



COVID-19 RESPONSE

How to Increase Giving & Engagement

New Online Givers Strategy

Lapsed Giver Strategy

The CARES Act & Top Givers

NEW

ONLINE GIVERS STRATEGY



It's incredible how God is using churches to expand the reach of the gospel through online services. The amount of people logging in to worship from home has been a much-welcomed blessing during this time of crisis.

With this extended reach, we are also seeing a larger population of new online givers. Retaining and engaging these givers is essential to increasing giving.

Follow these steps to retain these givers and ultimately engage them further:

1

Check out your 'New Givers' report from MortarStone.

Ministry Platform users can get MortarStone for FREE - [click here](#).

2

Send each of these new givers an email or handwritten note.

Remember to get all pastors onboard writing or sending thank you notes!

3

Start planning your first virtual 'Welcome Reception' from your Senior Pastor's house. *This is a great way to engage first-time givers and invite them to join the mission of your church.*

4

Check back in 30 days from their first gift to see if these new givers became second-time givers. *You can build a trigger in MortarStone to remind you to follow up with these givers. If a second gift was never received, send an additional email or call them to offer prayer or discipleship.*

If you are sending an email, be sure to include the following information:

- A) Thank the giver for their generous gift.
- B) Be transparent with how their gift is supporting ministry. *(Choose one area that is being impacted by giving.)*
- C) Encourage the giver to continue attending services online and join you in-person once your building opens again.
- D) Link to a short thank you video from your Pastor. *(Make sure the video is 30 seconds or less)*
- E) Invite them to a virtual 'Welcome Reception' hosted in your Pastor's home.
- F) Encourage these givers to become recurring givers and provide the link to your online giving page.

LAPSED GIVERS STRATEGY

We understand that the majority of churches around the world are experiencing gaps in giving. Is your church feeling the stress of giving loss?

Let's not spend any more time worrying about giving, but instead take action today to reverse this trend.

Your lapsed givers are an excellent segment of givers that are probably in need of ministry support and discipleship. Take these steps to re-engage your lapsed givers and show them the love of Christ through your church.

- 1** Pull a list of your givers that **DID NOT GIVE** in the last 30 days and are not currently recurring givers. *Ministry Platform users can get MortarStone for FREE - [click here](#).* (Use MortarStone to quickly access this list or query these givers from your ChMS)
- 2** Create an email asking the lapsed giver to give. We understand this type of email should be written very carefully, so we've developed a script to follow, click to download the template.
- 3** Send your email on Tuesday or Wednesday morning. (Emails are more likely to be opened and read if they are sent on Tuesday or Wednesday at 6 am, 10 am or 2 pm.)
- 4** Be smart! Check your open and click-through rates on these emails. For the emails that WERE NOT OPENED, re-email the lapsed giver three days after the first email was sent. (download template)
- 5** Measure and track all giving received from these emails. Were you successful in reaching people? What changes can you make to encourage more giving from lapsed givers?

EMAIL BEST PRACTICES

Best Days to Send Emails

TUESDAY
WEDNESDAY
THURSDAY

Best Times to Send Emails

6 AM
10 AM
2 PM
8-10 PM

Lead with an Exciting Subject Line

Use a subject line that speaks to your audience and entices them to open your email.

Customization is Key

Always use the first name of the person you are sending the to in the salutation line.

Keep it Short

Be concise and have a clear 'Call to Action' for your audience.

CARES ACT TOP GIVERS STRATEGY



The House recently passed the Coronavirus Aid, Relief, and Economic Security (CARES) Act, and the President signed it into law. Lawmakers on both sides of the aisle are already talking about yet another major coronavirus response package. Let's set that aside for today and focus instead on some critical elements of the CARES Act for your top givers.

The CARES Act is a new massive piece of legislation that contains many provisions of interest to churches, some of the sector-wide import and others to specific sub-sectors (such as emergency funding for cultural organizations, higher education, and community health centers).

Embedded within the CARES Act is a distinct opportunity for your top givers.

How does this affect your top givers, and how should you communicate this opportunity with them?

1 Pull the Top Givers report from MortarStone. Ministry Platform users can get MortarStone for FREE - [click here](#).

2 Make a list of the Top Givers that have given in the last 30 days and note if they have increased or decreased in their giving.

The CARES Act encourages individuals to contribute to churches by relaxing some of the limitations on charitable contributions:

- Suspending the 60% adjusted gross income limitation on individuals and increasing it to 100% (Note: This change will especially be advantageous to top givers);
- increasing to 25% then 10% limitation on corporations;
- and increasing to 25% of the 15% limitation on food inventory.

The suspension of the individual contribution limit is only for cash gifts. If a giver gives cash to a private foundation, the previous deduction rules apply. Churches that manage donor-advised funds also fall under the previous deduction rules.

If a giver's assets are substantial enough that they can give more than their taxable income this year, they won't lose the deduction for the excess amount. They can carry the unused deduction to the next year.

3 Segment your top givers into three groups:

- a. Top givers that have given more in the last 30 days.
- b. Top givers who have kept their giving the same.
- c. Top givers that have decreased their giving.

4 Send an email to each group:

Top Givers that have given more: Thank them for their generous giving; remind them how their giving is helping the church and community; inform them about the new rules for deductions in 2020; and encourage them to share their giving stories with you. You can share these stories during online services to encourage your online viewers to participate in worship through giving.

Top Givers that have given the same amount: Thank them for their generous giving; remind them how their giving is helping the church and community; inform them about the new rules for deductions in 2020; and encourage them to consider giving more during this time.

Top Givers that have decreased or not given in the last 30 days: Thank them for their generous giving in the past; remind them how their giving is helping the church and community; inform them about the new rules for deductions in 2020; and offer to pray for them during this time. These givers are potentially in need of ministry support or counsel.

5 Top Givers that have not given also need a phone call.

These givers believe in the vision of your church and have been significant supporters of ministry in the past. Reach out to them; they need to know the church that they passionately supported in the past is here for them during this time.

Your story is our story...

Your ministry is vital to the spiritual health of your community. God has inspired and equipped you to lead His people into deeper relationships with our Savior. You shouldn't have to be concerned with funding. MortarStone provides a deep-dive into the giving and givers at your church. Comprehensive analytics and professional generosity strategy allow you to meet people where they're at and disciple them through their journey. We take the guesswork out of your giving and enable you to do what you're best at – bringing people to Christ. **Get MortarStone analytics for FREE - [click here to get started](#).**