



# 3 REASONS

## People will Give to your Church

### SOLUTION GUIDE

The ministry ideas, how to's, tips, and advice you need to grow giving,  
PLUS... how our software, Realm®, can help you achieve this ministry goal.

# Giving Station

Giving in many churches across the country is on the decline. Younger generations are giving less than their predecessors. And many churches are struggling to raise the funds required for building the church and reaching people for Christ. Amidst all this, many congregations continue to flourish, to make disciples, to serve their communities, and to build up the Body of Christ. But, their effectiveness is limited by their available resources.

**THERE ARE WAYS FOR  
CHURCHES WITH A  
PASSION TO PURSUE  
GOD'S PURPOSE TO  
MORE FULLY FUND  
THEIR MINISTRIES.**

But it requires understanding people's motivations and their view of personal and church finances. This guide will go beyond surface recommendations to help you understand the real reasons why people will become, and continue to be, increasingly faithful contributors to your church.

# Laying a Foundation for Finances

You can teach on stewardship, and you should. You can model sacrificial giving, and you should. You can even preach with conviction that generosity is a hallmark of the Christian faith, and yes, you probably should. All these things, and many others, are great methods to employ when preparing your people to be consistent and generous givers. However, none of them will be the deciding factor when it actually comes time to open the wallet and part with some hard-earned money.

At the point of decision - after people have been sufficiently motivated or convicted to be generous givers - there are three main reasons that cause them to actually follow through.

You see, giving takes time, not just money. For a family who is preparing to give in a meaningful way for the first or hundredth time, there are a lot of considerations to make. These considerations often delay or inhibit people's willingness, and in some cases, ability to give.

Let's just assume that through your great leadership and teaching, and through the Spirit's prompting, the people in your church have developed a value for giving to a point that they have a desire to become truly generous. There are still many questions that arise that can stymie their foray into consistent giving, such as:

- ⊕ **How much can we actually afford to give?**
- ⊕ **What other areas of our budget will this affect?**
- ⊕ **What is the best method for giving?**
- ⊕ **What percentage is right for us?**
- ⊕ **Where will the money be going?**
- ⊕ **How will the money be used and managed?**
- ⊕ **How will our giving impact the Kingdom of God?**
- ⊕ **Can I give online or should I just write a check?**
- ⊕ **Can we trust the church leadership with our finances?**
- ⊕ **And, on and on.**



When people get to a point of readiness and willingness, it's your job to remove all the roadblocks, answer all the questions, and obliterate all the objections that might stand in their way. What follows are the three main reasons people will pull the trigger on giving, and how you can increase financial resources for your church.

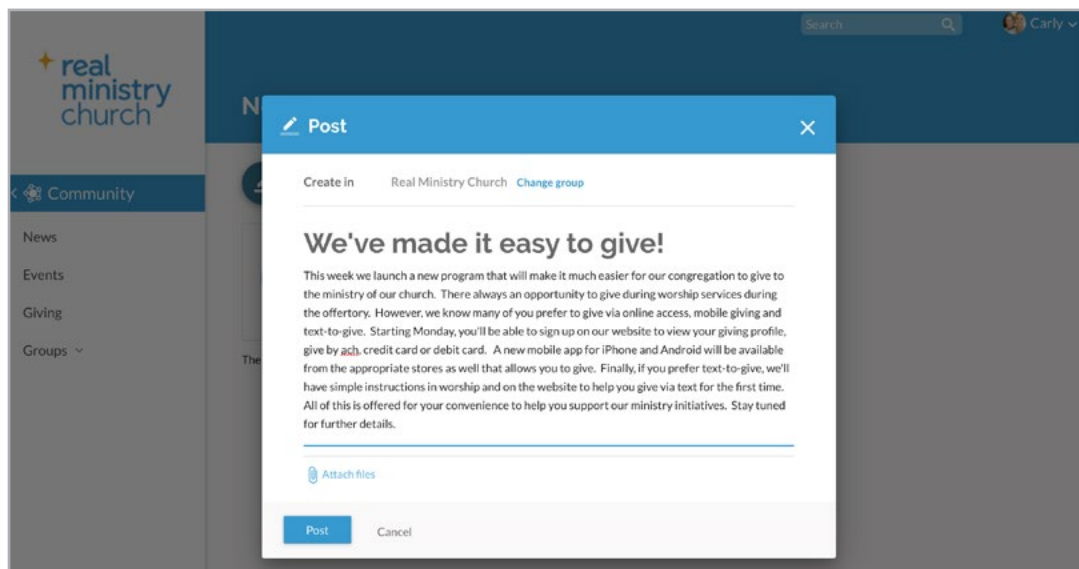
# 1 People Give When They Know How and Why

