

Generosity in a Digital Age

Are You Prepared



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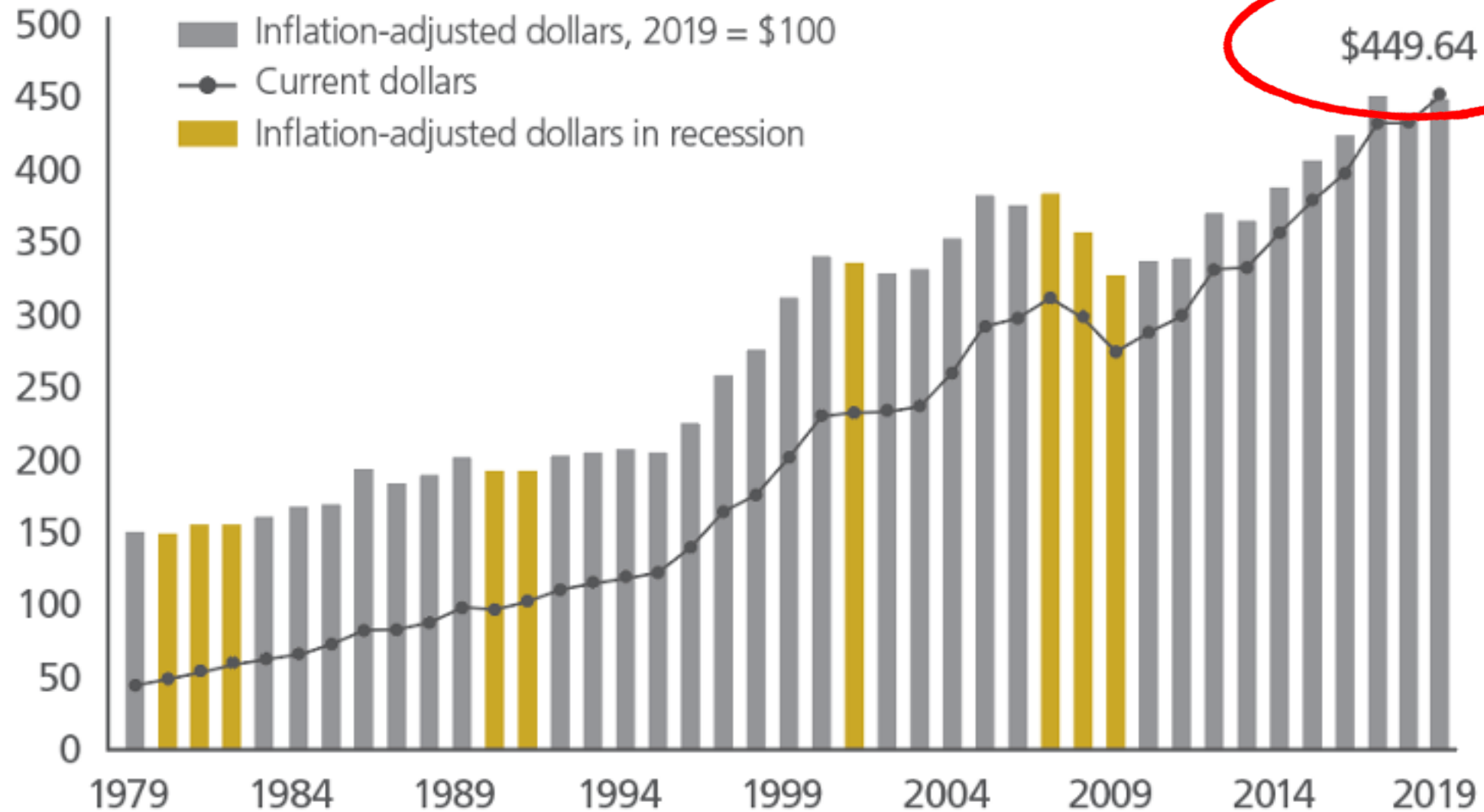


