



COURAGEOUS
STORYTELLERS

MEMBER RESOURCES FOR CHURCH COMMUNICATORS

22 GIVING TIPS FOR CHURCHES

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The church has never been good at talking about money. From lightning strikes to televangelists, there's a sketchy history there.

But money is also a practical reality. Your church has bills to pay.

So communicating about money is important. Your church has an opportunity, not just to pay the bills, but also to help your congregation have a healthier and smarter attitude toward money.

Here are some tips to help your church better approach that dreaded topic of giving:

1. **Vision, Not Threats:** Instead of threatening to cut programs if people don't give, cast vision for what your church is going to do when people give.
2. **Talk About Money Frequently:** If you never talk about money, it gets awkward when you do. So talk about it occasionally, and not just when you're asking for more money.
3. **Education:** Don't just preach about tithing, but help your congregation think smarter about money. Credit card debt is a soaring problem and too many people lack the savings to weather an emergency.
4. **Speedy Digital Giving:** Make sure your giving options—whether it's online or a physical kiosk—are as simple and fast as dropping a dollar in the offering plate. OK, so filling out a form won't be that quick, but it needs to be short and sweet.
5. **Embrace Digital Giving:** Technology isn't a magic bullet that will fix your giving woes, but it's also a place where churches can be left behind. Don't be the only reason your members still have a checkbook.
6. **Automatic:** Recurring donations are easy for you and easy for the donor. Do everything you can to make setting up automatic giving as easy as possible.
7. **Keep It Simple:** Share needs and simple solutions. Don't over-complicate things.
8. **Don't Cower From Complicated:** At the same time, don't gloss over real issues. Part of building trust is being open and honest about things, even if that's complicated or confusing. You just have to work harder to make it clear.
9. **Be Accountable:** Always tell people where the money is going and give updates.
10. **Tell Stories:** Share stories of changed lives. These can be everyday stories—not every inspiring story has to be a miracle. Sometimes the normal stories are more relatable.
11. **Congregation Stories:** Ask regular people from your congregation to share stories about giving. While your pastor may have authority, hearing the giving pitch from someone not on staff can feel more authentic.
12. **Look Outside:** Share how your church is making an impact both inside and outside your congregation. Make sure your giving campaign isn't just padding the choir pews.

13. **Why:** Any giving campaign should major on the ‘why’ and minor on the ‘what.’ Emphasize why people should give.
14. **Say It Again:** Repetition is good. Repeat your giving appeals. When you’re tired of saying it, they’re just beginning to hear it.
15. **Prayer:** Include time for prayer and reflection in your stewardship appeal. Keep the focus on God.
16. **Guests:** Giving and guests are always an awkward combination. Find a way to talk about this in a way that doesn’t turn people away.
17. **Dec. 31:** Year-end giving may not be part of your regular giving campaign, but that’s when a lot of people are feeling generous and nonprofits see a windfall. Be sure to send out an end-of-the-year giving appeal in December.
18. **More Than Cash:** People can give stock, annuities, or add the church to their will. This isn’t just for the wealthy either. Encourage people to include the church when they do their estate planning.
19. **Keep Telling Stories:** Your job isn’t done just because a capital campaign is over. Continue to tell stories even after the campaign is over.
20. **Results:** Always show the results of a giving campaign, whether it’s a special capital appeal or an annual pledge drive. (Yes, even if the results aren’t great.)
21. **Progress:** If your church relies on pledges for your annual budget, let people know where they’re at in fulfilling their pledge. And do the math for them.
22. **Thanks:** Say thank you. Over and over again. Make sure your congregation understands how much you appreciate their giving.

MORE

Want more help with giving? Check out the giving resources in our [Courageous Storytellers Membership Site](#). We’ve got an annual report checklist, a comparison of online giving providers, a webinar with a church planter, giving campaign samples, how to improve your online giving page, and more. [Join now!](#)

