



# Six Ideas for Overcoming *The Covid Giving Slump*

**Gary Rohrmayer**

# Converge Capital Campaigns Services

The best-time to do them:

- Fall – June 1<sup>st</sup>
- Spring - September 1<sup>st</sup>

Contract Bryan Moak VP of Church Strengthening ([bryan@convergemidamerica.org](mailto:bryan@convergemidamerica.org)) and our church strengthening team and set up a presentation for your board.





## Church Finance 101 *Virtual Workshops.*

We are offering two virtual Church Finance 101 Workshops

Thursday, April 22, 6:30-8:30pm CST.

[Register >>](#)

Saturday, April 24, 9-11am CST

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# Work on the most important things first

*"God never estimates what we give from impulse. We are given credit for what we determine in our hearts to give; for the giving that is governed by a fixed determination." -Oswald Chambers*

Helping our people experience the timeless truth of moving from impulse and haphazard giving to systematically and joyfully giving is a continuous process.



*Think about it!*

Joyfully giving start with a decision.

"Each one must give as he has decided in his heart, not reluctantly or under compulsion, for God loves a cheerful giver." (II Corinthians 9:7)

Systematic giving starts with a fixed determination.

"On the first day of every week, each of you is to put something aside and store it up, as he may prosper, so that there will be no collecting when I come."  
(I Corinthians 16:2)

COVID offers an  
excellent time to  
reinforce this principle  
in the hearts of your  
people in a way that is.  
*inspiring and instructing*





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# 1. Raise your "Vision Casting" game.

Kennon Callahan writes, *"A clear vision of mission will be decisive in fostering your congregations capacity for giving."*

Vision is always asking the 'why's' not the 'how's.'

A compelling vision moves people on a heart level as well as on a head level. Crafting your vision through multiple mediums is critical to the process.



# Telling. Writing. Celebrating.

*your vision*

How are you at **telling** your vision?

1. Preaching & Teaching
2. Two-minute giving talks
3. State of the church address

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How are you at **writing** your vision?

1. Newsletters, posts, tweets
2. Special membership communication
3. Leadership briefings

How are you **celebrating** your vision?

1. Give and serve moments
2. Testimonies – giving and life change
3. Church-wide events
4. Private leadership celebrations

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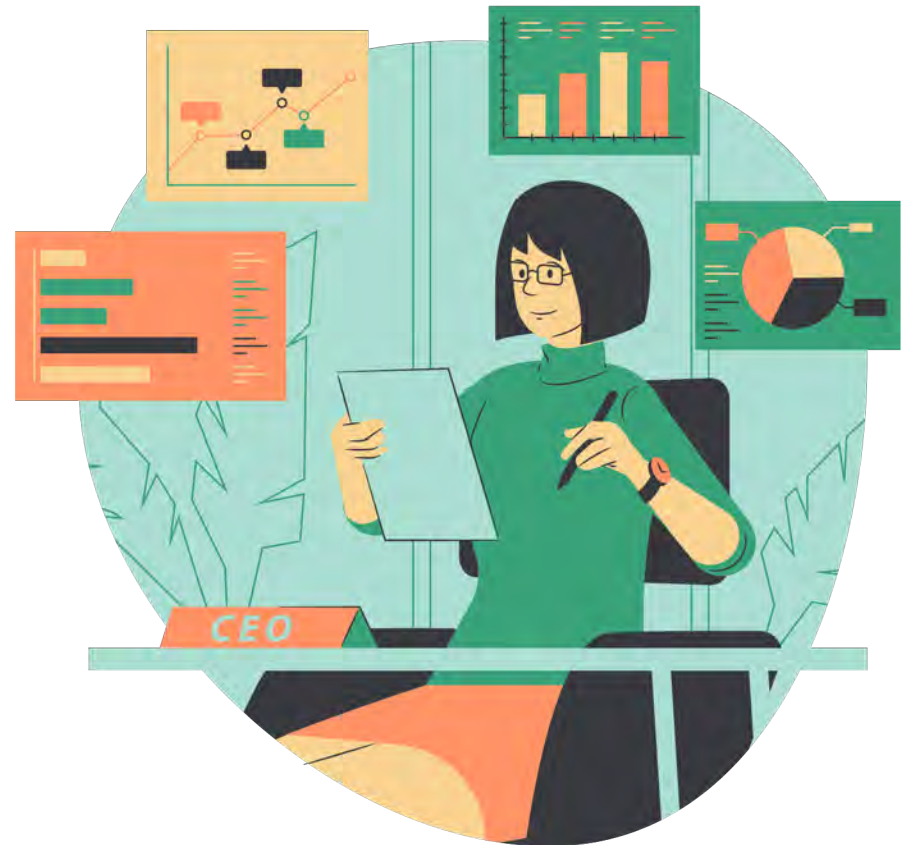
## 2. Managing *cash flow.*