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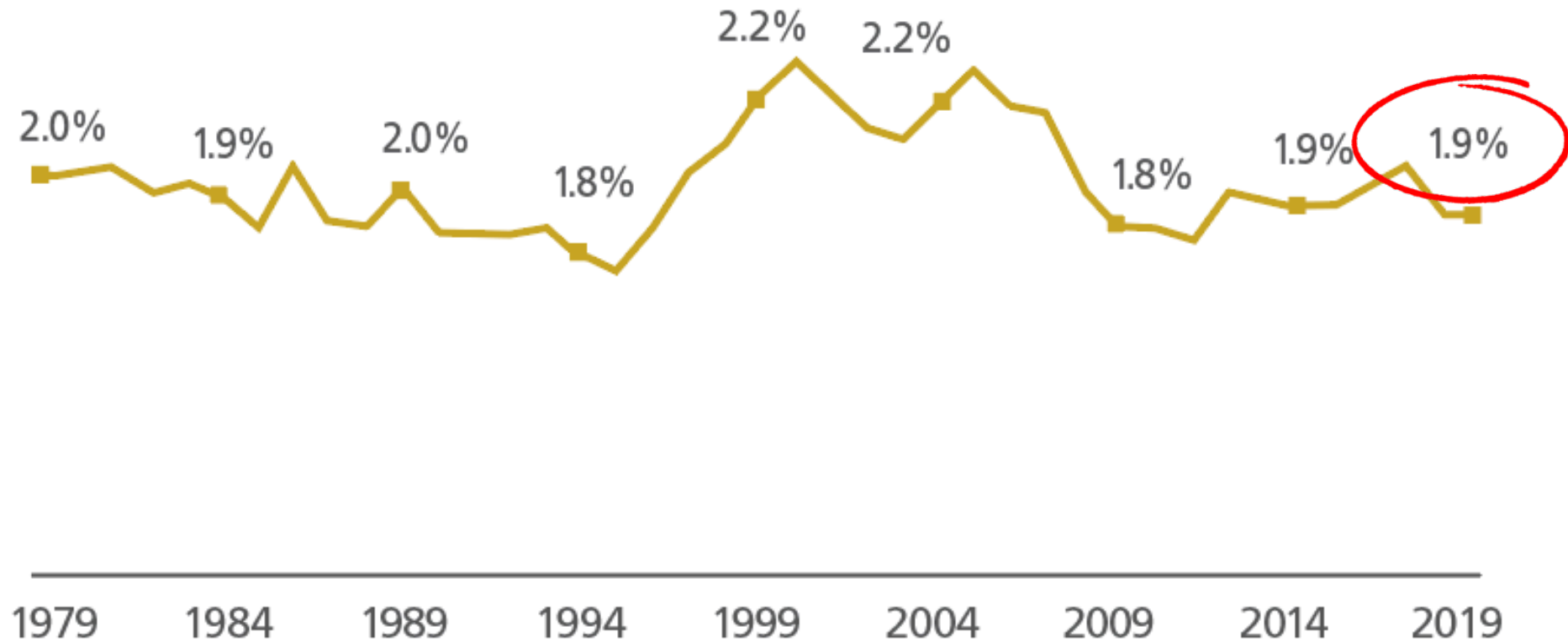
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STEWARDSHIP

Total giving, 1979-2019 (in billions of dollars)



