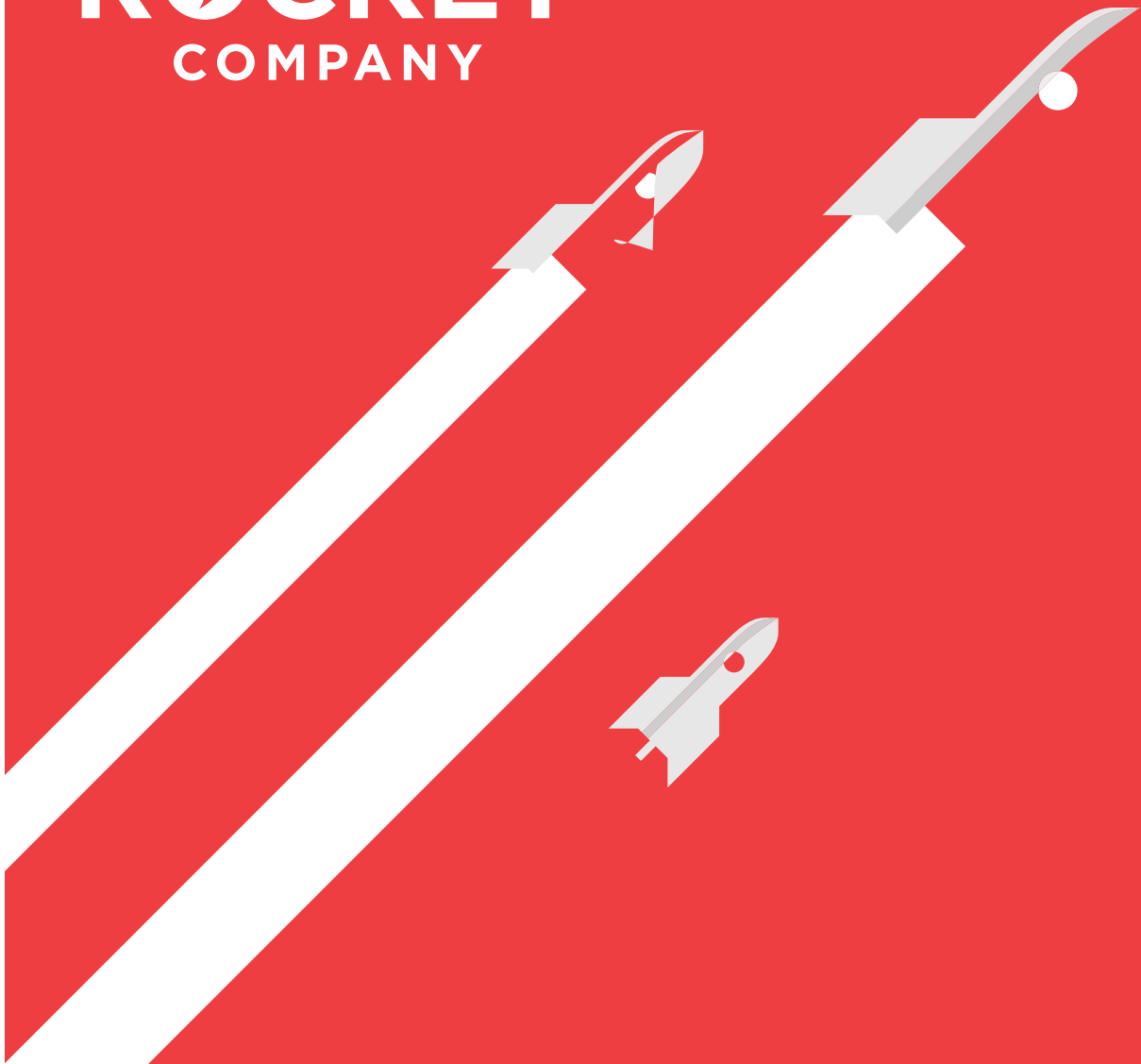


THE
ROCKET
COMPANY



**FIVE SYSTEMS
THAT INCREASE
GIVING**

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When it comes to healthy church finances, systems are more important than secrets.

As I travel the country helping churches, I've noticed that churches do not truly focus on things that will bring increase. I've watched pastors preach a series on money or send out an end of the year cry for help, with very little fruit.

