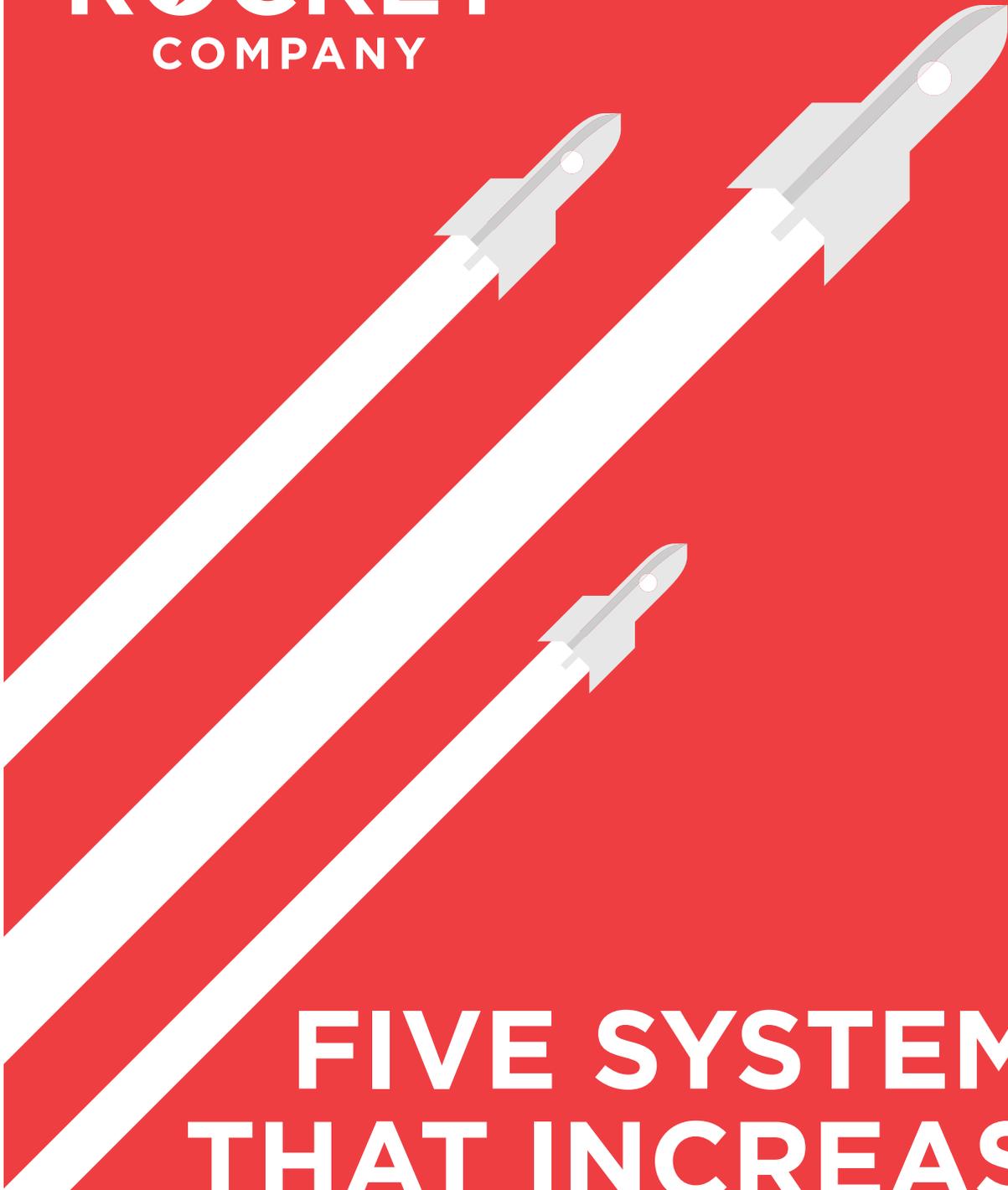


THE
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**FIVE SYSTEMS
THAT INCREASE
GIVING**

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When it comes to healthy church finances, systems are more important than secrets.

As I travel the country helping churches, I've noticed that churches do not truly focus on things that will bring increase. I've watched pastors preach a series on money or send out an end of the year cry for help, with very little fruit.

Instead of a halfway-implemented campaign that doesn't bring results, I want to help you increase OPERATIONAL revenue in your church. I want to help you identify and implement the systems that will make a difference THIS WEEKEND, and every weekend after that. I want your church to be financially healthy, not just react to the circumstances.

