this summer. But they also take money and resources. That's why your decision to continue giving is such a big deal. Your recurring gift allows us to have more resources to help more people, and helps allow ministry to happen even when you're out of town.

So I want to invite you to give today. But I also want to invite you to continue giving this summer. We will work diligently to be good stewards of your donations.

Thank you so much for your faith in this area, and for supporting this church! Let's pray together.





# Thanking Your Donors

Share Updates with your Parish

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# The Thank You

## Donor Retention

- Easier to keep a donor than make a new one
- 60-70% chance of receiving additional gifts from an existing donor
- 20-40% chance of receiving a gift from a lapsed donor

## Increases Giving

- The thank you generates more donations and larger gifts.
  - First time donors who were thanked within 48 hrs are 4X more likely to give again
  - Thanked donors gave 60% more in the next appeal

## Language

- 3:1 ratio of You vs. We
- Because of you...





# The Thank You

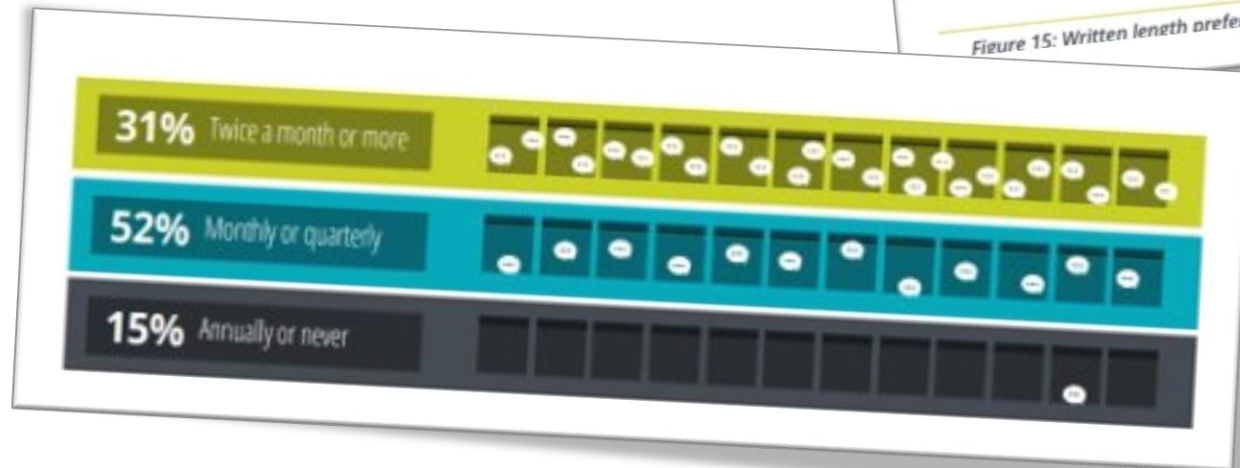
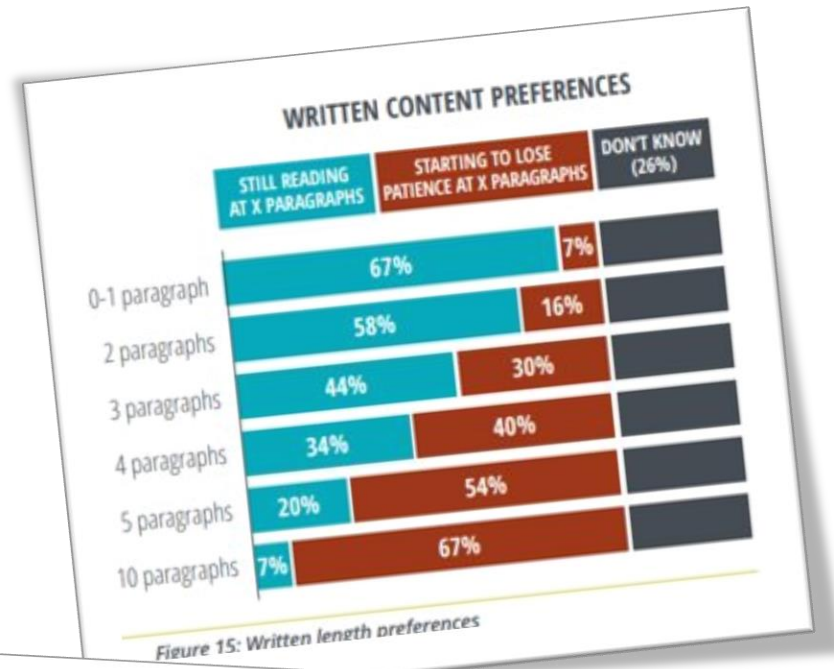
## Ways to Say Thank You

- Thank-a-Thon
  - By text or phone
- Profile donors
  - Website, social media, communications, and bulletin
- Prioritize handwritten notes
- Celebrate donation anniversaries
- Highlight Tier-System
- Donor appreciation event
- Donation wall
  - Donor writes name on balloon or posted card



# Communication | Not Enough Time

- Keep it short and sweet
  - 0-3 paragraphs
- Send updates monthly



# What You'll Receive

- **Webinar Recording & Slide Deck**
- **Resource Pack**
  - Pre-Written Announcements, Emails, Letters
  - 7 Giving Scripts
  - Example Website Links
  - How-To Giving Videos
- **Free Coaching**



# Final Words

“After working with your team and software, 50% of our budget is online. I don't have to worry about summer slumps or holidays. I'm 66, we lead a small church of 150, and it's just my wife and I on staff. If we can do this, anyone can do this.”

- Jerry



# Thank You for Attending!



**Tom Kline**

Client Experience & Success



**Stephannie Suddendorf**

Giving Success

