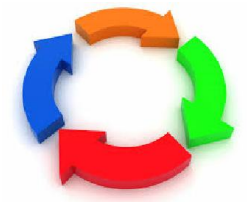
The Stewardship Coach Volume 2 / Issue 34



"I should know that but I don't." That was the response I got a few weeks ago when I asked a staff member of one of America's largest churches how many giving units the church had. The irony is that his title is Pastor of Stewardship! Now before you get super critical do you know how many giving units you have? You should.

My conversation with this staff member led me to teach last Monday on What You Should Know to Increase Giving. While I don't want to rehash it all here I do want to focus on the last element that I shared last Monday on what you need to do to increase giving. I am calling it, "The Circle to Increasing Giving." I want to expand upon what I shared briefly last Monday here in this edition.

Sitting in church last Sunday an idea hit me of how to explain the process by which any church can increase their giving. I came up with four major areas that I have been focusing upon as I work with pastors, staff and church leaders. These four processes must be continually repeated hence the picture above of arrows in a circle which continually appear to be moving. Let me share the four with you. To increase giving you must…

Measure giving. When I met for lunch with the Pastor of Stewardship he knew how many attended their church, 14K. He knew what their annual budget is, $18 million. Yet he did not know how many giving units they had. He obviously was missing a key element of measuring their success or failure. To be successful at building giving you need to measure not just the dollars that are coming in but the number of people who are giving you those dollars. If you measure attendance why do you not measure giving?

Evaluate giving. Collecting data is one thing but knowing how to evaluate it is another. Last Monday I talked about three things you should know and be evaluating about your giving. You should know your past giving patterns and your present giving patterns. You should be evaluating them against each other. Is giving increasing year over year? Is giving stronger in one quarter than another? Why or why not? Are you increasing in giving units from last year, last quarter or last month? How can you know if what you are doing is effective if you never evaluate where you stand?

Plan giving. Get a plan and work your plan! That has been a mantra of mine for a long time. We have mission plans, attendance plans, etc. but few have a plan to increase giving. If you are failing to plan you are planning on failure!

Act to increase giving. The best plan is worthless if it is not enacted. Some of those that follow me read this stuff and do nothing. Thanks for the check but why are you wasting your time by not doing the things I suggest? As I say, "Don't just sit there, do something!" Having a plan and acting upon that plan gives you a better ability to increase your giving.

Finally, undergird all of the above with prayer! Pray every week that the plate will be full! Remember, "Unless the Lord builds the house we labor in vain."

Mark Brooks - The Stewardship Coach

Connect with me for Monday Mornings With Mark The Stewardship Coach at 11 AM. To connect go to https://attendee.gotowebinar.com/register/7695725243536614657

Elevator Pitch Your Offerings!

Who doesn't love their dog? This week I read an article about how much money Americans spend on pets. It caused me to write the following offering talk.

Does Your Dog Get the Best?

Does anybody here own a dog? Let me see a show of hands how many of you own at least one dog? OK how many of you own more than one dog? Wow! So a lot of us own dogs. Yell out your dog's names for me. OK, OK, OK. We love our dogs don't we?

Let me ask you a question. When you go to the store to buy your dog food do you buy the cheap stuff? Anybody want to admit that they buy the cheapest dog food they can find? OK, how about anyone want to admit that they spend top dollar for their little Fido?

How many of you have done research on what kind of food is best for your dog? I Googled that and was amazed at the number of articles that came up on types of food for dogs! Apparently there is a lot of thought that goes into feeding our dogs. Pet food and other pet products is one reason why this year Americans will spend $76.6 billion dollars on pets!

When you love your pet you want them to have the best. As we approach today's offering I want to ask you if you are giving God your best. Proverbs 3:9 says, "Honor the Lord with your wealth, with the firstfruits of all your crops." The Bible calls our best, the firstfruits. You honor someone by giving them the first helping of what you have. You honor God by giving him your best and first gift.

Every week as we take up the offering we give you an opportunity to show your love for God by giving him of your firstfruits. We love our dogs and want the best for them but should we not also give our best to our Master? Let's do that today!

Social Media Thoughts and Tips

If you have followed me for any length of time you know that I believe in the use of Social Media. Social Media does not raise funds in and of itself. What Social Media does is raise awareness and increase engagement among people.

Social Media is where America is. Consider these stunning facts from a Pew Research study…

- 85% of adults are internet users and 67% are smartphone users.
- 72% of online adults are Facebook users, amounting to 62% of all American adults.
- 70% of Facebook users say they log on daily, including 43% who do so several times a day.
- The proportion of online adults who use Pinterest and Instagram has doubled since 2012.

What this means is if you want to connect with people you had better be using Social Media. Facebook is the front porch of America. I often quote Luke 14:23 that says, "Go out into the roads and country lanes and compel them to come in, so that my house will be full." Are you where your people are?

Questions for reflection – There is no one size fits all strategy for a church when it comes to Social Media. However here are some key questions to ask yourself and your staff…

- What is our Social Media Strategy? What is it we are trying to accomplish with Social Media? How effective are we at accomplishing this strategy?
- Are we managing the tools of Social Media effectively? Do we have the best people handling this? Are we offering them the support they need?
- How would we determine whether or not we are using Social Media successfully? Is it about numbers for us, giving, engagement or something else?
- What would success look like in our minds with regards to Social Media? What will it take to get us to that point?
- Are we utilizing the most up to date tools that Social Media has to offer? If not why not?
- How much time should we spend on Social Media? How much money in terms of supporting this platform?
- Are we engaging our members in Social Media or simply posting stuff?
- Have we given these tools a proper chance to make an impact not only with our congregation but with our community?
- What else can we do that we are not doing now? What can we improve on? What is not working that needs to stop?
- How does our Social Media strategy compare with other churches like ours? How does it compare with other organizations in our community?
- What questions should we be asking that we are not asking?

What if you spent an hour once a month discussing all of the above? I know you are busy. I know about the tyranny of the urgent. **1.49 Billion people worldwide have a Facebook account and thousands of those 1.49 Billion live within a few miles of your church! Isn't it time your church had a Social Media strategy?**

Monday Mornings with Mark

As a member, you are invited to join me every Monday morning for *"Monday Mornings with Mark The Stewardship Coach!"*

During each session I will be teaching for about fifteen to twenty minutes on a crucial issue related to stewardship tailor made for you my partners. It will be a pure teaching time with no commercials! Then afterwards you can ask me anything pertaining to the topic or any other stewardship issue and I will do my best to answer questions until time runs out.

These weekly sessions allow you to receive personalized help for your ministry. This is an exclusive time for members of The Stewardship Coach.

Click Here to register for the next session or go to

https://attendee.gotowebinar.com/register/7695725243536614657

Missed A Session?

If you would like to access the recordings of past Mondays With Mark

Click Here to see a full list of recordings

Missed An Issue?

If you would like to access back issues of The Stewardship Coach

Click Here to see a full list of back issues or go to:

http://thestewardshipcoach.org/back-issues/