Communication is at the heart of letting people know the “how” and “why” of giving. Answering the “why” is a little more complicated than the former because it involves biblical teaching about stewardship, constant restating of the vision and mission of your church, and multiple methods of delivery to ensure all your people have a complete understanding of what it means to be spiritually and financially committed to the cause.

You can answer the “how” question using the same methods of delivery - Sunday announcements, online notifications, email, text, printed materials, and through your church management software (ChMS) - but the message itself needs to be much clearer. People want to know where to go to give, how to set up an account and monitor their records, and any other pertinent details related to their money. Remember, this is a big decision for a lot of people, so you have to spell it out for them. Here are just a few ways you can answer both the “how” and “why” of giving.

## Notifications and Announcements

- ⊕ Communicate giving opportunities to your entire church or target specific groups with messages detailing the giving options in Realm. You can also use posts to share testimonies of how lives have been changed through the faithful giving of congregants.



- ⊕ You can also use notifications and announcements to reinforce previous teachings or resources your church has shared with the congregation. So, instead of just following up with “Here is how to give online,” you might consider, “As part of our commitment to spiritual growth through healthy biblical stewardship, we’re offering online giving that can be accessed here...”

## Teachings

- ⊕ At the heart of any generous community is an understanding of biblical stewardship rooted in sound teaching. Pastors, youth leaders, kid's workers, and group leaders all need to be able to articulate why giving is important to God and the Church. It's important to relay the spiritual benefit for the giver, as well as the resource benefit to the work of ministry. And lest we forget, the honor and glory is given to God through this act of worship.
- ⊕ More practically speaking, there can also be teachings devoted to the the "how" question. Some people will need help reorganizing their budgets, deciding on ways to plan for giving, setting up and managing online accounts, preparing for taxes, and other associated changes that will begin to occur in their financial lives as a result of their decision to start giving or to give more sacrificially. Remember, this is a spiritual and physical matter. Tie the two together to show people how their earthly financial decisions have eternal Kingdom results. Then walk them through the in's and out's of adjusting their lifestyle to generous living.

## Group Communication

- ⊕ Utilizing group communication tools is a great way to share ideas and resources, provide encouragement, and reinforce church vision surrounding giving. Whether it's the group leader posting message tidbits by way of reminder or group members sharing peer-led discussions about what works for them, group communication is a great place to let people see on a personal level how giving is lived out in their lives. What's more, people can also provide encouragement to one another as stories of God's blessing and provision are shared in this context.

## Reports

- ⊕ Every individual supporting your church financially has access to their detailed giving record in Realm. It doesn't matter if they give through traditional methods, online, by mobile device, or text-to-give. All giving activity is consolidated into a single view, allowing people to stay up-to-date on their support of the church.

Gift Date	Fund	Gift Type	Amount
09/04/2016	Budget Fund	Other Online: 655	\$125.00
09/04/2016	Budget Fund	Check: 121	\$200.00
08/21/2016	Budget Fund	Other Online: 641	\$215.00
08/21/2016	Missions	Other Online: 632	\$100.00
07/17/2016	Budget Fund	Other Online: 633	\$185.00
06/19/2016	Missions	Other Online: 621	\$225.00

When people understand why their giving matters and how to do it wisely - and efficiently - they'll be more apt to answer the call and begin a lifestyle of generosity.

