

Critical Conversations How to Make the Ask During Social Distancing



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Our New Reality

horizons
STEWARDSHIP



Or even this...

During This "Ordeal of Affliction..."



2 COR 8

We want you to know, brothers and sisters, about the grace of God that has been granted to the churches of Macedonia; for during a severe ordeal of affliction, their abundant joy and their extreme poverty have overflowed in a wealth of generosity on their part.

Five Key Steps

- Choose Abundance & Opportunity
- Use Offering Talks
- Promote Recurring Giving
- Communicate with your Ministry & Financial Leaders
- Mobilize for Ministry



During these
times, staying
financially
strong requires:

- Invitation
- Inspiration
- Information



Invitation

The Offering is an invitation to live as God's people created to be loving and generous.

The Offering is an invitation to participate and support life changing, transformative ministry...
not begging.

not heavy-handed expectation.

not manipulation.

Be Bold

Be Courageous

Make the Ask!

Invitation



The Offertory is

- An invitation to live as God's people created to be loving and generous
- An invitation to participate and support life-changing, transformative ministry
- An opportunity to tell impact stories
- A time to connect money with mission
- An intentional time set aside to express gratitude



Inspiration

- Share a story of a single life that has been changed.
- Make it relevant to today's circumstances
- Include stories of lives that were changed because they served.
- After the story, share the larger impact. “We shared the story of Tim today, but there are 47 people like Tim -- served each week...” Where possible share measurable outcomes.
- Offering Talks can be teaching moments that remind people of their call to lead generous lives.
- Always have a call to action. Invite people to serve and give.
- Use video and lots of photos.

Information



Remind parishioners of your church's giving options:

- Online giving- Show the URL for the website donation page
- Text to give – share the text-to-give number
- Show a video of someone using recurring electronic giving.
- Auto Bank Draft – offer a “how to” video link or resource
- Mailing checks – offer to send self-addressed postage paid envelopes
- Have appropriate information on the screen as you are talking.
- Explain how they can participate during the offertory moment by sharing in the chat-box or with heart/smiley emojis on Facebook

Additional Recommendations

- For your audio-only audience read the church website address, your text-to-give number, and church mailing address.
- Consider an email or video email on Friday reminding members about worship and encouraging them to prepare for worship by downloading worship guides, links to online giving, ACH/Bank Draft sign-up forms or anything to make worship and the offertory moment easier to navigate.

Popular Forms of Electronic Giving (e-Giving)

- ACH/Bank Draft
- Credit/Debit Card
- Bill Pay (bank sends your church a check)
- Kiosks
- Dip Jars/Square



What is Recurring e-Giving?



- Donor chooses an amount and payment frequency for gifts that are automatically sent to your church.
- Monthly is the most common frequency, but weekly, twice a month and quarterly are also options.
- If a gift does not automatically come to the church without any repetitive action from the donor, then it is not recurring.

“What About the Cost?”

SUBSPASH®

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- Give in 6 seconds
- Increase giving by 7-10%
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- Giving in your app
- Text-to-Give
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Pricing Plans to Grow Your Giving

Each plan includes everything you need to get started with growing a successful eGiving program.

	Start	Sustain	Custom
	Best for churches with less than \$20k/month in donations	Best for churches with between \$20k-\$40k/month in donations	Best for churches with more than \$40k/month in donations
Monthly Fee	\$10	\$49	Call for Pricing
Debit/Credit Card Rate ¹	2.75% + \$0.45/transaction	2.35% + \$0.35/transaction	
ACH Processing Rate ²	1.00% + \$0.45/transaction	0.80% + \$0.35/transaction	



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\$149 SETUP COST

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When using Tithe.ly giving

Tithe.ly Bot from Tithe.ly

Welcome! 🙌
How can we help you today?

New to Tithe.ly and want to learn more

Current customer and I have a question

Trying to make a donation



Add text giving for \$19 USD/mo

All setup fees due upon sign up. First monthly payment due 30 days after sign up. No contracts or long-term commitments.
Tithe.ly processing fees apply to all transactions.

Ease of Use is Most Important to Donors



- How easy (fast) is it to use your system?
- Does the donor have options?
- Does it feel seamless or like they've been sent somewhere else?
- What are the default/suggested settings?

“Our Congregation Isn’t Computer Savvy...”

- In 2015, 67% of Americans were already paying their recurring monthly bills with recurring electronic payments.
- ACH Sign-up Cards are easy.
- Create a video to demonstrate signing up online.



