



Karen Kretschmann



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Partner

# Growing Generosity in the New Normal

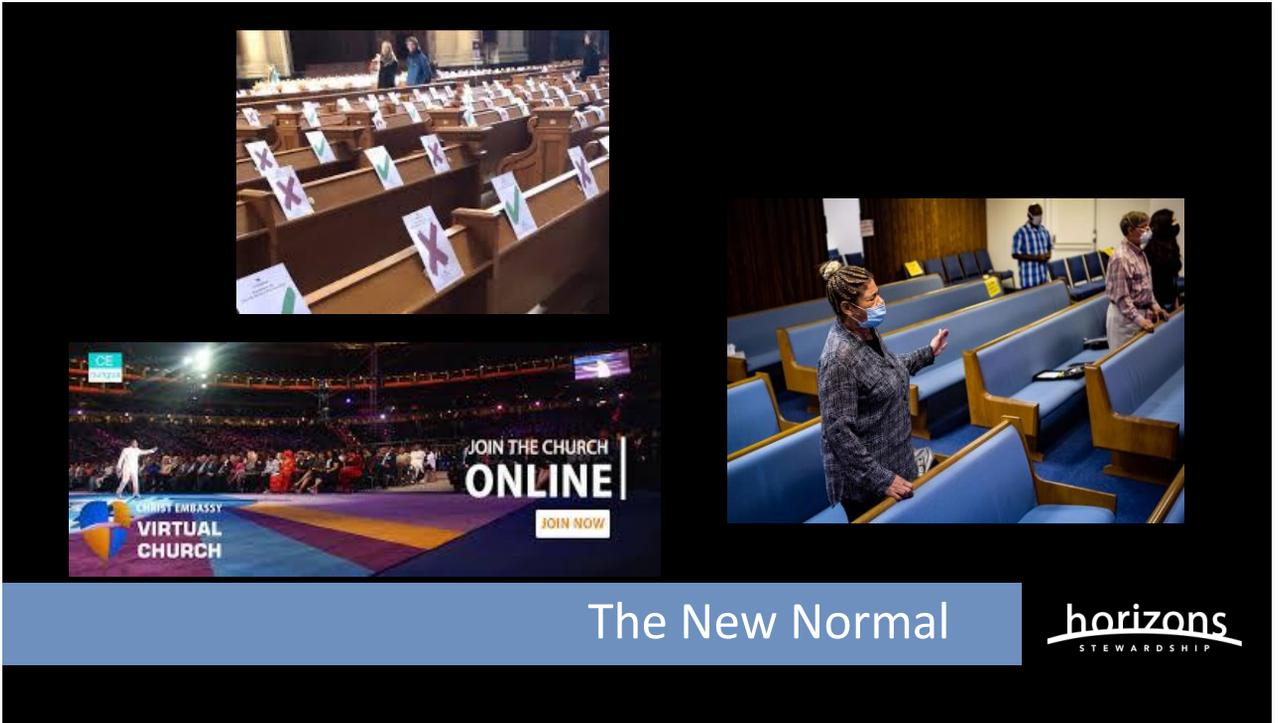
Sponsored by the Delaware-Maryland Synod  
ELCA and Bishop William Gohl



# Giving365

[www.giving365.com](http://www.giving365.com)





The New Normal

horizons  
STEWARDSHIP

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## Five Key Steps

- Focus and Budget for Ministry Opportunities
- Bold Offering Talks
- Promote and Optimize Recurring Giving
- Communicate with your Ministry and Financial Leaders
- Connect with Prayer and Online Gatherings



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Funding your ministry in the new normal requires you to be boldly:

- Intentional
- Inspirational
- Informational
- Invitational

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## Bold & Intentional Offering Moments



- Two to four minutes in online or in-person worship.
- Ask persons to give online during the offering moment.
- Pastor seen making online gift or placing offering/ recurring giving card in the offering plate.
- Avoid pressure, desperation, or manipulation.
- Make it worshipful and sacred.
- Express gratitude for faithful giving.

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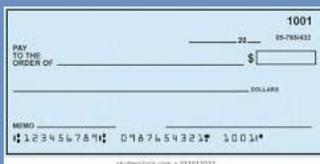


## Bold & Inspirational Offering Talks

- Share a story of a single life that was changed.
  - Offer facts/information.
  - Make it relevant to today's circumstances.
  - Where possible, share measurable outcomes.
- Use video or scrolling pictures.
- Include stories of lives that were changed because they *served*.
- Teaching moments about biblical generosity.

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## Bold & Informational Offering Talks



### Share Information on How to Give.

- URL to donation page.
- Text-to-give number.
- Testimonies from recurring giving donors.
- Links to "how-to-give" videos.
- Offer to mail postage paid envelopes.
- Put information on your screen- show a sign with the information.

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## Bold & Invitational Offering Talks



- An invitation to live as God's people, created to be loving and generous.
- An invitation to participate and support life changing, transformative ministry.
- No begging, heavy-handedness, or manipulation.

