



Launch: Online Presence



When setting up your giving pages on your church website, consider including these items. Keep in mind that you will want to be brief on the opening page, but give users an opportunity to learn more by clicking deeper. Each type of giver will have a different interest level, so be prepared to speak to each of them, but know you are primarily addressing the first time digital giver on the opening page.

1. Giving Introduction - Speak positively about the opportunity to live a generous life and make a difference. Be inspirational by talking about the transformation that takes place personally and communally when God's people live generous lives. The giving page is primarily about the person seeking to make a gift or begin the journey of giving. It is not about the church need or the duty of tithing. Utilize just a couple of affirming and inviting sentences along with a generosity promise from scripture. Do not speak of obligation, tithing, or duty of a member, but of a joy-filled life contributing to God's kingdom.

2. Pastor Video - The pastor can create a brief (brevity is key to effectiveness) video that accomplishes a few simple goals. Here is a possible outline for a 2-3 minute video.

1. Thank the member for simply considering the opportunity to give to the mission of the church.
2. Affirm the mission of the church, possibly referring to the language and scripture verse developed in step 1 as outlined above.
3. Assert that their gift is private and that the church operates under strict rules of financial integrity and accounting.
4. Give them a glimpse of the difference their gift will make in the life of a family member, community ministry, or mission activity around the world.
5. Invite them to explore the rest of the website to learn more about the many ways to grow in generosity and personal financial leadership.

3. Vision Content - It is really important for people to know the difference their gift will make in the life of another person in the church, community, and around the world. If your church has a yearly vision initiative with measurable goals, this would be a place to communicate those specifics. One way to accomplish this is to highlight either the impact of ministry growth or the testimony of an individual who has been impacted.

4. Financial Details - Do not hesitate to include information related to how your church invests its resources while employing high accountability standards and protecting against financial harm. Creatively share in broad terms how the dollars are invested locally and globally. This can include an Annual Report that captures ministry success, personal testimony, and finances invested.

5. FAQ - It is helpful to provide a list of frequently asked questions on establishing a digital giving profile and other basic questions that most new givers ask. We have provided a template with sample answers for you in this module.

6. Generosity Pathway - This is content you will develop as you progress through the Generosity Cycle. You will gain confidence in how to help people identify which type of giver they are and how to help them develop a financial life that God desires. You may also include the different tools, helps, and classes your church offers to encourage an individual to grow in financial maturity.

7. Digital Giving Embed - Create the appropriate embed page as a part of the Generosity platform. Place this high on the page for easy visibility and access.

Your website is the first place your givers will search for your platform and information on how to utilize it. Make sure it is easy to find, understand, and implement as you guide them along this new journey.