Reasons Donors Use Recurring Giving



1. Ease and convenience
2. Gifts are present even if they aren't
3. Prevents falling behind
4. Church asked them to

Financial Benefits of Recurring e-Giving

- e-Givers gave 15% more than traditional givers (Vanco 2017)
- e-Givers gave 33% more than traditional givers (Push Pay 2018)
- Non-Profit Recurring Donors gave 42% of total giving (Network for Good Giving Data)
- Recurring Donors give 5.4 times more over their lifetimes (Classy State of Modern Philanthropy 2019)

e-Givers are More Active and Engaged

- 43% of e-Givers attend Bible study vs. 35% of traditional givers
- 26% of e-Givers attend Sunday school vs. 18% of traditional givers
- 23% of e-Givers take part in service organizations vs. 16% of traditional givers
- 23% of e-Givers attend church retreats vs. 16% of traditional givers
- 21% of e-Givers attend church conferences vs. 15% of traditional givers
- 17% of e-Givers serve on leaderships committees vs. 11% of traditional givers

Getting Started If You Don't Have e-Giving



1. Contact your bank and sign up for ACH/Bank Draft.
2. Send everyone a letter explaining that you will soon have ACH/Bank Draft, but to use the two enclosed self-addressed stamped envelopes until you are able to mail them a Sign-up Card.
3. Begin following the plan outlined in the Horizons Recurring Giving Development Plan for COVID-19 Social Distancing (on www.giving365.com)

Getting Started

1. Consider interactive website <https://501websites.com/horizons>
2. Download the Horizons [Recurring Giving Development Plan for COVID-19 Social Distancing](#) from [Giving365.com](#).
2. Recruit a Recurring Giving Promotion Team with a Chairperson.
3. Develop a Recurring Giving FAQ sheet.
4. Review and follow the [Tips for Optimizing Your Church's Website](#).
5. Ask your Pastor, Finance Team and Church Leadership to sign up first.
6. Pastor and/or Chairperson shoot a two to three-minute video to be sent to all members and regular attenders explaining the benefits and importance of recurring giving.

Getting Started

7. Send a letter with the FAQ, ACH/Sign-up Card and return stamped envelope. If your church requires each person to set their own account up online, consider sending both the instructions and “how to video.”
8. Create your seat back card (for when you return to worship in church).
9. Introduce recurring giving in online worship or by phone if you are not doing video worship.
10. Follow the resource guide five-week plan of online worship engagement, follow-up, and thank you suggestions.

A photograph of two men in conversation. On the right, an older man with white hair and glasses, wearing a blue V-neck sweater, is smiling and looking towards the left. On the left, a younger man with brown hair and glasses is seen from the side, looking towards the older man. The background is a blurred indoor setting with large windows.

Staying Connected to Your Financial and Ministry Leaders

Who Are Your Ministry Leaders?



- Ministry Leaders – anyone who currently provides leadership to any team or ministry group in your church
 - Small Group Leaders
 - Ministry Team Leaders
 - Commission Chairs
 - Vestry
- “Untitled” leaders- respected voices who may not be in active leadership roles



- Givers who contribute about 35-50% of your annual giving
- Typically about 10% of your families
- Often, not always, in a better position to weather difficult times

Who Are Your Financial Leaders?

Why Is It Important to Stay Engaged with Your Financial and Ministry Leaders?

- Your most invested leaders who contribute up to half of ministry funding
- This group will often step up to help when others can't or won't
- Most influential in the church and if invited and connected, they will use it to support the leadership of the church.
- They are full of wisdom and creative ideas.
- Opportunity to establish a deeper level of engagement
- It is important for them to feel "in the know."

Strategies for Staying Connected

- Make a **direct contact** (video/email/hand-signed letter) with this group as soon as possible (sample in Giving365.com in the Connecting with Ministry and Financial Leaders During Social Distancing and Beyond file)
- **Being in “the know” and feeling connected to church leaders is very important to this group.** In addition to any other church-wide/parish-wide communication, create a weekly touch for this group that includes the following:
 - New information or developments
 - Something inspirational about the ministry the church is doing
 - An invitation to get involved.

Your Top 20 Donor Connection Strategy



- Reach out to your top 20 givers with a phone call asking:
 - How are you doing?
 - How is your family?
 - How are things with your work/business?
 - What are you experiencing in your personal prayer life?
 - How can I pray for you?
 - How can the church be there for you?
 - Thank you again for your generosity to our church

Remember
this...

It is important for your leadership to see you giving compassionate and strong leadership in this season and to see you working together with other leaders for the good of families, the church, the community, and the cause.

Questions?



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