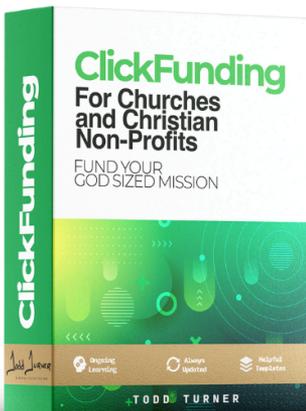




CLICKFUNDING

# Church Fundraising Tips

*Fix lazy digital giving habits and grow generosity.*



# Giving Moments

## Passing of the Plate

Giving is worship and many churches treat the giving moment as a quiet and reverent moment. But those who do not typically give have little incentive to give and don't give out of habit and obedience.



## Online Giving

Many churches purchase a church membership software that ties into their online giving page. Or they just put a "give" button on their website and hope web visitors will somehow want to give.

## Fundraisers

Although there are many valuable benefits from getting together with our brothers and sisters and raising money for the church... the juice generally isn't worth the squeeze. The amount of effort put into a good church wide giving strategy produces much more fruit.



# THE SHIFT

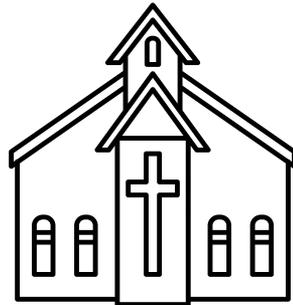


### Purpose

There are givers in the pews.. even if they are not giving to the church. Many Christians are given great cases of support by organizations and do not see a need to give to their local church to "keep the lights on." We sometimes get upset with member's for their lack of gifts but we many times have to look at why we expect them to give..

### Results

People give to life change, to people, to needs. They love to see the fruits of their gifts. A well maintained building and a paid staff are NOT compelling reasons for giving. Its time to show need and results to your flock.



# MUST HAVES

Before you even begin, know your WHY. Why would someone give to your need? What is your "case for support?"

### Cases for Support

A robust case for support will have strong core messages in six key areas:

Context, Impetus, Vision, Plan, Credentials, and Appeal.

Your giving page(s) **MUST** have a case for support. The donor must know what their giving to... and "The General Budget" is **NOT** the answer.



\*For a further deep dive into what are good ideas for a church case for support see our Masterclass on the last pages of this PDF.



### Donate vs Give

Online Generosity is full of two calls to actions. Give vs Donate. "Giving away something of value to support or contribute towards a cause or for the benefit of another." Play with variations of a gift line. "Make a Gift Today" or "Invest into the life of a child."

# MUST HAVES

Your church is doing great things. Talk about it.... well. Build pages that show the need and the results and ask people to join in.

### Landing Pages



Sometimes a church campaign contains too many details for a "giving page." Create landing pages for EVERY ministry your church does. Feed Homeless, Battered women center, Awanas program, Outreach programs... and tell the story of the need and how your church is the solution... Then let the donor be part of the solution. ASK!

### Social Media

If your church can utilize fundraisers on Facebook... worth a try.. Also, if you have done a GREAT job with a landing page and have a "case for support" that donors outside your local area would be happy to support... try boosting a post to other believers.



Church Giving

# A new lens

## Giving Moments



- DON'T ASSUME THAT THE PEOPLE IN OUR PEWS ARE GOING TO GIVE TO THE CHURCH WEEKLY.
- DON'T ASSUME THAT THE PEOPLE ON THE CHURCH WEBSITE ARE GOING TO GIVE.
- DON'T ASSUME THAT GOOD CHRISTIANS GIVE MONEY TO THE CHURCH 1ST THEN SACRIFICIALLY GIVE TO ALL OTHER CAUSES.
- DON'T ASSUME THAT ANY OLD WEBSITE AND DONATION PAGE WORKS FOR CHURCHES.
- DON'T ASSUME THAT PEOPLE WAKE UP IN THE MORNING WITH A \$100 BILL BURNING A HOLE IN THEIR POCKETS.

# Must Haves

## Ensure that...



- ALWAYS ENSURE THAT THE GIVING PAGE FOR ANY CAMPAIGN HAS A QUICK CASE FOR SUPPORT. THIS CAN BE A TAG LINE OR GIVING STATEMENT. REMIND THE VISITOR (HERO) WHAT THEIR GIFT WILL BE DOING.

- WITH WORDING, REMEMBER DONOR IS QUIETLY ASKING "WHY YOU." DO OTHER ORGANIZATIONS HELP IN THIS AREA TOO. HOW WILL YOU BE USING THIS GIFT EFFICIENTLY AND EFFECTIVELY.

# Must NOTs

## Eliminate...



- DROP DOWN CHOICES TO PICK CAMPAIGN TO "EARMARK" A GIFT. EACH CAMPAIGN NEEDS ITS OWN LANDING PAGE AND CASE FOR SUPPORT.