Instead of a halfway-implemented campaign that doesn't bring results, I want to help you increase OPERATIONAL revenue in your church. I want to help you identify and implement the systems that will make a difference THIS WEEKEND, and every weekend after that. I want your church to be financially healthy, not just react to the circumstances.

This free report will lay out five financial systems that will lead to increased giving in your church. But before we jump into the systems stuff, I want to let you know that I DO NOT believe systems are the only part of this equation. Faith, motives, and prayer matter. But too many pastors are sitting by hoping that giving will improve or spinning their wheels reaching to last week's offering.

A system is simply a way of doing something, and you're executing systems whether you mean to or not. We have found out that most churches have a system that we like to call "neglect" when it comes to their finances. Neglecting the important has tremendous consequences that influence EVERY OTHER MINISTRY AREA in your church.

Others try and delegate responsibility and authority to a business administrator or financial assistant. That person probably has 79 other things in their job description and this important role ends up pushed to the side.

The importance of what we are about to discover is unmatched. Why? If you don't have money, you can't accomplish your vision. The offering is what funds all the ministries in your church. It's just the way it is. You have to have money to accomplish your vision and we neglect this super important area.

You can do something. It's time to take action.

Please take the next few pages of this document seriously. If you implement some of these things you will be glad you did because you will start to fund your vision and be financially free.

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Here is how to do it:

1. Handwrite a personal thank you note to each first time giver each week.

Here is what you can write:

John,

I just wanted to take a minute to say thank you for the financial gift you gave this week. According to our records this is the first time you have given. Every dollar you give to this church goes to change lives! We know you could give your resources anywhere, so I just personally wanted to thank you!

Your friend & pastor,

Casey

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3. Develop Them

You develop high capacity donors when you build relational equity. This means you have a strategy to add value consistently to their lives. Granger Community Church recently hosted a retreat with their high capacity donors to just love them well! This one night retreat was to build equity and say thank you. The best strategy is to consistently have times to build into these leaders in the area of generosity.

SIMPLE SUGGESTIONS

Annual Retreat

Yes! Take them on a one-night retreat and it will pay huge dividends. We'll show you how and give you a step-by-step guide.

Quarterly (Kingdom Builder) Meetings

Eat together quarterly and you will see this group of people will trust you and fund your vision at a high level.

Monthly Email Update

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2. Giving Kiosks

Again, most people don't have cash on them but just about everyone has a debit or credit card. Giving kiosks in your

FIVE SYSTEMS THAT INCREASE GIVING

3. Get intentional with the offering time in your service, THIS WEEKEND.

Most churches receive an offering each week. We have found that financially sound churches do a better job talking about their weekly offering. We suggest writing 52 one minute, mini-giving talks that you use before taking the offering. You have a great opportunity to increase giving by helping connect the ministry and the money.

SYSTEM 5: CONSISTENT GIVERS

What do you do about all the people in your church that just consistently and faithfully give to your vision? How do you communicate with them? What is your system to keep them in the loop? How do you make sure they remain loyal, raving fans of your church and vision? Let us give you a simple list of things you can do that will help.

1. Quarterly contribution statements

Most churches just send out a yearly contribution statement that shows the donor how much they gave that year. This is not enough. Send a quarterly contribution statement to each donor that includes three things.

Vision statement: The very first thing they should see when they open the envelope is a vision statement. This is a one page, graphically driven communication piece that helps people connect what they have given to the vision of the church. An example would be sharing the pictures and story of a family who has been baptized recently in your church.

Contribution statement: Put what they have given year to date and the person to contact if they have any questions.

ACTION STEP: Put a third communication piece in the letter that gives people a next step. Either a link to online giving and they get a free gift or an envelope they can send back work well.

2. Online pipeline

Shoot a video of the senior pastor speaking into a camera that is about 2 minutes long every other month and tell stories of people that are being changed because of this person's giving and generosity. You can send this through email and people will watch it. Use this to encourage and inspire them to keep doing what they are doing!

3. Connect relationally annually

I would create an environment each year where your donors could share a meal with one another. This works really well in the summer and you can invite them to the senior pastor's home. I know this sounds weird, but it works!

Relational investment is huge for people that are funding your ministry.

The bottom line about systems is that we have to be strategic and determine how we are going to treat people. I want to challenge you to connect with us if you need any help with any of this stuff. We hope this document helps you win!