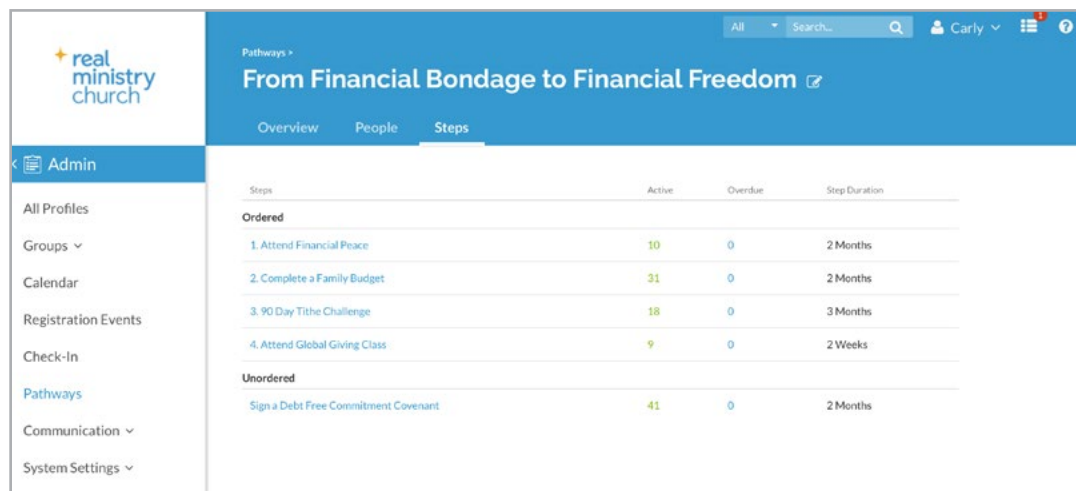
## 2 People Give When They're Affected by the Mission

Nothing leads to a lifestyle change like life change. The people who are most likely to give, serve, promote, and be loyal to your church are those who've been significantly affected by the ministry. When people see marriages restored, hope renewed, guilt washed away, spiritual growth, and any other number of miracles that God is constantly doing, they'll want to invest in the community that enabled a new life for them. That will include investing their finances in your church.

The key here is to make the connection for people. They need to see that the change God caused in their lives was made possible by the people of God functioning in a godly community as the Body of Christ. Then help them understand that finances facilitate the ongoing work of the Church in the community. Once they connect the dots, you'll have two great things: **1) people transformed by the power of God, and 2) people willing to reinvest in the work of the Church.**

### To help people make the connection, you should consider:

- ⊕ Instilling buy-in for your vision and mission by helping them see how church involvement in a healthy community produces spiritual and personal growth.
- ⊕ People need help moving from being non-givers to generous. Realm provides Pathways for your leadership to help people move onward in that journey. Monitor each step an individual or family is taking in getting finances under control, learning to give, and moving forward in being good stewards of God's resources.



The screenshot shows the 'real ministry church' Pathways interface. The main heading is 'From Financial Bondage to Financial Freedom'. Below this, there are tabs for 'Overview', 'People', and 'Steps'. The 'Steps' tab is active, displaying a table with columns for 'Steps', 'Active', 'Overdue', and 'Step Duration'. The table is divided into 'Ordered' and 'Unordered' sections.

Steps	Active	Overdue	Step Duration
<strong>Ordered</strong>			
1. Attend Financial Peace	10	0	2 Months
2. Complete a Family Budget	31	0	2 Months
3. 90 Day Tithe Challenge	18	0	3 Months
4. Attend Global Giving Class	9	0	2 Weeks
<strong>Unordered</strong>			
Sign a Debt Free Commitment Covenant	41	0	2 Months

- ⊕ Get people to commit to something by following up with scheduled class offerings, volunteer opportunities, encouraging communication, and special events.
- ⊕ Provide easily accessible resources that foster spiritual growth and personal development. Equipped people will mature into committed people.