Learning the giving rhythms in your church is critical and maintaining 120 days of expenses in your reserve account is important for peace of mind. Stressful appeals very rarely produce the results you desire. You don't want to create a culture that the only time the church speaks about money is because they are in need.

*Need based appeals reduce your vision to paying bills and not changing lives.*



Making mid-course corrections and spending freezes is a better use of the leader's time than spending energy on need based appeals. This will give you the freedom to deal with the money talks as an issue of spiritual formation rather than *"help we are in trouble!"*





### 3. Communicate regularly with your members *about their giving.*

The whole purpose of sending out **quarterly giving statements** is to create a deeper vision of ownership throughout the church.

This giving letter or email should include a well written vision letter and personal thank you. It should also include a giving statement and some type of teaching on tithing, generosity or a list of ways to give to the church.

Write **personal thank you notes** to your giving members throughout the year. Everyone loves to be appreciated.

## 4. Spend focused time with the *20% who give 80%.*

Too many pastors are afraid to give focused attention to those carrying the bulk of the financial burden of the church.

The stated reasons I have heard are:

- 1) I don't want to be charged with favoritism
- 2) I don't trust my own heart
- 3) I'm intimidated by people of means



*My response to these objections is twofold:*

### First...

You will be surprised that strongest givers are not the people of means. Those consistent givers who give weekly and monthly tend to give more than those who write one big check a year.

### Second...

This is an area of responsibility for every shepherd of God's people. We must find the emotion maturity and strength to overcome our insecurities and to speak about money matters with confidence and conviction.

Investing time in people who are generous to your church is not favoritism it is wisdom. One pastor I know spends focused time every year with each of his core givers to assess that they are serving in the right areas to maximize their giftedness. Your most committed people need shepherding too.





## 5. Help people automate their *giving.*

If your church does not have online giving you are already **10 years behind**. The failure to offer automated giving through online giving or electronic fund transfer (EFT) will hurt you in reaching and capturing the next generation.

Every first-time giver should be given a "**Ways to Give**" document with a thank you.

One month a year could be an opportunity to promote "**Let's Go Green in our Giving**" through emails, letters, announcements and giving talks.





## 6. Be a church that models

Be a church that practices the discipline of the corporate tithe and participates above and beyond giving.

## Do you have a theology of corporate giving in your church?

How are you as a church leadership team modeling faith, loyalty, and generosity.

Show me your church budget and I will really see what you believe about God's provision.



# Be a Macedonian church

And now, brothers and sisters, we want you to know about the *grace* that God has given the Macedonian churches. In the midst of a very severe trial, their *overwhelming joy* and their extreme poverty welled up in rich *generosity*. For I testify that they gave as much as they were able, and even *beyond* their ability. *Entirely on their own*, they urgently pleaded with us for the privilege of sharing in this service to the Lord's people. And they *exceeded* our expectations: They gave themselves *first* of all to the Lord, and then by the will of God also to us. So we urged Titus, just as he had earlier made a beginning, to bring also to completion this *act of grace* on your part. But since you *excel* in everything—in faith, in speech, in knowledge, in complete earnestness and in the love we have kindled in you—see that you also *excel* in this *grace of giving*. II Corinthians 8:1-7



