GENEROSITY

Moving to online automated generosity

horizontal line

# Goal

To implement a simple strategy that moves the most amount of people possible to automated online generosity.

# Funnel Strategy

Start with the staff and work your way into the congregation. In character-driven organizations, leaders should always model the way before asking others to act. Schedule a time to cast vision with every layer, in this order:

1. Staff
2. Leaders
3. Top givers
4. Volunteers
5. Attendees

**Opportunities for vision casting**

* Schedule video meetings with each category of the funnel
* Form a team to make 30 phone calls each, starting with leaders down
* Cast vision during weekend services and sermons
* Craft emails with video-driven vision and clear steps on text
* Utilize existing structures of groups and teams, empowering leaders to cast vision

**Key phrases**

Keep in mind that people give to vision more than to need, so it’s important to think through the why behind the ask. Here are some phrases to keep in mind:

* We will never ask people to do something we’re not willing to do first.
* Giving is a part of discipleship - we give because of what Christ has done and modeled for us.
* Automating our generosity allows us to not leave an important part of our obedience to Jesus to chance.
* Setting up recurring giving is a way to always make sure that we’re applying the principle of the “first”. God always gets our first and our best..
* Predictable giving helps the church best plan and steward our resources and do the most good.

# Movements

In terms of methods of giving, here are the 3 movements we want people to make:

* Move people from **not giving to giving**
* Move people from **giving by cash or check to giving online**
* Move people from **giving online to automating their generosity**

# Four Areas of Focus for communication

When meeting, calling, emailing, leaving voice messages, etc. focus on these four categories below. For the full script, click [here](https://docs.google.com/document/d/1Z8BJS4zBGqmJCjA1AyKgPepHsRJMCTxPmLP_NTjw-UY/edit?usp=sharing).

1. CARE - Help them know that we care and they are valued
   * *How are you? How can I pray for you?*
2. UPDATE - Help them stay informed on what’s happening by updating their profile
   * *Have you ever logged into our church management platform, the Rock?*
   * *my.echo.church*
3. ENGAGE - Help them stay connected to others and continue to make a difference
   * *Can I share with you new opportunities to volunteer? Or find an online group...*
   * *echo.church/volunteer or echo.church/groups*
4. GIVE - Give an opportunity to join our goal of being a blessing during this time
   * *Have you already explored our online giving platform? We’re encouraging as many people as possible to consider automating their generosity so that we can bless as many people as possible…*
   * *echo.church/give*

# **Key Principles**

* The more personal the ask, the more effective the response.
  + One on one is better than small groups
  + Small groups are better than large gatherings
  + Individual emails are better than mass emails
* Always give a practical way for people to do what you are asking of them
  + Show how to do it on your device
  + Send a link to the giving platform