

Build an Impactful Giving Plan

Even during hard
financial times





Picture this: You're shopping for new running shoes. You go online and search for the top running shoes and click the first one that pops up. You read the shoe description which included "comfortable and supportive" which resonated with what you're wanting. The price is reasonable for what you're expecting running shoes to cost. You then read the reviews where others are sharing how the shoes helped them to achieve their running goals. And now you're thinking, "Wow, these shoes are exactly what I need to run that 5K." Checking out only takes a minute, so you buy them.

What made you really buy the shoes? Four things stand out:

1. The description resonated with you.
2. The cost seemed reasonable for what you're getting in return.
3. Others shared the impact the running shoes made to their running goals.
4. The purchase process was simple and quick.

Let's take those same four principles and apply them to your giving plan:

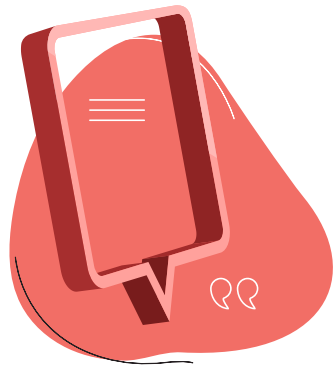
1. Make sure you're asking for gifts for things that resonate with your contributors.
2. Share the cause so contributors know what the return is for their financial gifts.
3. Have others share the impact of giving on their lives.
4. Provide simple and quick giving options.

Four steps that seem easy enough, right? While it seems basic in theory, we want to guide you along the way to make sure you stay on track. This guide will walk you through how to use the Increase Giving, Maximize Impact toolkit to build a truly impactful giving plan following the four steps above.

Know Your Neighbors

The first step of your impactful giving plan is all about preparation and laying the foundation for the next two steps.

So we start by asking for gifts for missions and ministries that resonate with your contributors. We know people give to things they feel passionate about, and what fits that more than their own community? Most churches have a mission that involves reaching their local community. But how do you reach them and know what they need without knowing who they are?



"If you don't know who's around your church or you assume they're just like everybody inside the building, then you never reach out to them and never make a difference."

- Jim Goddard

Consultant and former United Methodist minister

The foundation of building your impactful giving plan is knowing who you're trying to reach, who you're trying to support, and the needs of those in your local community. These things will help you build out your local missions and church ministries.

MISSIONINSITE

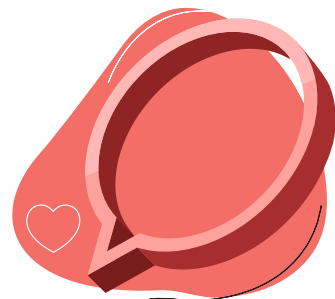
Using MissionInsite, you can view the demographics of your community, such as key behavioral, socio-economic, financial, religious and demographic characteristics.

For instance, you learn you have a large number of new families in your community with small children. This can lead you to start more ministries for those families to give them a place to come and feel welcomed and meet others who are in the same life stage.

Or maybe you see the financial status of those in your community is lower, and there may be financial needs not being met during times of inflation and possible recession. Contributors can then rally around those needs knowing they are helping their own community.

***Harvest Tabernacle Baptist Church
used demographic data to
better reach their community.***

SEE HOW



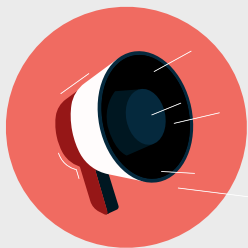
Know Your Contributors

Before you can move to step 2 of building your impactful giving plan, you must know who your potential contributors are so you know how to reach them and what appeals to them.

Take time to study the demographics of your congregation so you can better communicate with them. For instance, an older congregation may prefer mail or email while a younger congregation would prefer text or push notifications via a mobile app.

Mosaics can help you better understand your congregation.

[LEARN HOW](#)



Communicate the Impact

Now it's time to communicate the impact of financial gifts to draw in your congregants and move them to give. This is a combination of steps two and three in our overall strategy — share the cause and have others share the impact.

Studies have shown that millennials give more to causes than general funds. If the majority of your contributors are millennials or if that's the target audience you're trying to reach to increase your giving, be sure to share the cause their gifts would support. The "cause" could be supporting a local mission in your community or new ministry you're creating based on the knowledge you gain from learning about your community demographics. Or maybe the "cause" is keeping the church lights on if you're struggling to meet the operating budget.

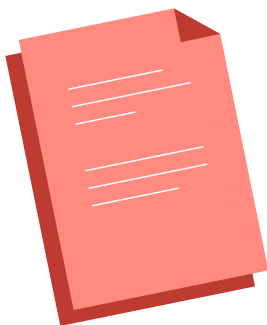
Whatever the cause may be, communicate it in a way that your congregation can clearly understand where their money is going and what the impact will be. We've created resources to help you promote missions and your church operations to attract contributors and show the impact their gifts make in your church and community.



More Money, More Mission

Choose the mission you are wanting to promote — maybe it's a bread ministry providing food to low income families in your community or a new ministry reaching out to families of young children in your area to provide them with school supplies and other needs they may have. Your mission may be operational, such as meeting your operating budget to keep paying your church staff and keep opening your doors for ministry and missions. Set your focus and build a plan to communicate the financial needs of your church with the idea of more money coming in, more missions going out.

Here's some resources to help:



1. Pulpit Announcements

As church staff, it can be frustrating at times when you say something and it seems to go ignored until the pastor says the exact same thing and everyone responds. Use that to your advantage! Your pastor is the leader of the church and your congregation listens to what he or she has to say. Provide compelling announcements to make from the pulpit asking for donations to support your mission.

