

**SIDESTEP  
THE**  
**Summer  
Slump**

**FREE TOOLS  
INSIDE**



# Summer Giving Slump:

## *Myth or Reality?*

This year the summer giving slump will be real. Statistics show that giving during the summer is typically down approximately 15%. This year may be higher due to the dip in attendance from people who still haven't returned to church and the reality of families across the country finally being able to safely skip town. Meanwhile, your church is quietly suffering the consequences. But it doesn't have to be that way.

This playbook and other available toolkit resources can all be used by your church Right Now to spur stewardship and help you stay connected all summer long!

**Read on, and we'll show you how to utilize the tools to pull it off.**



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# How to Use this Playbook



## **This playbook will benefit your church in two strategic ways:**

- 1) Demonstrate the value of ministry opportunities and financial tools in connecting the church and stimulating giving.
- 2) Offer insight about how to connect your church during a transient time of year that motivates people to follow through with their financial commitments.

This playbook will equip your church leadership with the knowledge and actual tools to combat lackluster giving during the “dog days of summer.”

The assets in this playbook and accompanying toolkit will let you reach out to your congregation and parishioners with various ministry resources using multiple delivery methods. Customize and apply these tools in such a way that will resonate with your congregants. Like anything, don’t overdo it. Avoid bombarding your congregation with too many messages about money. Use wisdom and discernment. Roll out these materials in a way that’s sensitive to timing and frequency so your congregation will respond in a positive and meaningful way.

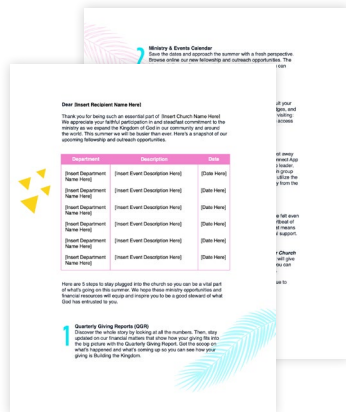
## **Let’s start with some tips. Like any good ministry, your approach to curing the summer slump should be five-fold:**

- 1. Cast a vision.** Start the summer with a theme and a set of goals that will capture the imagination of your congregation. Make it relevant and practical for all ages so people will stick with you despite everything else that’s competing for their attention.
- 2. Create compelling summer fellowship and outreach opportunities** for youth and adults that dovetail with your vision for the ministry (i.e., VBS, summer camps, mission trips, men’s and women’s retreats, holiday festivals, etc.). Show your congregation that the summer can be a pivotal time in the life of the church.
- 3. Articulate financial goals without overdoing it.** Stimulating interest through a Quarterly Giving Report (QGR), Sunday announcements, online notifications, email, text messages, adult small group alerts can cultivate accountability and generosity.
- 4. Utilize an online eGiving platform like you can through Realm** that makes giving fast, easy and convenient for people on the go during the summer.

**Identify the unique financial challenges facing your church** and develop a game plan to address it. When that happens, you’ll be able to minimize financial risk, avoid costly mistakes and inspire giving that will take the church to a whole new level.

# Resources

We've created a list of resources, links, and downloads you can adapt or use as-is to avoid the summer slump and keep numbers up for the health of your church. **Enjoy.**



## Summer Giving Letter Template

We've created a summer giving letter template that you can modify and share with your members. The letter should include summer fellowship and outreach activities, steps to increasing engagement and financial accountability, and resources.



## Online, Text, and Recurring Giving Slides

Use these slides and sample scripts to provide more giving options and motivate people to set up recurring giving.



## Church Mobile App

Connect your church and personalize people's involvement. Having an app that is a fully integrated ministry tool where information can be shared seamlessly across all platforms is imperative to growing your ministry. Realm® has an app called Connect that is completely customized by your church. With a church app people can interact, engage and give in ways that matter most to them with control over settings and content.

Learn more about the Connect app at:  
[acstechnologies.com/realm/tools/mobile-apps/connect-mobile-app/](https://acstechnologies.com/realm/tools/mobile-apps/connect-mobile-app/)

## Church Notifications & Announcements

Post pertinent financial information, ministry accomplishments, and personal testimonies about how the generosity of others is changing people's lives on the church's Facebook page and other social media platforms. Reinforce pulpit messages, introduce Bible Study curriculum, and recommend faith-based resources to stimulate strong Biblical stewardship.

Show videos during the church service or post on the church Facebook page that offer a complementary voice to sermon messages, topical series, or weekly themes during the summer.

Here are a wide range of faith-based teaching videos:  
[righnowmedia.org](http://righnowmedia.org)



## Impact Card

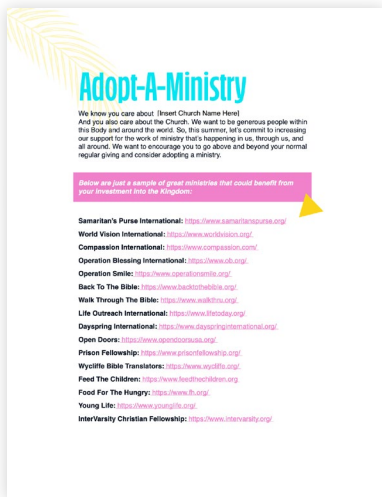
Educate people about the financial climate of the church during the summer so they will think about their role in and financial commitment to the ministry. Create an Impact Card that stirs people to action about giving during the summer. The card should fit comfortably inside a wallet and act as a reminder to exercise good stewardship and faithful giving. The size of the card will let people carry it with them wherever they go. They can display the card on a desk or post it on a refrigerator.

