

**5 Disciplines of Financially Thriving Churches
(Disciplines 4 & 5)
Key Ideas and Observations**

Discipline 4: Making the Ask. People are most likely to grow in their generosity when they are challenged to take the next step in their spiritual journey. Thriving churches ask with confidence knowing that while they will not always get everything they ask for; it is rare to receive anything they failed to ask for. They also embrace the idea that the perfect invitation is one made by the right person, to the right person, for the right gift, at the right time.

Making the Ask Best Practices:

- 1. Ask with confidence**
- 2. Personalized invitation to a properly cultivated donor**
- 3. Invitations connected to vision, donor's spiritual journey, and impact**
- 4. Clarify why, when, how much, and what the next follow-up step is**
- 5. Only the generous ask**
- 6. No guilt, pressure, or desperation- only prayerful consideration**
- 7. View an invitation to give as an opportunity to participate in bringing about the world God desires**

Discipline 5: Measure Effectiveness. One of the main reasons for the massive shift in giving from religion to other nonprofits is the failure of the church to accurately measure and share our ministry impact. The greater the gift capacity of the donor, the more likely they are to ask hard questions about how the gift will be used and how the church will measure the return of the investment the donor is being asked to make. It is precisely these high capacity donors who are responsible for much of the shift in giving from the church to other nonprofits whose ask they find more compelling.

Measure Effectiveness Best Practices:

- 1. Measure impact-return on investment**
- 2. Guilt and desire to support the institution is no longer effective**
- 3. Measure movement along your discipleship path**
- 4. Use donor analytic software**
- 5. Create financial dashboards related to giving**

Next Steps:

- 1. Download Next Steps Instructions**
- 2. Gather your team**
- 3. Download Challenges to Funding 2021 Ministry Budgets**
- 4. Create a free account on Horizons' on-demand resource library, Giving365.com**
- 5. Visit NextLevelGenerosity.com to learn about how Horizons can be your guide**