[PULPIT ANNOUNCEMENT TEMPLATES](#)

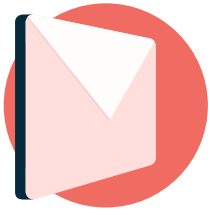
2. Video Stories

If you follow social media, you know videos are on the rise while text posts receive less attention. Use that same approach by finding those in your church or community that have been touched by the mission you're asking your contributors to support and ask them to share the impact that mission has had in their lives. As humans, we want to be involved with things others we know are involved in and we want to make a difference. Find others who have already become financial supporters of that mission and ask them to share why they felt compelled to support it.

And don't worry, you don't have to have a huge production. A smartphone with a camera, natural lighting outdoors or by a large window, a simple background, and a compelling story are all you need. You can post these videos on the giving page of your website, your church's social media account, or include in emails to potential donors.

VIDEO SAMPLES





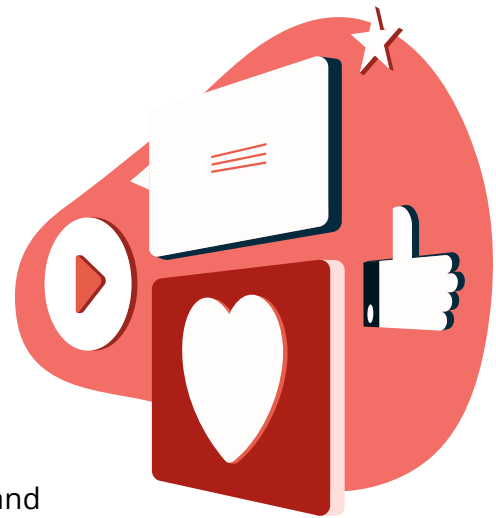
3. Email Strategy

Build an email strategy to reach specific donor groups with targeted messaging. Use your church management solution to identify groups of donors, such as your top donors, donors in a specific age group, or those donors who haven't given in the past 3 months. Craft emails that reach each group and share the impact their gifts can make to your mission. Be sure to link directly to a giving form where your mission is already chosen as the fund to make giving even easier. Having your pastor's signature on the email will make it even more effective in gaining attention from your donors.

EMAIL TEMPLATES

4. Social Media Strategy

Social media is one of the most effective ways of getting a message out to followers and the public quickly. Videos and images are the best way to stand out in social news feeds. Share graphics and impact videos on social media with links to where contributors can give to support your mission. Identify five people in your congregation who are active on social media and willing to share each time you post something to gain even more attention. Recruit volunteers to "go live" or create reels to promote your missions when activities are happening that would show the importance of giving to the cause. This is a great way to engage younger volunteers in your church to serve while also teaching them the importance of tithes and offerings!



SOCIAL MEDIA GRAPHICS



Prepare to Receive

The last step in buying those shoes in our earlier scenario was having a speedy and easy checkout process, and the same goes for your giving process. Be sure your contributors know exactly where to go to contribute, and don't complicate the process.

Create an online giving form that is designed specifically for your mission. State your mission at the top and include a short description, and be sure to have the default fund selected automatically. *For example, if your mission is the bread ministry, the title of your giving form can be "Bread Ministry", the description should be something like, "This ministry provides food to low-income families right here in our local community of Florence, South Carolina", and the default fund could be the Bread Ministry Fund.*

Be sure to link to that giving form everywhere you promote that mission online or in emails..

Text giving is also one of the more popular ways to give for younger generations. Create a custom keyword, such as BreadMinistry, for your mission that also links straight to that giving form so it is a smooth and quick process right from their mobile phones.

Setting up your fund, creating a custom giving form and text keyword, and promoting those from the pulpit and on your website and social media will prepare you to receive the gifts God is leading your contributors to make.

Use the checklist below to confirm you're prepared and ready to receive gifts before you start promoting your initiative.

EGIVING CHECKLIST

While financial times may be hard, your contributors still feel the call to make a difference in the life of your church and lives of others in their community. Building an impactful giving plan puts those options right in front of them so you can increase your giving to maximize the impact your church has on your congregation, community, and ultimately the Kingdom of God.

Share this toolkit with other pastors and church leaders as we are all in this together to build the Church and grow the Kingdom.



ACSTechnologies®

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Even during hard financial times

Choosing the Right Ministry Partner

The know-how you need from experts you trust.

ACS Technologies is the original pioneer of Church Management Software (ChMS). We are firmly dedicated to serving local churches all over North America by providing the best-in-class ministry software and service solutions that help you fulfill Christ's mission for your Church.

Tools and support to strengthen churches.

We build great software, but we don't stop there. We have a "service-first" approach that truly sets us apart. With hundreds of dedicated support and consulting personnel, your staff can reach our team 24/7. We're in your corner to help you with the ministry challenges you face every day.

Ideas and solutions powered by integrity.

Integrity is real for us, and it means consistently being faithful stewards by doing the right thing for church success. We have earned the trust of pastors, church staff, congregants, our employees, and colleagues for over 40 years.

A plan to meet your needs and move your ministry.


We're not just interested in satisfied customers. We see ourselves as your real ministry partner and will work with you to make disciples that will last for an eternity. We're excited to talk about your goals, create a plan together, and set you up with the software, service, and resources you need.

We believe in YOU!


ACS Technologies believes in the local church. Over 75% of our team has experience serving in their local churches. We know firsthand that serving the Church means serving people, and we take seriously our commitment to helping ministries like yours achieve their God-given mandate - to make disciples in their communities, states, and across the world.

Let's Talk

We know the challenges of switching or implementing new technology and how that can be intimidating. But we also know the unbelievable changes that have happened within churches that have partnered with us for their ministry needs. Let's connect and see how we can assist you in the greatest thing you do - grow God's Kingdom.

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