

5 Key

**TO
INCREASE
GIVING
THIS EASTER**





5 Keys

Giving is what fuels your ministry. Your events, missions, and so much more depend on the faithful generosity of your church. And what better time to cultivate that generosity than Easter?

You'll have both members and visitors attending your services this Easter in person and online. Use this opportunity to engage them in your ministry and encourage giving from a place of generosity, not of obligation.

Much could be written about generosity, developing hearts and minds, and managing all your church resources. This is - obviously - not an exhaustive resource on all that giving, culture, and ministry entails (however, you can find more resources at ministry.acst.com), but if you can master the 5 keys to increase your giving this Easter, you'll have planted a seed that should yield tenfold when fully matured in the context of the culture of your church.



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1



Don't be Scared

We've found that the biggest mistake pastors and church leaders make when dealing with giving is not talking about it. Frankly, they just aren't comfortable talking about it. Not only should you talk about it, but you should also talk about it in a way that challenges people. Now, there is a fine line between a challenge and a scolding. But, here's a tip: A challenge should motivate someone out of their own desire, and scolding motivates them out of fear. Big difference.

Easter means you have members as well as visitors attending your services. Challenge them to rise to the occasion. Don't be afraid to invite your church to give. They see value in your ministry and will accept that challenge to support your efforts.

2

Make it Clear

Try as you might, no one will want to hear a word you're saying if you're not authentic and transparent.

It's simple, err on the side of over disclosure. Your members may not know the financial needs of your ministry, and the visitors you will have this Easter may not even know the full picture of your church's mission and vision.

Take time during your Easter services to call out the church's financial needs, opportunities, goals, and progress. Tell them the resources it takes to hold special events during times of celebration like Easter.

More than sharing your church books, being real about what you need and why you need it is a huge motivating factor for people to get involved. Simply knowing (for example) that you need \$5,000 per special event is not compelling, but knowing that you have people on staff that care for your kids, manage the facility and prepare it with flowers for special services, develop teaching and preaching materials to reach both an in-person and online audience, and that they need our faithful support to do their important work, now that's compelling.

3



Tell the “Why”

It's hard to give when you are unsure of the benefit of your gift. Your members may be aware of your ministry needs, but take time this Easter season to remind them of your ministry goals and what is needed to reach those goals.

Visitors to your church this Easter will benefit from hearing about your needs and feel more inclined to support the good work you are doing in your community and beyond.

Reporting can sound boring to some, but it can hold the power to motivate more than you might think. When you provide people with information about their giving, and how it ties into the bigger picture, it empowers them to engage in meaningful ways.

There are two big ways you can provide information to motivate generosity this Easter.



First, take some time in your Easter service to share the big picture of your church finances. Give people a percentage or big picture breakdown of your budget. Show where you stand on your needs, and talk about what kind of increase will be needed to meet the goal.



Second, provide a way for visitors to quickly feel like they are a part of your ministry beyond Easter. Give them information on ministries that are a part of what they see, such as your music ministry or children's ministry. They will hear the special songs during your Easter service and see your children participate and know that they support ministries that are fruitful and thriving.

4



Empower People

Get behind the wheel, put the keys in your hands, take control, own it - all cliches that insinuate the same thing: it feels good to be in charge of your destiny.

You will have visitors and members ready to give this Easter, but will you have ways that empower them to give not just by dropping something in the collection plate or mailing a check? Will you provide them with access to give not only on Easter Sunday but also regularly create healthy giving habits for a grateful heart?

Give them options. Your visitors will be stressed enough to “fit in” as they may not attend church often. Don’t make giving complicated, stressing them even more. Provide easy options to give that include cash or check, by text, or online. Be sure to communicate these options to your members and visitors in person by using bulletin inserts or slide announcements.

5

Think Beyond Easter

While we are thankful for the many visitors we often see at Easter and other special services, we all share the common goal to turn them from visitors to active disciples within the church.

To do this, thinking beyond one special service is paramount. How will you take a first-time visitor and create a sense of belonging? What can you do to take someone who is active in your church but a first-time giver and compel them to become a faithful giver?

Reach out to them. Create discipleship paths to create a clear plan for following up and communicating with first-time givers and new visitors. There are two things you should be sure you are providing and communicating beyond Easter to foster faithful giving.

First, provide a place for them to log in (with mobile options) to control their giving. This could mean something as simple as viewing giving history or more involved like making and fulfilling pledges and managing recurring giving to multiple funds. When people see that they can control their giving, they will be more inclined to give regularly.



People prefer to be in control of their personal contributions to church.

Second, get them serving. What, you think that asking them to give AND serve is too tall an order? The opposite is true. When people are serving and giving, they see a bigger, better picture of how their whole lives are invested in this Church. They can start to measure their impact and put faces to functions and relationships to responsibilities. Get people invested through serving, and watch their investment grow!

Let people be involved in the ways they give and serve, and the strengthened sense of belonging will burgeon into abundance.

One last thing...

Giving isn't limited to those within your walls. Be sure to communicate the same information and opportunities to your online audience this Easter. Welcoming them to give and serve may be the key that opens the door for an online visitor to become an in-person disciple of your church.

When people live and engage in church-life from their hearts and minds, instead of their habits and mandates, your church will reap huge benefits in the form of increased, ongoing, and bountiful resources provided by cheerful givers.



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