



Quick Win: How To Help New People Tithe

Hey guys! Welcome to this Quick Win on How To Help New People Tithe.

What's the win here? Well if people are tithing quicker, in other words they don't take six months to begin tithing, they take three months, remember money is the last thing that people will bring to your church. They very rarely will start on their second visit or their third visit straight away into tithing. They tend to hold back to know they can trust you.

If people are moving quicker into tithing firstly it helps their connection into the church, their heart follows their finance and secondly it helps your cash flow. You don't have people sitting there for six months utilising the resources of the church but not actually giving into those resources.

So there are plenty of good reasons here to help people on board quicker into tithing.

A giving webpage

I would suggest that you start a giving webpage and on this giving webpage you're going to have two things.

1. The reasons to give; and
2. Giving instructions.

1. Reasons to give

Video

I would suggest Pastor that you create a short, three to four minute video outlining the three or four reasons / outcomes / benefits, whatever you want to call it of why people give into the church.

Very clear, very specific outcomes, benefits and reasons of what happens when people give into the life of the church



Photos

You're going to add photos onto that part of the reasons to give webpage. Photos related to those three or four benefits, outcomes and reasons.

Copy

Copy is the word professional writer's use for written stuff on your website. I wouldn't have a lot of copy, I would just have very succinct summaries of those reasons but for readers it's kind of nice to read a little bit.

The photos will amplify the words. The video will also amplify the words.

Video tip

A big tip on video. You can do the video on your phone but either use a plug in lapel mic to your phone or use what I've just bought recently for around \$80, a uni directional mic. I wasn't happy with the audio I was getting on Pastors testimonials after a consult so this is going to fix this problem for me.

Use a mic. Don't rely on the mic on your phone. People will forgive bad lighting on a video but they won't forgive bad audio so make sure the audio is good to go.

2. Giving instructions

The second part of the webpage is going to be giving instructions and I suggest you create three videos and copy that goes with those videos.

Video # 1

The first video is a simple, two to three minute video where you Pastor explain Sunday giving. You might want to hold up an offering bucket, an eftpos machine, a credit card slip but make it really simple explaining.

You're going to use copy as well obviously but a little video explaining what happens in a Sunday offering.

I think that's helpful for new people to see that. People who are used to church probably won't need that much instruction but not everybody does eftpos and credit card giving in church and New Christian's will probably be "oh ok that's how we do Sunday giving".



Video # 2

The second video is that I suggest that you create a loom video to show web based giving. You go to loom.com and you get a free app, it's totally free and it enables you to actually video and record what's happening on a website.

Now I've created a loom video utilising our church's website and you can watch that down below. It's just a sample of how you can utilise loom but I would encourage you to use this free app. It's a really good way to do Video # 2 and put it on your website.

Video # 3

Create a phone video to show app giving. Again you just google, there are all sorts of apps out there that will allow you to record the screen of your video and you can take people through your app process or tech space process for giving.

Again, people will watch that and realise oh I can do that in my church.

It's important that with all those three videos – the video explaining Sunday giving, the web based giving, the app based giving, turn them into copy. Simple step by step instructions laid out very clearly. Most people will watch a video explaining something but people might just prefer to read it.

And if you really want to go overboard put some screenshots next to the copy but you don't have to do that. Step by step instructions.

Share the webpage

Then what you're going to do is send that webpage to established new people. I wouldn't send it to a first time visitor but as people get established in your church and they're hanging around and they're committed.

Part of your on boarding process, and I wouldn't be doing the money thing first, you'd may be sending some short videos on how to join a connect group or maybe a Bonjoro video, and if you don't know what that is you can hit me up and I'll let you know!

But you can be sending them information about the church, connect with them, talk with them and then send "hey here's a link to our giving instructions to let you know how to give into the life of the church.

When you do this page, you're also going to want to your long term established people. This may actually increase your giving if people understand how to give.



There you go. A little simple idea but I think this could have results on how to get new people tithing and giving into your church.

God bless you.