Be Bold and Courageous  
Make the Invitation

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## Additional Recommendations

- Don't forget your audio only audience.  
[Phonelivestreaming.com](http://Phonelivestreaming.com)
- Consider sending a preparatory email on Friday with giving information and offering instructions.

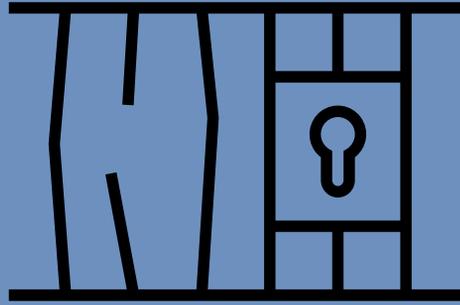
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**Evaluate your offering talks:**

What might you improve/change?

What will you commit to doing differently and when?

Questions/Comments/Concerns



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# Build your Online and Recurring Giving



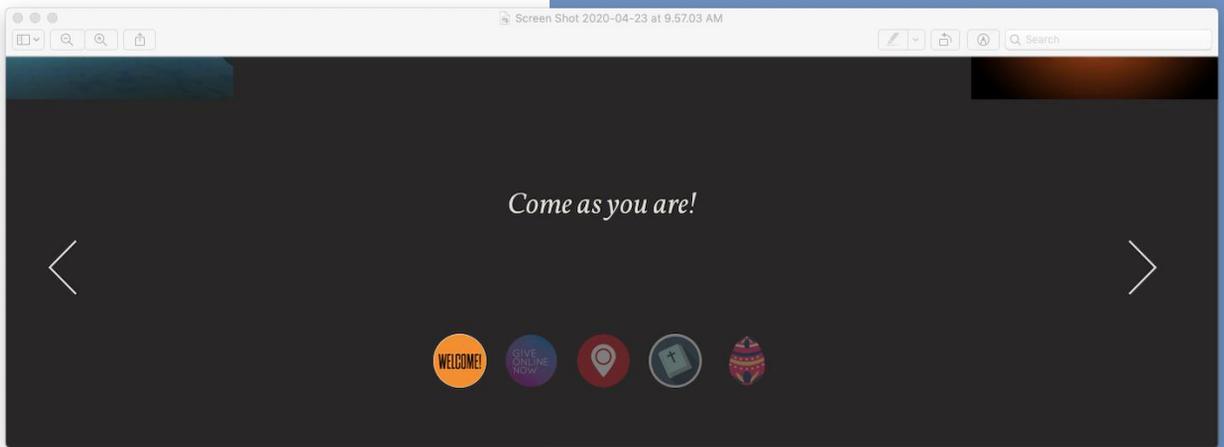
# Where it All Begins



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## Customize Settings



- Make Recurring Gift the Default
- Make Payment of Fees Default
- Personalized Thank you!

Watch the video on **Optimizing your Online Giving**

<https://www.youtube.com/watch?v=Mc7A0Yboz6k&feature=youtu.be>

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Thank you for your donation!

Details regarding your donation are shown below. You can log in with your email address and password to view your donation history or to make changes to selected information regarding your personal profile and donation. You can also contact Spry Church directly.

You may wish to retain a copy of this email for your records.

Donation Details:

32138184985  
 Spry Church  
 50 School Street  
 York, PA 17402-4955  
[www.sprychurch.com](http://www.sprychurch.com)  
 717-741-1429  
 United States- US

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Hi Scott!

Thank you for supporting the ministries of Glen Mar Church.

Your financial support is making a real difference in our community and beyond, as we carry out our mission - "praising God, growing disciples, and serving the world." Because of you, our church's ministries can bless others in Jesus' name.