# 3 People Give When You Make it Easy

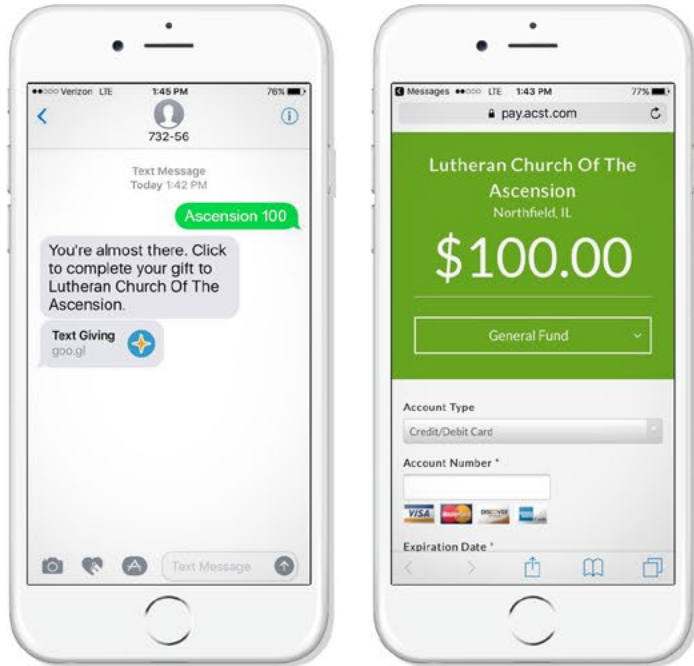
On the face of it, it may sound a bit self-serving - as if your people won't make a sacrifice unless it's easy to do so - but in reality, ease isn't always associated with will. Your people might be willing to do the hard work of setting a new budget, making a commitment, or at the very least, increasing their desire to be generous. But when it comes right down to it, people are busy and often forget to follow through when barriers to their intentions arise. It's like a person who's mentally and physically ready to go to the gym, but the signup, sign-in, and payment process is just such a hassle that they never end up completing the task. If your people are ready and willing to give, you've got to make it easy.

Unless you're skimming this guide, you've already learned that clear and consistent communication about how to give is important. But equally important is offering convenient methods for giving. When you think about giving, think: clear, consistent, convenient.

## Here are some tips for how to offer a multitude of easy giving options:

- ⊕ **Checks and Cash:** Yep, there are still lots of people who prefer writing checks or operating on a cash-only budget. Serious and committed donors will likely not be tithing in cash, but many visitors, first-timers, and the emotionally moved will often drop greenbacks into the offering plate. You need a way to collect and record both cash and check contributions during some part of your worship service.
- ⊕ **ACH:** Many people prefer the security that a direct ACH withdrawal from their account provides because it is less susceptible to merchant card (credit and debit card) fraud. The good news for you in this is that while it may be a little harder to initially set up for you and your donors, it typically costs less than card transaction fees, making this a secure and affordable way to set up automated recurring donations.
- ⊕ **Online Giving:** Technically speaking, mobile giving and text giving happen online too. What we're talking about here is giving on your church website, which is typically powered by a third-party provider for security and convenience reasons. Choosing an online payment provider that also offers text-to-give and mobile giving will ensure that all your records are in one place and people can access their account information however, whenever, and wherever they choose. This is just too easy to pass up, and it's where people will most often manage their giving accounts and access records.