This free report will lay out five financial systems that will lead to increased giving in your church. But before we jump into the systems stuff, I want to let you know that I DO NOT believe systems are the only part of this equation. Faith, motives, and prayer matter. But too many pastors are sitting by hoping that giving will improve or spinning their wheels reaching to last week's offering.

A system is simply a way of doing something, and you're executing systems whether you mean to or not. We have found out that most churches have a system that we like to call "neglect" when it comes to their finances. Neglecting the important has tremendous consequences that influence EVERY OTHER MINISTRY AREA in your church.

Others try and delegate responsibility and authority to a business administrator or financial assistant. That person probably has 79 other things in their job description and this important role ends up pushed to the side.

The importance of what we are about to discover is unmatched. Why? If you don't have money, you can't accomplish your vision. The offering is what funds all the ministries in your church. It's just the way it is. You have to have money to accomplish your vision and we neglect this super important area.

You can do something. It's time to take action.

Please take the next few pages of this document seriously. If you implement some of these things you will be glad you did because you will start to fund your vision and be financially free.

SYSTEM 1: FIRST TIME GIVERS

When people give a first time gift to your church, they have stepped over the financial line of faith. You better respond to this decision with some type of celebration. We teach all of our churches what Andy Stanley says: "What gets rewarded gets repeated."

So let's get down to business. What can you do to celebrate first time donations and really help people start the generosity process?

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Here is how to do it:

1. Handwrite a personal thank you note to each first time giver each week.

Here is what you can write:

John,

I just wanted to take a minute to say thank you for the financial gift you gave this week. According to our records this is the first time you have given. Every dollar you give to this church goes to change lives! We know you could give your resources anywhere, so I just personally wanted to thank you!

Your friend & pastor,

Casey

2. Insert a business card in the note

This business card can offer a next step for people to give online. Online giving is a GREAT next step for these people. I would make sure you give them a special URL to get to the online giving like: www.mychurchname.com/firsttimegiving. By doing this, you can use Google Analytics to measure your results from these cards.

TIP: Write your notes in bulk and in advance so you simply have to put their name on the note each week! Also, handwrite the address on the card so people know it is personalized as soon as they get the mail.

SYSTEM 2: HIGH CAPACITY DONORS

Most ministry leaders we work with do not have a clear strategy for handling high capacity givers. Here are three of the most common systems we see:

1. Ignore Them

Many people base this strategy off James 2 that talks about not showing favoritism and so they completely ignore the high capacity donor. Most ministry leaders do not know who gives and who does not give. Ignoring these people is an option and you can choose to let God deal with people as he sees fit. You can completely remove yourself and leadership from the equation. The ministry leader usually tells me they do not want to treat these people any differently than people who give a small amount.

2. Use Them

We use high capacity donors when we only ASK them for money when we need something. This usually happens around capital campaigns and fund raising efforts. We are coached that if we are going to “make” the goal we need to ask these people. I have seen this work and I have seen it damage relationships. This is a “means to an end” strategy. I would rather you ignore them than use them. That is just my two cents.

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3. Develop Them

You develop high capacity donors when you build relational equity. This means you have a strategy to add value consistently to their lives. Granger Community Church recently hosted a retreat with their high capacity donors to just love them well! This one night retreat was to build equity and say thank you. The best strategy is to consistently have times to build into these leaders in the area of generosity.

SIMPLE SUGGESTIONS

Annual Retreat

Yes! Take them on a one-night retreat and it will pay huge dividends. We'll show you how and give you a step-by-step guide.

Quarterly (Kingdom Builder) Meetings

Eat together quarterly and you will see this group of people will trust you and fund your vision at a high level.

Monthly Email Update

Just send them a few insights that you aren't sharing with the rest of the church. Give them information quickly; it builds their faith in you as a leader. We'll give you samples and templates and show you exactly what to say.

Here is the deal, I'm not against asking high capacity donors for money, I JUST THINK IT SHOULD BE DONE RIGHT!

SYSTEM 3: DIGITAL GIVING

Many people will refuse to eat at a restaurant if it does not accept cashless forms of payment. It's really clear to see that we are becoming a cashless society. This means that people who attend our weekend services will not be carrying a bunch of cash or checks with them. In order to maximize the funding for your church's vision, you must have a digital giving strategy for people in your church.