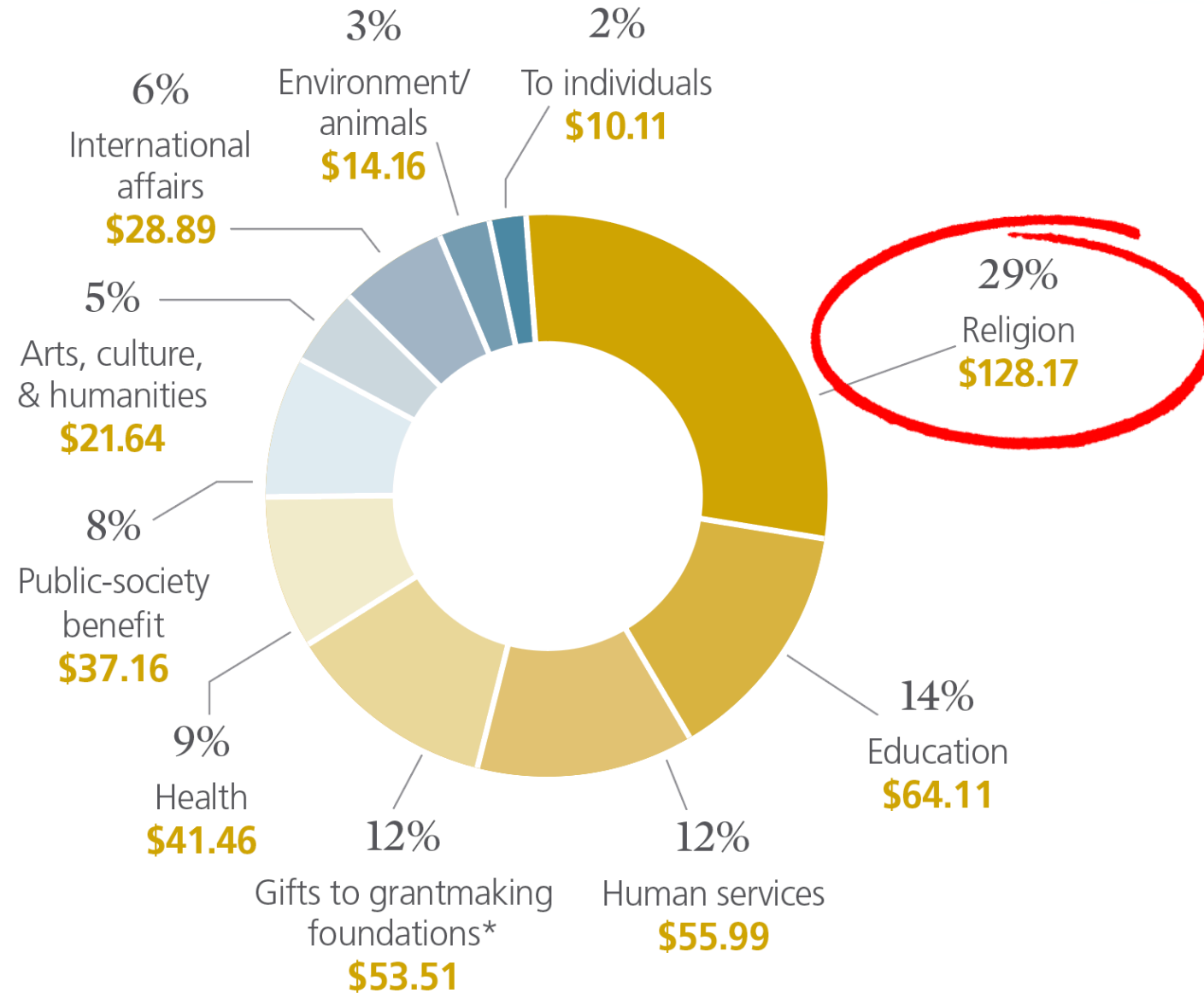
Individual giving as a share of disposable income, 1979-2019

(in current dollars)