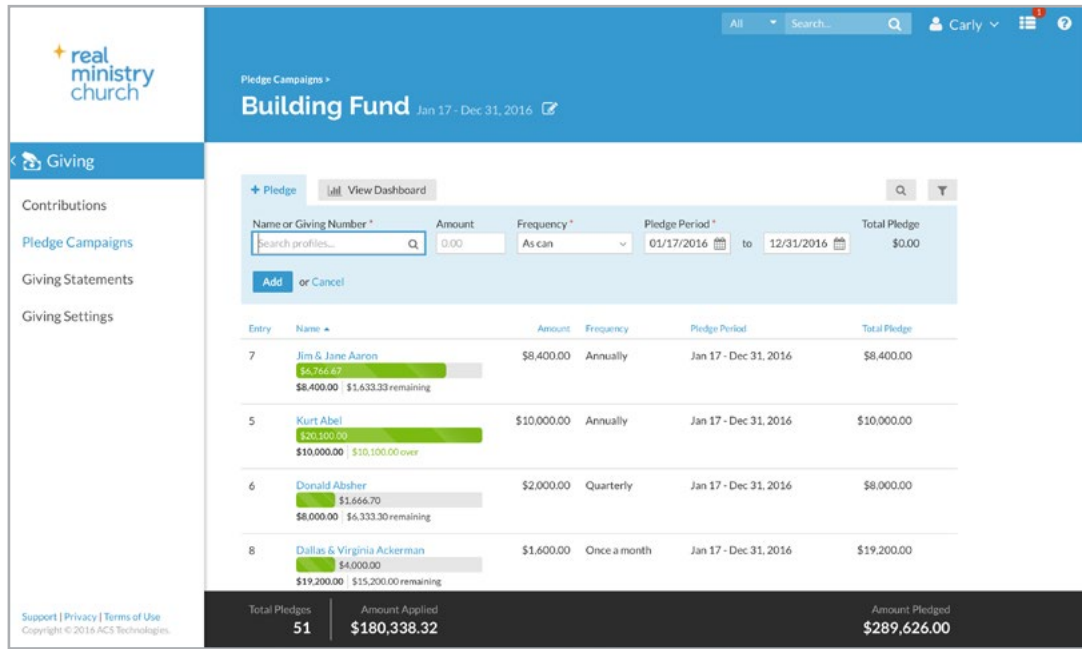
- ⊕ **Text Giving:** Growing in popularity, text-to-give allows your people to send a donation simply by texting an amount to a number you provide. They'll have to set up a payment method their first time, but from there, they can simply pull out their phones and text whenever they are prompted. This could be done during worships services, at special events, or even from a number listed on printed publications.



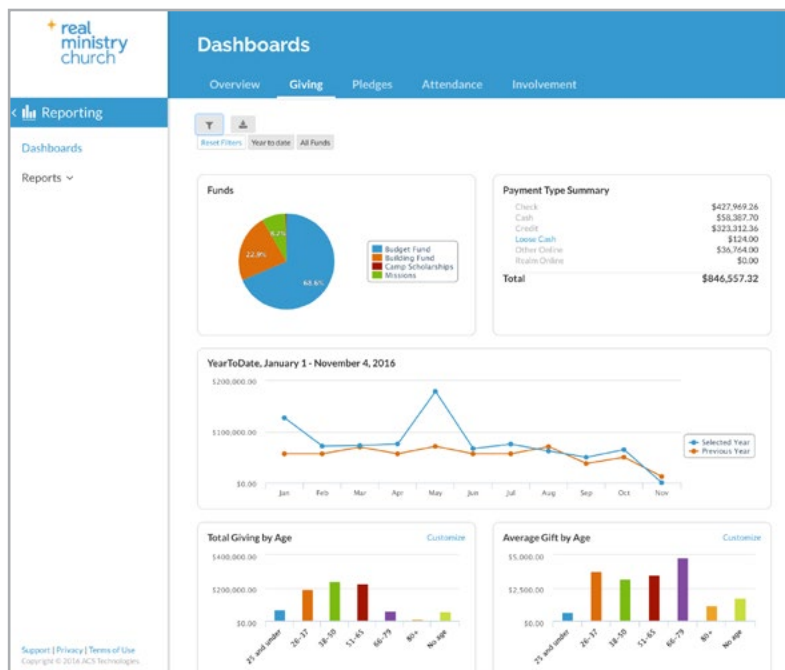
- ⊕ **Recurring Giving:** Again, this should be a mainstay feature of any online giving solution. This is what makes the cost of online giving transactions worth it. All studies show that people who set up recurring online donations are likely to give more over the course of a year than people who give when they feel compelled. In short, donor convenience and your bottom line go up together. From a spiritual perspective, it also empowers people to follow through on their commitments to their local church.



- ⊕ **Pledges and Campaigns:** When you have a specific purpose to raise funds - like building campaigns and missions projects - setting up pledges is extremely helpful. Giving to specific campaigns is also a great option for enticing younger generations to give, who studies show give more to things they can identify with. You might have people who are still wary regarding the overall church budget but who would gladly give to a certain mission or cause. Simply create designated funds (campaigns and give people the option to make a one-time gift or future pledges to a specific fund or the general fund.



