



Thank: Key Giver Plan



Key Givers are people in a unique place in life. Before we create a plan to thank these people, let's first dive into what their personal giving experience is like.

Here are some distinctives that need to be accounted for:

- 1. Key Givers can be very busy individuals. However, this does not mean that they lack passion for the vision of the local church.** They can process significant details and respond quickly. Key givers are also willing to jump in when the opportunity presents itself for meaningful impact.
- 2. Key Givers can be less connected to week in and week out ministries.** But remember, this does not mean they are disconnected from the church. Their lives often call for travel and late night meetings. Nevertheless, their passion for their church and pastor can run very high. They uniquely understand the pressures of leading an organization.
- 3. Key Givers can come across as aloof or distant.** Sometimes they can even be a little rough in their persona. This can cause a pastor to pull away, but don't, lean in. Key leaders have spiritual needs that few people speak into. Get close to them and watch God work.
- 4. Key Givers are regularly approached by outside organizations to give.** It happens every month if not every week. Their companies actually have partnerships with nonprofits and they may even serve on boards. Do not discourage outside giving, but realize that church vision and giving opportunities are being measured by others when you are not aware.
- 5. Key Givers can give significant amounts when approached the right way with enough time to plan.** A key giver can make a \$5,000, \$10,000, \$100,000, and even \$1,000,000 gift. They are always measuring what is needed and what impact it will have. They will give to the level of expectation. Clarity of vision and financial giving opportunities beyond the budget are critical.
- 6. Key Givers need to be disciplined by a lead shepherd.** Everyone has hurts and needs, even the wealthiest of individuals. Success at work does not insulate from the hardships of life, nor does it solve them. Key givers and leaders relate best to another organizational leader that they feel is approachable and has something to offer them. Be consistent in caring, praying, and serving. God will use you to grow people of all economic levels.

Given the unique set of circumstances surrounding key givers, I would suggest their "thank you" needs to be finely crafted and consistent. Here are some opportunities every church needs to consider.

Yearly Key Giver Ministry:

1. Large Gatherings (1-2 a year)

These can be banquet or social-like and need to be by invitation. Invest in your best people. They will respond to excellence and gain confidence in how the church operates.

2. Small Gatherings (6-8 a year)

These can be informal lunches or breakfast gatherings for a few couples. The purpose is to catch up on life, stay connected, pray for them, and provide a brief vision update. It is very low key, but provides great relational discipleship.

3. Private Meals or Coffee (as needed)

Be opportunistic for people who have shown a high amount of interest or those who can not make one of the large/small gatherings. You are not making a financial ask, but catching up and investing relationally. Feel free to give a brief update on church vision progress.

4. Monthly Devotion

Create a devotion and deliver via e-mail once a month. Use this as an opportunity to disciple busy people. Speak on issues of faith, prayer, work, family, leadership, decision making, stress, money, witness, and giving. It is a no cost way to have impact in their lives.

5. Personal Contact

Pick up the phone, send a text, or write a note. Most successful people rarely receive contacts of personal concern. Someone always tends to be wanting something or there is a problem to solve. Communicate support. Shepherd them, pray for them that day, or remind them of a scripture.

Unique Generosity Needs:

1. Lead communication (at events and in formal pieces) with a word of thanks and appreciation for their passion, devotion, and generosity.
2. Tell a story that ties impact or life change to their gift. Help them see their fruit.
3. Provide clear short-term and long-term vision with measurable goals. Demonstrate at both large and small gatherings how these goals are progressing towards completion. This inspires giving with direction and increases confidence.
4. Provide a clear financial ask, above and beyond regular tithes and offerings to help speed up the process of achieving the short and long-term goals. Remember, vision proceeds at the speed of its resources. Do not recreate the budget expenses, but establish a list of items not included in the budget that the church will most likely purchase or invest in over the next 3, 5, or 10 years. Their above and beyond gifts will help you get there faster.
5. Create a nice document listing (from #4) the giving opportunities above and beyond the regular tithes and offerings. Include the dollar amounts, progress, and timing. Consider giving this list a name and designated offering opportunity that is always available to key givers and the church. Feel free to further subdivide or organize this list according to areas of passion as well as denoting obvious legacy-oriented impact. For instance, you may call it the "Impact Fund" and organize the list by Next Generation Impact, City Impact, North America Impact, Global Impact, and Capital Improvements Impact. These are all very common areas

that create fruit far beyond the opportunities of the immediate weekly ministry budget.
(See *sample*.)

Action Steps:

1. Designate one large gathering calendar event to celebrate the impact of generosity, tell stories, and cast vision for the future.
2. Designate 2-3 small group gatherings for the Lead Pastor to have a lunch or breakfast with a few families. This will be an opportunity to catch up on life and business, disciple, and shepherd these families. It can also be used to provide a brief update on how the church vision is progressing and tell a story of impact. However, the major focus is informal shepherding.
3. Create a discipline for weekly or monthly luncheons/coffees with key givers. This can also be used to help grow the next generation of key givers and leaders. If the senior pastor is not personally shepherding and growing the best leaders, then it is most likely not happening.
4. Write a monthly devotional thought and e-mail to the database of key leaders and givers. Use this as an opportunity to disciple and connect with your busiest people. The topic should address generosity occasionally, but focus more on growing in godliness. (See *sample*.)
5. Create a discipline of private calls, handwritten notes, texts, and e-mails to individual families. The best leaders are often asked to give and show few signs of weariness or emptiness. Be sure to always invest in those that expend the most.