

**How to
Talk
About**

Giving



SOLUTION GUIDE

Before you talk to your church about giving, you need to have it firmly established in your heart that giving to the things of God - His Church - is not only a blessing but also a spiritual matter. **It is a spiritual blessing to give to God.** Once you believe that in your heart, talking about giving is easy.

As a pastor or ministry leader, you have a responsibility to help people develop the right heart and mindset toward the Bride of Christ. You know it's for their benefit, as much as for anyone. So when pastors think it impolite to guide people toward giving, it is really just a disservice to the spiritual development of a congregation.

Giving to the church is good, and you want good things for the people God has entrusted to your care.

This short guide has been developed to help you bless your people with the gift of giving.

Start With *VISION*

People give to vision more than they give to charity. Why? Because there is no shortage of charitable causes, but a truly inspiring vision is rare. Ideally, a church will have a charitable vision, so the two go hand-in-hand. It's important that you, as a church leader, help people see what is possible if they allocate their resources towards the Lord's work.

Sharing vision requires that you have one. If your vision for your church is simply to pay the bills and keep the services going, good luck growing giving. But if God has stirred a fire in your heart to reach the lost, multiply your impact, and empower every believer to live as Jesus did, you're off to a good start!

Take some time with your team to seek God in prayer and either get a vision or clarify your existing vision in such a way that other people can easily see it and be inspired by it.

Now the conversation shifts from "Can you do your duty to help this ministry survive?" to "Do you want to go all in to be part of this incredible thing God is doing?"

People want to be part of something historic. They'll give to that.



Cover the *BASES*



Many people have obstacles that prevent them from giving. For some, it's simply a lack of money. For others, a desire for security keeps them securely connected to their cash or a need for scrutiny and prudence that invokes doubt. And still others want to dive deeper into the nuance of the vision before committing to the cause.

To dispel all doubts and to equip and empower your people to get in the giving game, you need a multifaceted approach that includes:

- **Offering financial management classes** and resources to help people manage - and give - their money better.
- **Teaching on the nature of God as provider** and people as stewards to help those who have a fear of financial ruin.
- **Revealing God's blessing to the downtrodden** and how He blesses those who seek to bless His Church.
- **Providing actual budget numbers and reports** so the people can see the details.
- **Connecting the dots** between giving and the vision in multiple ways that reach the various types of people in your church.

Think through all the different types of people God has assembled at your church, and explore how your messaging can connect with each of them to move them from tipping to tithing and from dipping their toes to diving in.

Connect the *DOTS*

Once you have your vision established and you've addressed people's obstacles and concerns about giving, it will help to show people how their giving will specifically make an impact. It's one thing to support a vision, it's quite another to know that the \$20 you gave last Sunday helped someone put her faith in Christ.

Sharing testimonies is one of the most palpable ways you can connect the dots between giving and the vision. When you show that someone was invited to a special event and got involved in a small group, then started coming to church, served, and in that process gave her life to Christ, there are a billion things you can point to as part of that experience. Every one is a dot to connect. For example, the hot dogs served at the event, the curriculum in the group, the serve team coordinator's salary, the building in which services are held, and even the lanyard the attendee wore while she was serving were all part of her experience, and all were supported by the generosity and faithfulness of the people who gave.

Every story has a cost and every cost is worth every penny. Help people see that truth and they'll be more willing to put their money where their hearts are.

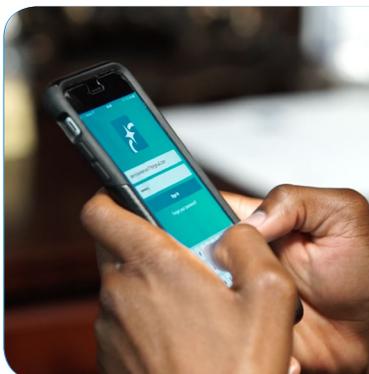


Give People OPTIONS

Finally, when your people are ready to give, you need to make it easy. The Enemy is adept at putting people off their intentions. One of the ways he does this is through inconvenience.

Imagine a person who has caught hold of the vision you cast, has overcome obstacles and fears, has connected the dots, and is ready to give. Now, imagine they don't have cash or checks on them and can't seem to find a way to give by card at your church. That person will leave with every intention to give but might never get around to it.

It's pretty simple. Businesses already know this. **You have to let people conduct transactions in whatever way they most prefer.** That means providing every option available, front and center, every time you talk about giving. Your church must have an online giving platform - and financial management tools - to give your donors confidence in your ability to process and handle their giving.



Realm gives churches the ability to accept donations in any method donors choose, including mobile app, text, online, cash, and check. With powerful reporting and accounting features, all your giving and finance is in one trusted, convenient place.

Now get out there and talk to your people about giving!
It's good for them, good for the Church, and good for you.



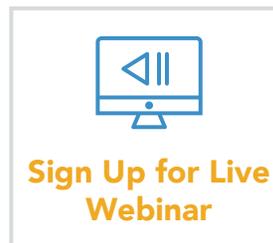
Throughout this guide, you have seen several ways that Realm helps churches reach new people and manage the life and operations of a church. We're excited to share more about our revolutionary ministry tool, Realm.

Realm provides solutions that will make your ministry and life 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.

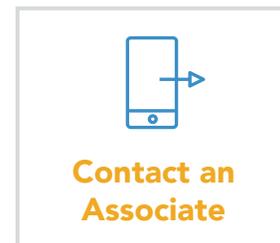
We'd encourage you to explore all that Realm makes possible by taking a demo, walking through a self-guided tour, or speaking with an associate today!



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