

Tips for An Online Recurring Giving Push

There is early indication that this summer will be one of the biggest travel seasons yet. Families are counting down the days for safer travel opportunities in the warmer months. We want to make sure you are prepared in case you do experience lower attendance this summer.

Is your church prepared?

Has your church sufficiently planned and prepared to communicate recurring giving on your digital giving platform? Is your congregation set up to continue faithful giving through the summer months?

Here is a framework to help you communicate recurring giving before summer lets out.

Three-Week Recurring Giver Push

This framework takes place over three weekend services and two weeks.

Recommendation: Begin at the end of May

Areas of Focus for Recurring Giver Push

- **Offering Moment:** The offering moment should focus on the biblical principles of consistent giving and faithfulness followed by practical applications.
- **Email:** Prepare designated emails or leverage your existing church e-newsletter. Just be sure to feature recurring giving as a primary/headlining feature.
- **Social Media:** Set a day for every week of the push for a designated post across all of your platforms.

Do you need a three-week push or just a one-week reminder?

Over the past year, many churches made the move to online giving out of necessity due to the pandemic. However, consideration should be given to the recurrent faithfulness of giving throughout the summer.

Questions to consider:

- Did your church experience a significant adoption of online giving over the past year?
- What does summer giving typically look like at your church?
- Do you have many “analog” or offline givers who still typically give with a written check?
- Does your church typically experience a drop off in giving from analog givers?
- Are your current online gifts more sporadic? Or are they mostly consistent and recurring?

Discuss these considerations with your team, and determine the best path forward for your church.

Sample Framework:

Weekend 1: Video Highlight

During your weekend service, we recommended either sharing a story video highlighting giving and generosity or a very practical “How To” video.

Week 1

Designated Email or Church Newsletter: Feature video shared over previous weekend.

Social Media Promotion: Post with video shared over the previous weekend.

Weekend 2: Offering Moment

Share biblical and theological encouragement surrounding **WHY** consistent and faithful giving is important.

Week 2

Designated Email or Church Newsletter: Need help setting up your recurring giving? Provide a quick step-by-step guide that congregants can easily follow for setting up their recurring giving.

Social Media Promotion: Static post about recurring giving. This can be a photo or graphic showcasing the recurring giving platform your church utilizes.

Weekend 3: Practical Application – We Are All In!

Set aside three to five minutes for a service-wide special moment of generosity via your giving platform.

Example: *Host a special giving moment in which a portion of giving from that day, collected via the giving platform, will be given to a specified cause or ministry. This could be for student camp scholarships, a designated gift to an organization your church partners with, or another ministry your church has the opportunity to bless.*

This creates an opportunity to engage members of the congregation by communicating the goal, encouraging them to take out their devices, register for your giving platform, and make a gift. The goal here is for your congregation to learn how to register and become comfortable utilizing the platform.

Week 3

Designated Email or Church Newsletter: Celebrate the gift your church made on behalf of their generosity during that previous weekend's service. Encourage your congregation to set up their digital giving if they have not done so, and enable recurring giving. Provide information about how someone can reach out for help in setting up their recurring giving.

Social Media Promotion: Celebrate the gift your church made on behalf of their generosity during that previous weekend's service. Provide information about how someone can reach out for help in setting up their recurring giving.

One-Week Reminder for Recurring Giving

Select the combination of experience and communication that works best for your church. Remember to engage all of your platforms in your strategy!