**Organization:** Glen Mar United Methodist Church

**Amount:** \$20.91

**Type:** Mission & Ministry (General) Fund

**Transaction Number:** 6410661

**Date:** 04/19/2020

Glen Mar Church

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## Customize Settings



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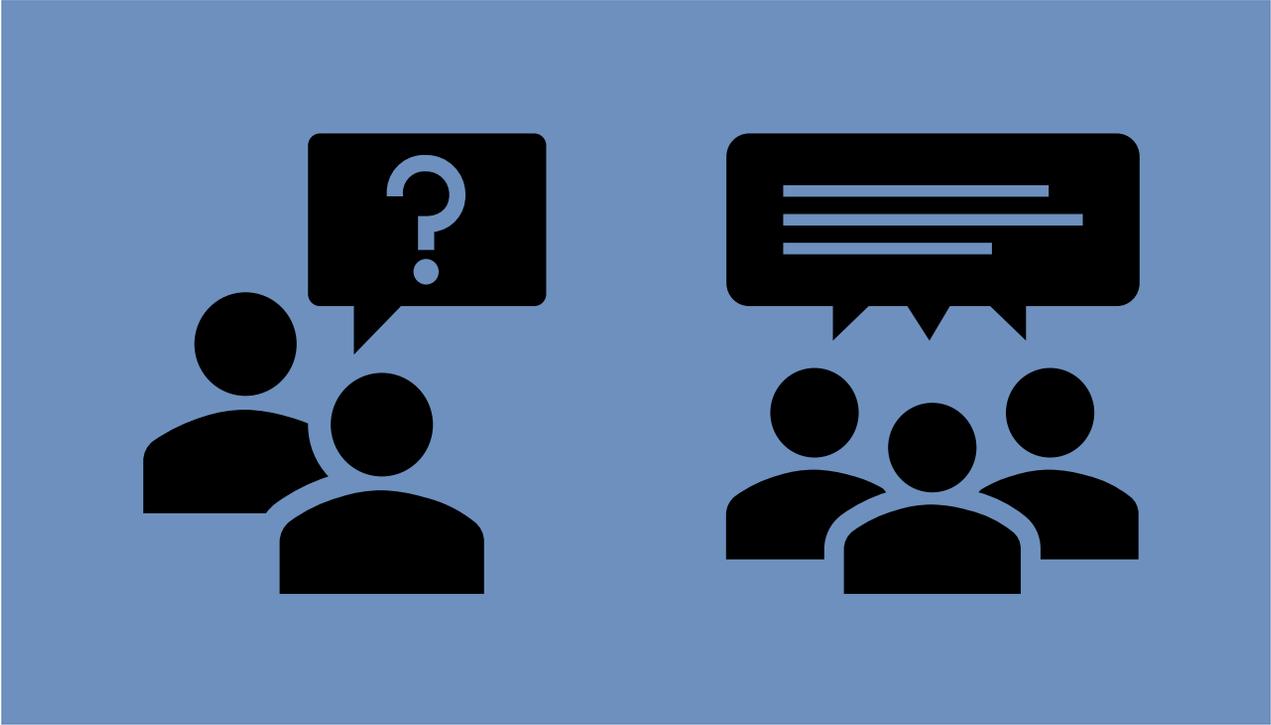
## Horizons' Recurring Giving Growth Plan

**Download Horizons Recurring Giving Development Plan for COVID-19 Social Distancing from Giving365.com.**

### Key Recommendations

- Recruit a Recurring Giving Promotion Team.
- Develop a Recurring Giving FAQ sheet (samples provided).
- Review and follow the Tips for Optimizing Your Church's Website.
- Ask your Pastor, Finance Team, and Church Leadership to sign up first.
- Frequent use of self-created videos (instructions included).
- Follow the detailed five-week promotional plan.

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## Who Are Your Ministry Leaders?



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- Ministry Leaders – Persons who provide leadership to teams and ministry group
  - Small Group/Sunday School Leaders
  - Ministry Team & Committee Leaders
  - Church Leadership
- Influencers – respected voices who may not be in an active leadership role but who are trusted by others
- Ministry Leaders typically account for **35-40% of total giving** (includes financial leaders who are also ministry leaders)



## Who Are Your Financial Leaders?

- Donors who give 35-50% of total giving.
- Typically about 5-10% of households.
- Give to an average of seven non-profits.
- Except for tithers, the church often receives a minority of their giving.
- Often, not always, in a better position to weather difficult times.

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## Why Stay Engaged with Financial and Ministry Leaders?

- **20%** who **give** and **do 80%**.
- Step up when others can't or won't.
- This crisis is a great opportunity to invite them to into deeper connection with you, your mission and the ministries of the church.
- When connected they will use resources to support church leadership.
- Other non-profits are inviting them to give and engage.
- Top reasons people give: Mission, Personal Relationship, Fiscal Responsibility.

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## Strategies for Staying Connected

- **Make frequent direct contacts.**
- **Download:** Connecting with Ministry and Financial Leaders During Social Distancing and Beyond from Giving365.
- **Keep them “in the know.”** In addition to any other church-wide communication, create a weekly touch for them that includes the following:
  - **New information or developments.**
  - **Something inspirational** about the ministry the church is doing.
  - **An invitation** to get involved.

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## Financial Leaders: Be Their Pastor



- Financial leaders tend to have fewer persons they can be open with.
- This crisis may have them feeling especially isolated.
- Reach out to check on them.
  - 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.
  - Apart from saying thank you, avoid conversation about the church unless they bring it up.

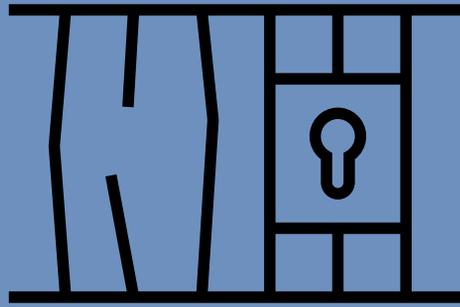
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Remember, in the  
the New Normal...

Be the Pastor

Be the Church

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**Funding in the New Normal**

What might you improve/change?

What will you commit to doing differently and when?

Questions/Comments/Concerns

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# Questions?



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