What some people will consider easy, others will consider impossible. That's why you have to offer as many options to give as are available to you. Staff and leaders are always up to date on the total giving for the church. All of the giving options offered are centrally stored and reported in a single solution, in real time. This information is readily available for staff and leaders with appropriate permissions. It doesn't have to be hard, for you or them.

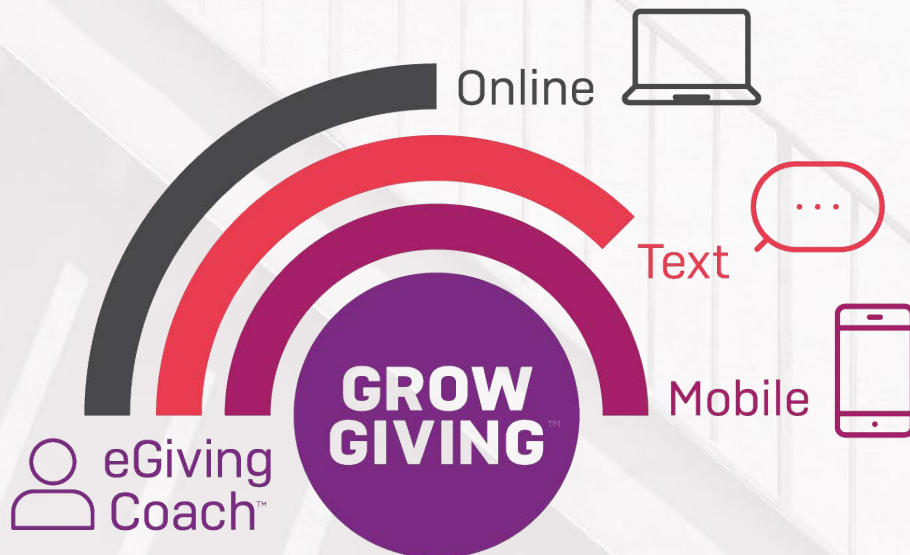


# Next Steps

It may sound like you have a lot to do to grow giving at your church; not to worry. There are a lot of powerful online tools that play nice with your church management software that can handle most of this. You need to get the right tools paired with a solid strategy that will help you:

- ⊕ Communicate clearly.
- ⊕ Cast vision consistently.
- ⊕ Cultivate convenience.

If your church can provide answers and solutions to the three main reasons why people will give, you'll see an increase in giving, spiritual growth, commitment, and community. Now go grow giving!



Want to grow giving in your ministry?

We have a collection of giving resources and coaching insights for churches of all sizes. Our goal is to help you use solutions such as online, mobile, and text giving to their maximum ministry potential. We walk alongside you with a highly trained giving support team called eGiving Coaches™. Giving goes up and your workload goes down because we help you at every step.

**Our eGiving Coaches are standing by to help you get started!**

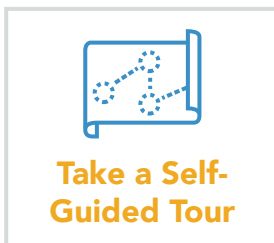
[giving.acst.com/lets-talk](https://giving.acst.com/lets-talk)



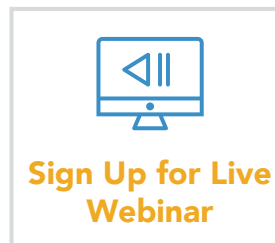
Throughout this guide, you have seen several ways that Realm helps churches reach new people and manage the life and operations of a church. We're excited to share more about our revolutionary ministry tool, Realm.

Realm provides solutions that will make your ministry and life way easier. It is cutting-edge church management software that combines administration, accounting, and community into one system. It also connects your entire church and personalizes each person's involvement in your ministry.

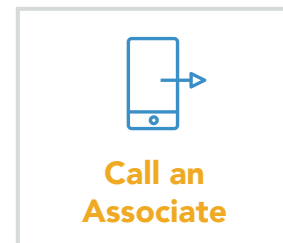
We'd encourage you to explore all that Realm makes possible by taking a demo, walking through a self-guided tour, or speaking with an associate today!



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