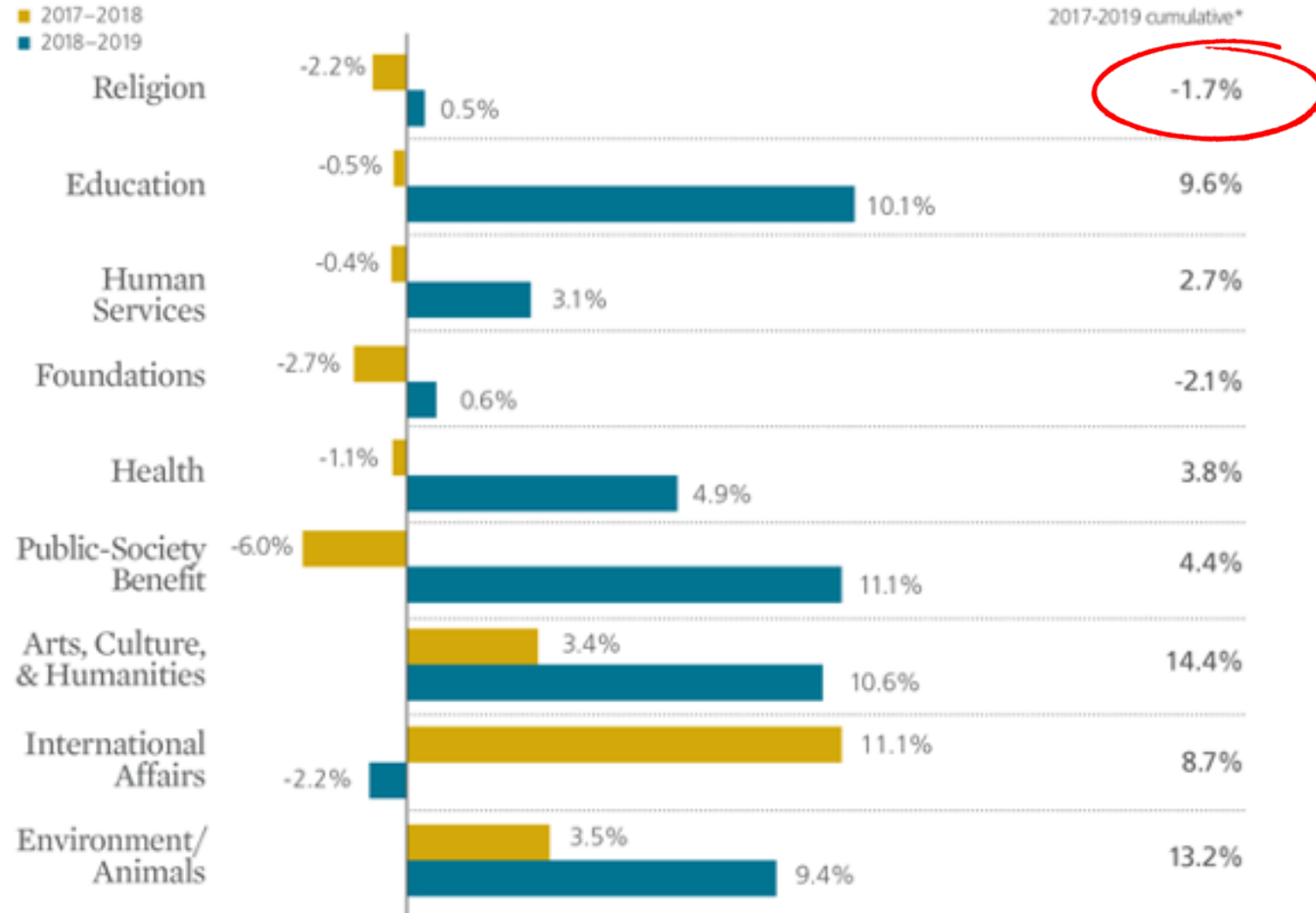


2019 contributions: \$449.64 billion by type of recipient organizations

(in billions of dollars – all figures are rounded)



