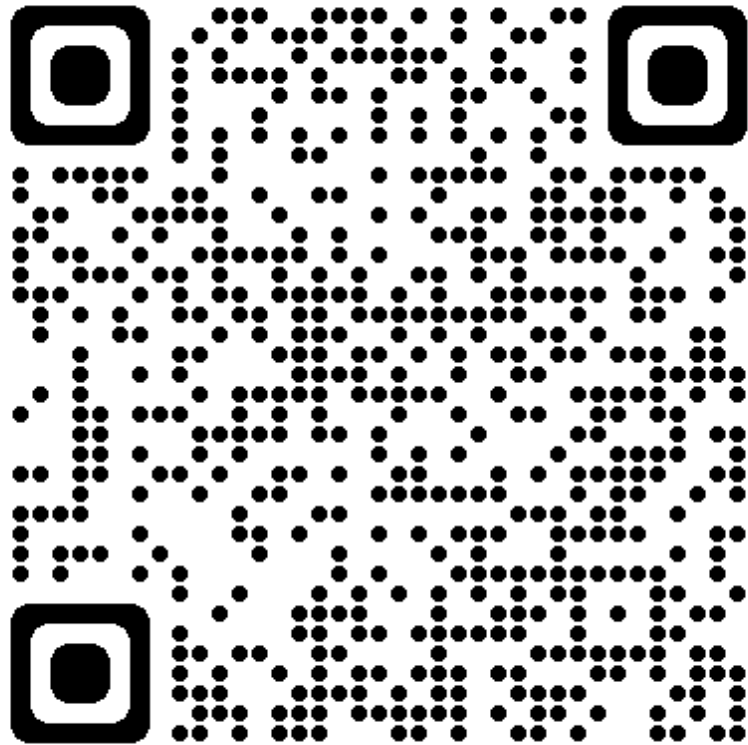


6 Practical Ways  
to Finish 2023  
*Strong*



Receive all resources mentioned during  
this presentation and more for FREE at  
**Giving365.com**



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**Adopt**  
An Abundance  
Mindset

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**Participate**  
In Giving Tuesday

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**Connect**  
with Financial  
Leaders *Today*

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**Reinvigorate**  
Your Planned  
Giving Efforts

