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COMMUNICATING WITH YOUR LEADERSHIP (MINISTRY AND FINANCIAL) AND HIGH CAPACITY DONORS DURING SOCIAL DISTANCING



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Giving365
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STEWARDSHIP

The Ministry of Giving

THE
MINISTRY
OF GIVING

FUND YOUR VISION BY DEVELOPING
FINANCIAL LEADERS



JOEL MIKELL, BILL McMILLAN
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Who Are Your Ministry Leaders?



- Ministry Leaders – anyone who currently provides leadership to any team or ministry group in your church
 - Small Groups/Sunday School Leaders
 - Ministry Team Leaders/ Committee Chairs
 - Deacons/Elders/Council/Session/Board/Vestry
- “Untitled” leaders- respected voices who may not be in an active leadership role (influencers)
- Ministry Leaders typically account for **35-40%** of your total giving



Who Are Your Financial Leaders?

- Donors who give over \$10,000 annually
 - Typically about 10% of your families
 - Give between **35-50%** of total annual giving
 - Often, not always, in a better position to weather difficult times
- * The \$10,000 annual giving description will not always fit small churches. An alternative description are the donors who account for 40% of your annual giving.

Why Is It Important to Stay Engaged with Your Financial and Ministry Leaders?

- Represent the **20%** who **give** and **do 80%**
- This group will often step up to help when others can't or won't
- They have the most influence in the church and if invited and connected, they will use it to support the leadership of the church.
- They are full of wisdom and creative ideas.
- This crisis is a tremendous opportunity to get them even more deeply engaged with you and the ministries of the church.
- It is important to them to feel “In The Know”.

Strategies for Staying Connected

- Make a **direct contact** (video/email/hand-signed letter) with this group as soon as possible (sample in Giving365.com in the Connecting with Ministry and Financial Leaders During Social Distancing and Beyond file)
- **Being in “the know” and feeling connected to church leaders is very important to this group.** In addition to any other church-wide/parish-wide communication, create a weekly touch for this group that includes the following:
 - New information or developments
 - Something inspirational about the ministry the church is doing
 - An invitation to get involved.

Strategies for Staying Connected



- Lean into those with **known leadership skillsets** for wisdom and perspective.
- They will appreciate being asked ...“there is wisdom in a multitude of counselors...”
 - Business leaders in your church
 - Community Leaders in your church
 - Medical leaders in your church

Your Top Donor Connection Strategy



- Reach out to your top givers with a phone call asking:
 - How are you doing?
 - How is your family?
 - How are things with your work/business?
 - What are you experiencing in your personal prayer life?
 - How can I pray for you?
 - How can the church be there for you?
 - Thank you again for your generosity to our church

Your High Capacity Givers



- The gift of **earning** and a heart of **generosity**
- Business owners, corporate executives, high income vocations
- Capable of making **six and seven figure** gifts to the church
- Probably giving to **8-10 non-profits**
- Often **serve on boards** and in **advisory roles** of the non-profits
- Often see a **bigger picture** than most



Five Common Characteristics

1. They want a **relationship** with the senior leader(s) of the organizations they support – including the church
2. They see giving as a **privilege** – not an obligation
3. They want to be seen as **human** (spouse/parent/grandparent)
4. They feel they have **more to offer** than financial resources
5. Rarely see their church giving as a part of their **tax planning**

Set the Stage for a Long-Term Ministry

- Reach out and ask the following questions:
 - I just wanted to check on you...how are you doing?
 - How is your family?
 - How are things with your work/business?
 - How can I pray for you?
 - How can the church be there for you?
- Consider ending the conversation with:
 - Would you be interested in meeting for coffee?
 - I'd like to pick your brain on a few things...

Remember
this...

It is important for your leadership to see you giving compassionate and strong leadership in this season and to see you working together with other leaders for the good of families, the church, the community, and the cause.

Questions?

Thank You!