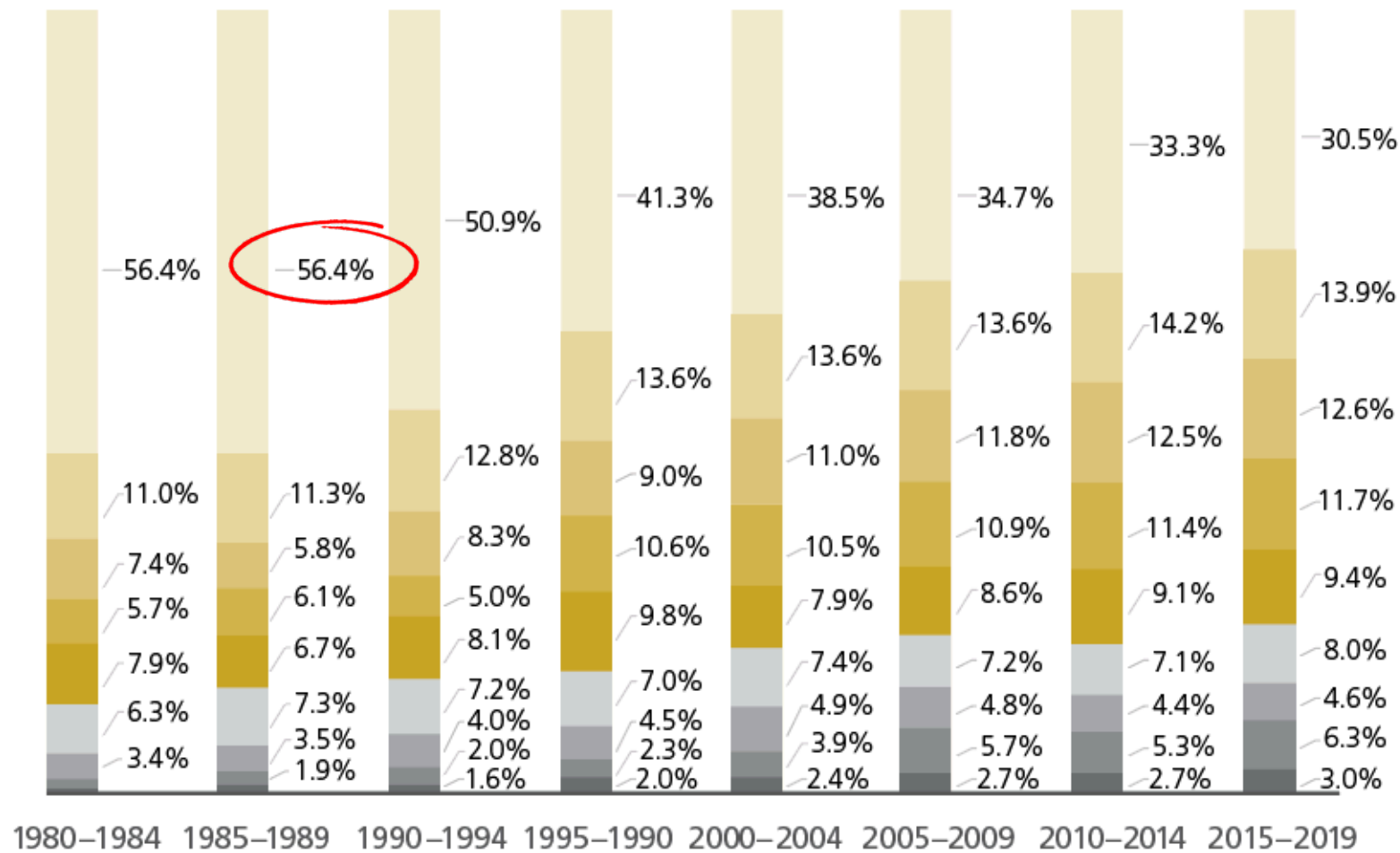
Changes in giving by type of recipient organization: 2017–2018 and 2018–2019, 2017–2019 cumulative (in inflation-adjusted dollars, 2019 = \$100)



Percentage change from previous year

*The two-year change is calculated separately and is not the sum of the changes in the two years.

Giving by type of recipient: percentage of the total in five-year spans, 1979–2019 (adjusted for inflation, 2019 = \$100, does not include “unallocated”)



29%
in 2019

- Religion
- Education
- Human Services
- Foundations
- Health
- Public-society benefit
- Arts, Culture, & Humanities
- International affairs
- Environment/animals

Five Disciplines of Financially Thriving Churches Today





Vision

- Mission/Purpose
- Vision: Preferred Future
- Outcomes: What is the difference God is calling us to make?
- Ministry Plan: 18-36 Month Plan to Achieve Outcomes
- Discipleship Path
- Leader and Member Expectations



Keep It Spiritual

Discipleship is the foundation of any generosity initiative.

