

Measuring EFFECTIVENESS

How Analytics Gives You Clarity and Confidence in Ministry



Ministries that work with
Horizons experience a
sustained double-digit
increase in annual giving
commitments within the
first 12 months.

horizons
STEWARDSHIP

How Church Leaders Are Benefitting From Analytics

- ✓ Confidence in their ability to fully fund their ministry plan
- ✓ Awareness of financial leaders and how to disciple them
- ✓ Flexibility to adjust and adapt throughout the budget year as new information is available
- ✓ Ability to measure impact of discipleship strategies and programming
- ✓ Maximize effectiveness of engagement strategies
- ✓ Clarity about how to grow a culture of generosity

Analytics and Your Ministry



Analytics is...



A platform to help guide decisions and increase effectiveness



A tool to help you validate what you think is true



A source of confidence when making key decisions



A pathway to inform how you prioritize efforts, staff, and resources



Analytics is not...

A replacement for prayer, pastoral leadership, nor theological convictions

A crystal ball that tells you what the future will hold

A complex numbers game that competes with wisdom, perspective, and experience



Analytics Includes...

Understanding the demographics and engagement of your donors and community

Informing how you allocate your ministry budget to achieve your ministry plan

Correlating participation and membership with giving habits

Identifying giving trends

Measuring the health of your generosity strategy

Identifying prospective and current financial leaders

Surfacing opportunities to help your ministry experience generosity through discipleship strategies



How Can Horizons Help



- » Work with your team to get access to the information we need.
- » Review your data and discuss our findings with you directly.
- » Provide insights you can share with stakeholders.
- » Help you turn your insights into a generosity action plan.
- » Coordinate with you to develop measurable milestones to keep you growing throughout the year.
- » Guide you forward to ensure you increase your ministry capacity.

Not Sure You Have the Right Tools? Horizons Has You Covered

We have experience with: »

- ChMS, Reporting, and Generosity Software
- Wealth Screening
- CPI Assessments (Measuring Capacity, Propensity, and Interest)
- Strategic Planning

Let's Do This Together!

Horizons Can Help You Grow Disciples and Do More Ministry

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