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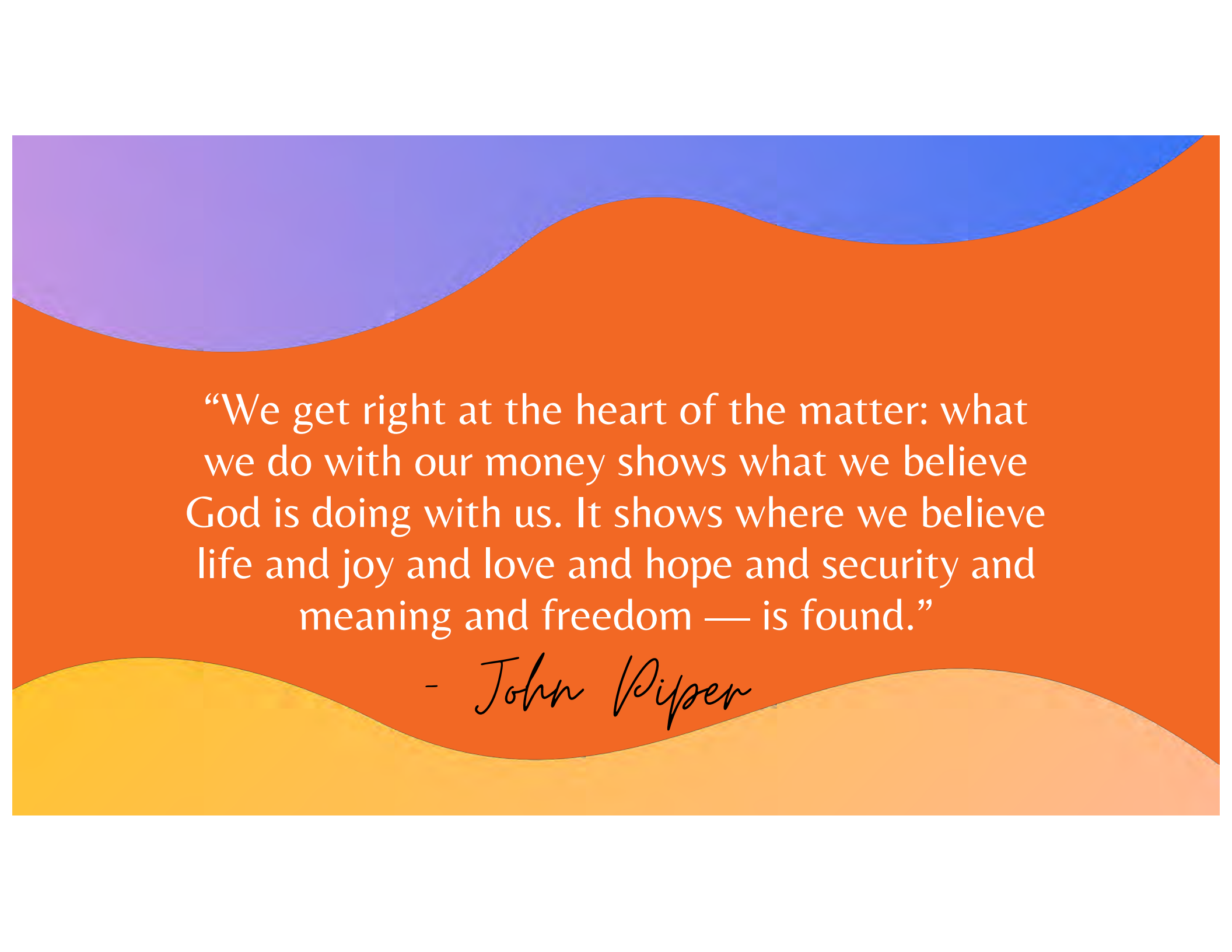
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“We get right at the heart of the matter: what we do with our money shows what we believe God is doing with us. It shows where we believe life and joy and love and hope and security and meaning and freedom — is found.”

- John Piper

