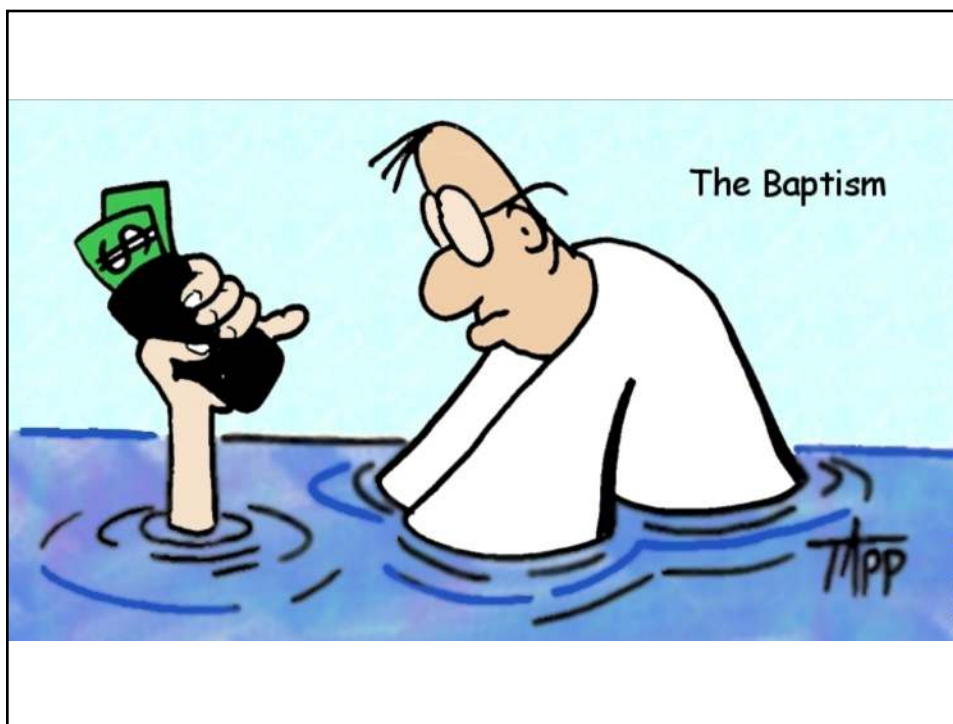


Make Your Church the Primary Giving Destination: Leveraging Church Analytics

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We are in a battle for the hearts and funds of your church givers

- Competitive environment
- Economic health
- Millennial factor
- Loss of church loyalty
- Classic church assumptions
- Giver preferences change



You can lead the church and givers for something great and big.

You can build givers which is noble.

You can make your church the primary giving destination.



**Churches tend to turn a basic
giver advantage into a
disadvantage.**



Giving Audiences

- Major gifts
- Leadership and seasoned givers
- New givers
- Inconsistent
- Non-givers



The Giving Continuum

- Always moving people to the right.
- Everything you do moves people either way.
- Presumption moves people to the left.
- Church revenue is often built upon existing maturity.



Why a church settles in giving

- Lack of training
- Tyranny of the urgent
- Reinforcement of making the appeal
- Inconsistent biblical application
- Hard work
- Imitation of other leaders
- Shepherding is hard work
- **Not engaging data analytics that tell you the reality**



What Givers Want

- Trust
- Making impact
- Knowing that you care
- Informed, inspired & equipped.
- You know their spiritual formation around giving: data tells us



Building Loyal Givers

- How you interact personally builds loyalty.
- Giver decisions are made at every contact.
- Normalize generosity.
- Never presume
- Foster new givers.



Use Analytics to Normalize, Expand and Sustain Giving

- Data = reality not impressions
- Data analytics is hard to get from a ChMS
- Data is not the church default
- Data analytics informs allocation of people resources
- Data informs spiritual formation
- Data used well grows giving and pastoral care



Core Data Analytics

- Overview
- Giver bands
- New givers
- Lapsed givers
- Data research