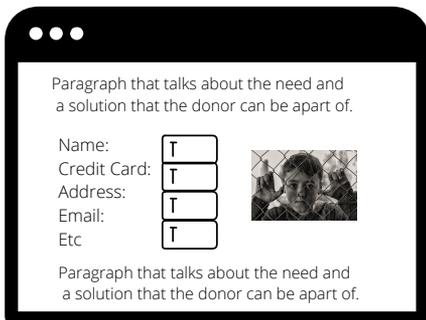
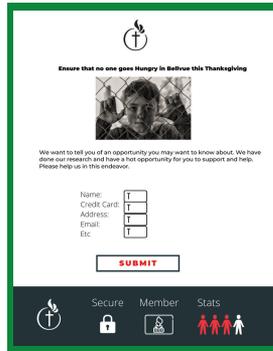
- UNREASONABLE GIFT SUGGESTIONS. IF NO ONE TYPICALLY GIVES \$1,000 GIFTS TO A CAMPAIGN, THEN LOWER SUGGESTED AMOUNTS AND SHOW "CHANGE" WITH AMOUNT LEVELS GIVEN.

- THE IDEA THAT "SIMPLE" IS BETTER. THE GIVING MOMENT IS COMPLEX AND ADDING VALUABLE AND NEEDED INFORMATION TO THE POTENTIAL DONOR WILL INCREASE CONVERSIONS.

# Templates

## Giving Pages

No top navigation to click away. Footer is a great place to give confidence to hit "Submit."



## Embedded Forms

Donation forms can be embedded directly within webpages. When appropriate, don't let donor leave the page he/she feels led to give.

## Mobile

Sometimes JUST a powerful image and a good gift line is all a mobile form needs. You don't have to make your desktop form mobile friendly if you have a good mobile design page.



# Design Elements

## Images

Personalize the problem or solution. People give to people. Not to shovels, cooking, coats, blankets. Find your lines of balance between "real" and "playing with emotions."

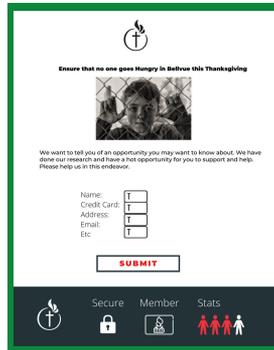


## Video

Videos are powerful yet sometime the giving page is NOT the right place. Normally a landing page. If the giving page.... short video. The goal is a GIFT not a "completed view" of the video.

## Navigation Bars

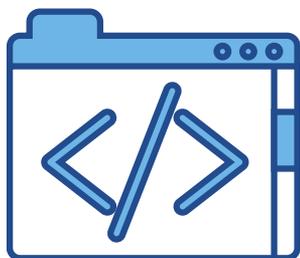
Do not give choices to "click away" from the giving page. back button only... YET, don't forget your logo / brand / tag lines. Make the giver confident they are on the right page and their gift is going to the church and to whatever campaign they are giving to.



# Landing Pages

## Too many choices

Sometimes as webmasters collect information about a project, the webpage gets too large. Data confuses the donor. Build for the scanner. Download more for detailed information.

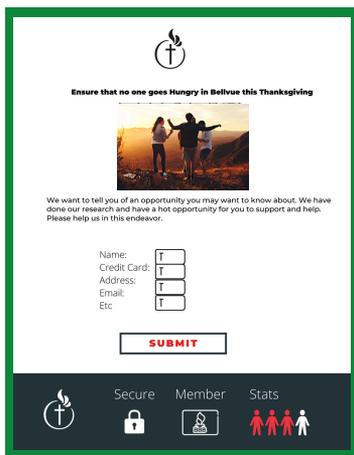


## Current giving software

If you happen to have very limited flexibility to edit your giving pages. Build landing pages for each campaign and make a "giving page" that matches each "campaign."

## General Giving

Even your general fund giving page... the one that visitors see when they click "Give" in the navigation... needs a reminder why givers give. Use scripture... your mission statement... remind your flock WHY they give and what they give to.



# Examples



**Ensure that no one goes Hungry in Bellvue this Thanksgiving**



We want to tell you of an opportunity you may want to know about. We have done our research and have a hot opportunity for you to support and help. Please help us in this endeavor.

Name:

Credit Card:

Address:

Email:

Etc:

**SUBMIT**

 Secure  Member  Stats 



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**Ensure that no one goes Hungry in Bellvue this Thanksgiving**

We want to tell you of an opportunity you may want to know about. We have done our research and have a hot opportunity for you to support and help. Please help us in this endeavor.

**Stats of Problem**  
 Back up with words and even more words

**Stats of Solution**  
 Back up with words and even more words

Your gift of just \$25 helps a child go to bed full tonight.

Name:

Credit Card:

Address:

Email:

Etc:

**SUBMIT**

 Secure  Member  Stats 