The front of the card can list 3 specific financial action points, including a giving URL or text giving option. The back of the card can list 3 members or ministries with financial ministry's needs, reinforcing the importance of this church-wide initiative. Access free stock photos for the front and back of your Impact Card that will dovetail with the brand identity of your church at:

[thecreativepastor.com/the-ultimate-list-of-free-stock-photo-resources/](http://thecreativepastor.com/the-ultimate-list-of-free-stock-photo-resources/)

[librestock.com/](http://librestock.com/)

[magdeleine.com/](http://magdeleine.com/)



## Adopt-A-Ministry

Generous giving doesn't just grow on trees. It usually takes time to nurture and cultivate generosity. For most people, generous giving stems from a personal, life-changing experience with the church. Once that happens, people are eager to invest in the work of the ministry. This summer, tap into the passion of your people. Challenge and stretch your congregation to adopt-a-ministry inside and outside the church walls that will advance the cause for Christ in your community and around the world. It may seem counter-productive to ask your people to give even more when giving is down. But the truth is, generosity leads to more generosity because people start giving to things they are passionate about. It helps them make the connection between their donation and the outcome. Giving outside the walls of the church will motivate your people to give generously inside them. Encourage your congregation to go and make disciples everywhere with their time, prayers, and finances. Here are several ministries making a significant impact in various areas for the Kingdom of God.

## Direct Response Email Campaign

In this digital age, building relationships with your church members is essential. Studies show that the more you communicate with generous givers, the more you can count on them to support the church with their time and finances. Direct response email campaigns offer an effective and cost-efficient way to communicate strategic church initiatives with members and churchgoers. This platform and delivery method will emotionally connect you with your congregation and convert fence-sitters into generous givers. Here are two Christ-centered, faith-based resources that can create compelling messages to your congregation.

[masterworks.com/](https://masterworks.com/)

[rudkinproductions.com/ministry-marketing/](https://rudkinproductions.com/ministry-marketing/)

## Quarterly Giving Report

Update your congregation on financial matters that show how their giving fits into the big picture. Inform and inspire people with information and statistics, personal testimonies, accomplishments, long and short-term goals, and prayer requests bundled with a response mechanism to make the report more interactive. When churchgoers see what you're doing and where you're going, they will be more responsive to the ministry's needs.

Create a Quarterly Giving Report to make it easier for people to keep track of their financial commitments to the church. The giving report serves several purposes. It allows your congregation to 1) review their giving history; 2) plan and budget for the year; 3) align giving levels with priorities, and 4) track giving progress.



## Financial Resources For Church Members

Reminding people about their financial responsibility and commitment to the church is just the tip of the iceberg. Church leaders need to go a step further and instill a Biblical perspective about giving. "Equip the saints for the work of the ministry" and provide your congregation with the financial resources that will cultivate good stewardship and generous giving. This will let people know you care not just about the gift but the giver. Money impacts people's lives in so many ways. That's why we recommend these well-known financial resources so your congregation can be fruitful in every area of their lives. Watch your congregation blossom as they apply these insightful teachings about budgeting and managing money from Crown Ministries and David Ramsey.

# Take The Next Step

The summer always presents a unique set of challenges for the church. People spend less time in the pews and more time enjoying their favorite leisure activities. With the kids out of school and so many people coming and going, it's easy to see why attendance drops, engagement decreases and giving tapers off. Unfortunately, sometimes we miss the warning signs. But not to worry. If your church is suffering from the summer slump, Realm offers a unique, fully integrated, comprehensive eGiving solution and communication platform.

More and more churches are using Realm because it provides members a convenient way to give. Churches with a congregational communication tool and eGiving under one umbrella witness higher giving levels by almost 32%.

Using Realm, your members can give any time, anywhere, 24/7, 365 days a year. Offering a regular place to go for information, interaction, and giving builds familiarity, increases engagement, and boosts giving. In the end, the church benefits from a more predictable, steady revenue stream.

This summer, take the church to a whole new level with a fully integrated eGiving solution from Realm. Attendance will surge, engagement will thrive, and giving will soar. The financial gains will allow you to spread the Gospel, reach your community, and make more disciples.



*Take the next big step towards wiping out the Summer Giving Slump. **Do it with Realm.***

**Take a bold step to inspire generosity in the next generation. Take it with Realm.**

This playbook is provided by generous investments courtesy of ACS Technologies. With nearly four decades of experience in providing software and service solutions to churches of all sizes throughout the world, ACS Technologies is passionate about helping real people do real ministry. In the pages that follow, you can learn a bit more about how ACS Technologies is different, plus how our newest solution, Realm®, can help you boost church-wide stewardship.





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!



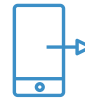
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[acstechnologies.com/  
products/realm/demo](https://acstechnologies.com/products/realm/demo)



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1-800-736-7425

## Our Mission: To help you have *real* ministry impact

ACS Technologies has provided over four decades of services and software to churches of all sizes throughout the world. During that time we have accumulated data, gained vital insight, and received thousands of first-hand testimonials on best practices and methods that most effectively help ministries.

Our years of service have allowed us to become the world's largest provider of ministry solutions to churches of all sizes. It is our mission to furnish advice, examples, tips, and information to help you turn your ideas into real ministry impact.

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