3

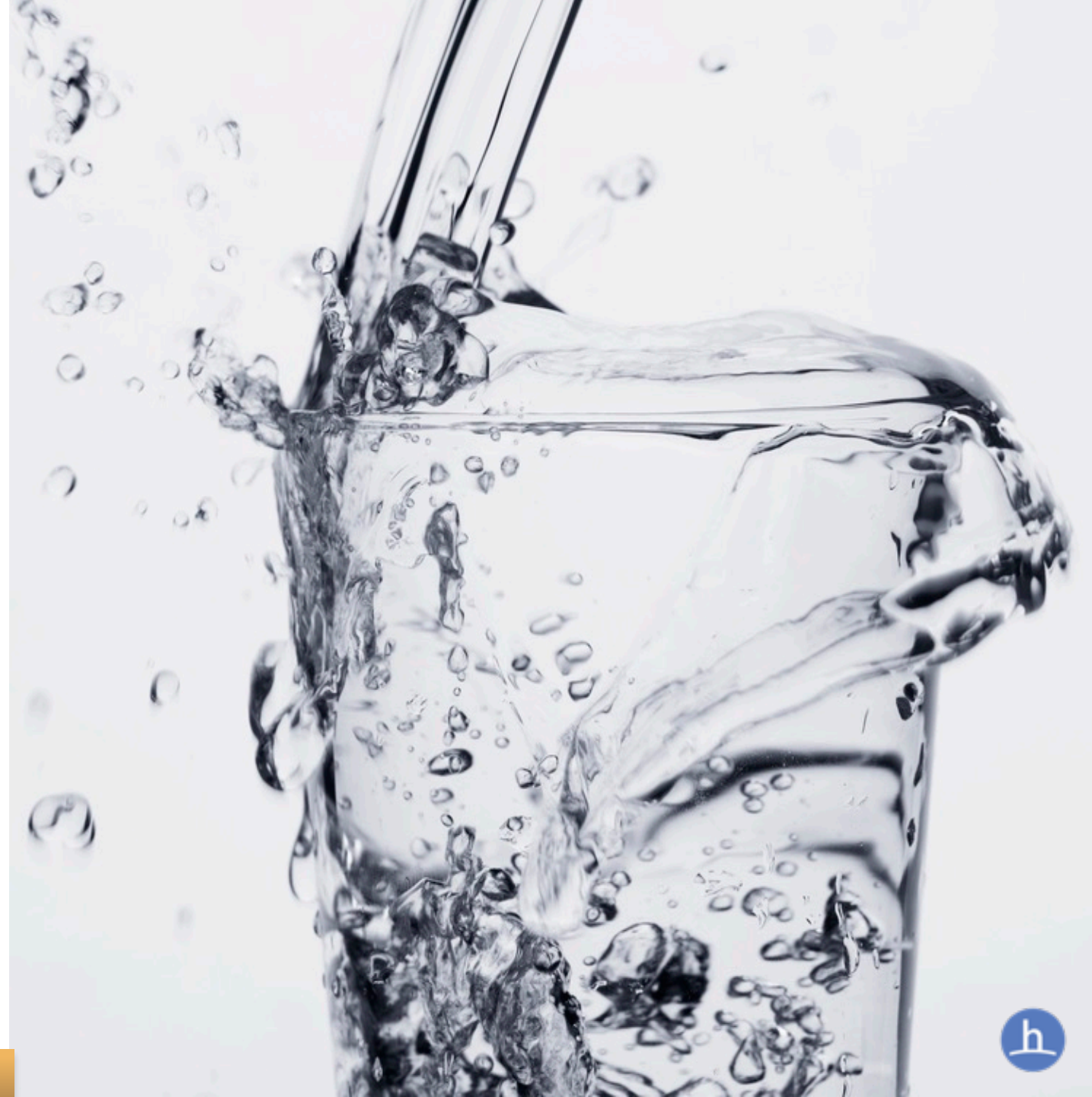
**Tell**  
Donor Impact  
Stories

6

**Measure**  
Your  
Results

# Adopt an Abundance Mindset

- People are willing and able to contribute more.
- There is enough.
- Invitation to be a part of what God is doing through your church.



# Keys to Success

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- Giving is about gratitude, prayer and faith rather than budgets.
- How will increased giving enable you to have a greater impact?
- Share your ministry story.
- Invite a variety of giving options.



# Connect with Financial Leaders Today

- 50% of donors contribute less than \$200 annually accounting for 5% of funding.
- Donors want to support causes that matter.
- Many of your members will make a year-end gift. Why not to you?



# Keys to Success

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- Know who is most heavily invested in your ministry.
- Develop authentic relationships with those who make your ministry possible.
- Be donor-centric.
- Share stories of impact and make sure they are the first to know.



# Tell Impact Stories

- Invite donors to complete the story.
- How will their generosity enable ministry?
- Establishes trust and credibility.







# Keys to Success

- Identify your urgent ministry need and quantify it.
- Connect money with ministry.
- Facts and figures are not the story.
- Use weekly offering talks.
- Use donor-centric language.

# Participate in GivingTuesday

Nov. 28, 2023

- 37 million people participated in 2022 raising \$3.1 billion.
- Choose a project.
- It is easy and costs nothing to participate.



**GIVING  
TUESDAY**

**Now more than ever  
we are called to  
make a difference.**





# Keys to Success

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- Establish a goal and where the funds will be used.
- Connect to GivingTuesday on your website.
- Begin publicity NOW #GivingTuesday.
- Review online giving processes.
- Express gratitude for participating.

# Reinvigorate your Planned Giving Efforts

- Ask seniors to endow their annual pledge.
- Estimated \$60 trillion passing in the Wealth Tsunami.
- Year-end is a time to invite people to consider how their assets can be used to fulfill their philanthropic objectives.





# Keys to Success

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- Review existing documents and policies.
- Don't stress about not being a financial expert.
- Receive testimony from a LIVE bequest donor.
- Connect with your denominational foundation for help and support.

# Measure Your Results

- Compare year-over-year contributions per household
- Track mean, median and mode.
- Review ages of donors per giving range.
- Consider Horizons analytics.





# Keys to Success

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- Use your Church Management Software to track data.
- For GivingTuesday or other special ask, set up tracking in advance to assess effectiveness of your efforts.
- Consider Horizons' analytics for real-time data and more timely and effective communication strategies.



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