- Theology of Stewardship
- Generosity in Your Discipleship Path
- Preaching and Teaching Generosity Year-Round
- Change Budget to Ministry Funding Plan
- Create a Happenings Brochure
- Connect Generosity to Mission/Vision



Keep It Spiritual

Discipleship is the foundation of any generosity initiative.

- Connect Generosity to Mission/Vision
 - Typical Process:
 - Idea
 - Action Plan
 - Invite
 - Mobilize
 - Celebrate Outcomes (Connect to Discipleship Path)
 - Express Gratitude
 - Digital Implications?



Keep It Spiritual

Discipleship is the foundation of any generosity initiative.

- Connect Generosity to Mission/Vision
 - Add a Ministry Update to Your Quarterly Giving Statements
 - We Must Tell Our Stories Outside of Worship Contexts
 - Express Gratitude
 - Provide Transparency
 - The Right Audience
 - Paper and/or Digital Channels



Tell Your Ministry Story

Effectively communicating how you are transforming lives cuts through what the culture has to say about money.

- Frequent use of Storytelling in All Church Communication
- Clarify Language and Terminology
- Focus on One Life at a Time
- Communication Strategy for Worship Offering Talks
- Narrative Ministry Funding Plan
- Make Influencers of Insiders
- Weekly Offering Talks



Tell Your Ministry Story

Effectively communicating how you are transforming lives cuts through what the culture has to say about money.

- Weekly Offering Talks
 - Stories of Transformation (recipient perspective)
 - Stories of Transformation (discipleship growth)
 - Biblical Teaching
 - Reinforcement of Theology of Stewardship Principles
 - Giving Testimonies
 - Promote Electronic Giving and Other Ways To Give
 - Engage Online Audience



Build Donor Relationships

The church's relationship with its financial supporters is sacred and requires careful tending.

- Pastors Must Have Access to Donor Giving Records and the Courage to Use Them.
- Donor Recognition Program
- Financial Leader and High Capacity Donor Engagement
- Build Personal Relationships First! Learn Their Passions, Motivations and Stories. Ask for Their Wisdom.
- Use Targeted Communication



Build Donor Relationships

The church's relationship with its financial supporters is sacred and requires careful tending.

- Use Targeted Communication
 - Segment Ministry Updates with Giving Statements
 - Segment “Thank You” to E-Givers and Check Writers
 - Always Consider Your Intended Audience
 - Front Porch (Community)
 - Living Room (Guests)
 - Kitchen Table (Family)
 - Always Personalize; Never Send a “Dear Member” Note



Make the Ask

People are most likely to grow their generosity habits when they are challenged to take their next step.

- Annual, Special, Capital, and Planned Giving
- Built on the Biblical Foundation in Your Theology of Stewardship
- Personalize Your Ask
- Be Clear About What You Are Asking, What the Next Step Is, and When You Will Follow Up
- Use Offering Talks
- Focus on Recurring Giving



Make the Ask

People are most likely to grow their generosity habits when they are challenged to take their next step.

- Focus on Recurring Giving
 - Giving365 Webinars under “COVID-19” tab
 - Electronic Recurring Giving
 - Optimizing Your Church’s Website for Recurring Giving
 - Other Giving365 Resources
 - Promotion Guide
 - Sample Video
 - Sample Brochure
 - Website Evaluation
 - Promote, Promote, Promote
 - Culture of Gratitude!



Measure Effectiveness

Connecting every dollar given with impact will increase trust and encourage future giving.

- Impact of Ministry
- Donor Analytics
- Financial Dashboards
- Use Technology to Track Action Items
- Movement Along Your Discipleship Path



Measure Effectiveness

Connecting every dollar given with impact will increase trust and encourage future giving.

- Track Movement and Growth Along Your Discipleship Path
 - We measure what matters to strategically direct resources.
 - Has COVID-19 created or revealed friction along your Discipleship Path?
 - How are you measuring engagement levels?
 - What are the best indicators of “making disciples” in this season?
 - Keep alignment with Vision but the deliverables adapt!



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