TWO DIGITAL GIVING MUSTS:

1. Online recurring giving

Have a system connected to your website that allows people to enter their card information in one time and establish recurring gifts. This allows them to "set-it and-forget-it." This is very convenient and people will be more consistent. In fact, those who give online via established recurring giving are the most consistent givers – their tithe never goes on vacation! Offering online giving isn't the same as emphasizing it. We'll show you exactly how to do this and provide a step-by-step guide.

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2. Giving Kiosks

Again, most people don't have cash on them but just about everyone has a debit or credit card. Giving kiosks in your building are a great way to provide on-ramps for people to give. Please don't use the excuse that you are scared people will give their way into debt. If someone does that and tells you about it, give the money back and teach them how to give consistently using a budget! Have you ever heard someone say, "I gave my way into debt at my church"?

A giving kiosk will pick up more tips than tithes. This is great because it is allowing people to take initial steps toward generous giving. Most of the tithers in your church

already have a system that is working for them. The kiosk will give people a great starting point for their journey toward generosity!

6 REASONS WHY A CHURCH SHOULD HAVE GIVING KIOSKS

- People don't carry a lot of cash.
- The same reason most people will not eat at a restaurant unless they accept cards
- A lot of places will not accept a personal check. People carrying checkbooks are limited.
- It provides a first step for first-time donors and low-budget givers.
- You eliminate another barrier people say prevents giving.
- It's a very small investment for the return your ministry will receive.

Givers who use digital giving are usually the most consistent donors.

YOU CAN BUILD AN INCREDIBLE CHURCH WHEN YOU HAVE CONSISTENT GIVERS!

SYSTEM 4: WORSHIP SERVICES

You have to realize that your weekend services will be one of the most important avenues to develop your giving. We believe you can create a system that helps you win big. Here are a few helpful tips that you can easily apply.

1. Preach one vision series a year attached to a financial ask

Each year in the fall or spring we would preach a vision series that allows you to lay out your church's objectives for the next twelve months. This allows people to see that just giving at a current level is not sufficient. We have seen HUGE success in helping churches put together this series and lay out the objectives. We worked with one church that literally DOUBLED their operational budget because of this. Why does this work? It works because people usually do not change their giving habits unless someone asks them to.

2. Preach a financial help series one time a year

One reason people do not give is because they are BROKE! We have to help people know how to give, not just help them get it. We suggest at least a 2-week series each year that you focus on issues like spending, debt, savings and giving. Jesus talked about money a lot, but we are scared to for some reason.

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3. Get intentional with the offering time in your service, THIS WEEKEND.

Most churches receive an offering each week. We have found that financially sound churches do a better job talking about their weekly offering. We suggest writing 52 one minute, mini-giving talks that you use before taking the offering. You have a great opportunity to increase giving by helping connect the ministry and the money.

SYSTEM 5: CONSISTENT GIVERS

What do you do about all the people in your church that just consistently and faithfully give to your vision? How do you communicate with them? What is your system to keep them in the loop? How do you make sure they remain loyal, raving fans of your church and vision? Let us give you a simple list of things you can do that will help.

1. Quarterly contribution statements

Most churches just send out a yearly contribution statement that shows the donor how much they gave that year. This is not enough. Send a quarterly contribution statement to each donor that includes three things.

Vision statement: The very first thing they should see when they open the envelope is a vision statement. This is a one page, graphically driven communication piece that helps people connect what they have given to the vision of the church. An example would be sharing the pictures and story of a family who has been baptized recently in your church.

Contribution statement: Put what they have given year to date and the person to contact if they have any questions.

ACTION STEP: Put a third communication piece in the letter that gives people a next step. Either a link to online giving and they get a free gift or an envelope they can send back work well.

2. Online pipeline

Shoot a video of the senior pastor speaking into a camera that is about 2 minutes long every other month and tell stories of people that are being changed because of this person's giving and generosity. You can send this through email and people will watch it. Use this to encourage and inspire them to keep doing what they are doing!

3. Connect relationally annually

I would create an environment each year where your donors could share a meal with one another. This works really well in the summer and you can invite them to the senior pastor's home. I know this sounds weird, but it works!

Relational investment is huge for people that are funding your ministry.

The bottom line about systems is that we have to be strategic and determine how we are going to treat people. I want to challenge you to connect with us if you need any help with any of this stuff. We hope this document helps you win!