



Launch: Steps



Generosity
by LifeWay.

Launching a new piece of technology to your entire church comes with a unique set of challenges. It is very important to lead with clarity of details, proper support, and a long-term view. It will take several weeks, maybe even a few months, of preparation. Generosity by LifeWay has been entrusted with the mission of coming alongside you as you plan and prepare so that your launch will be as successful as possible. The following launch overview is intended to help you start thinking about the steps you need to take now and in the future. Tweak as necessary to fit your goals.

Step 1: Preparation (6-8 weeks prior to launch)

Decide what kind of launch you would like to experience. We suggest you think in terms of three types of launches. Be very mindful of what your congregation is accustomed to as this will determine what they are prepared to receive. You are beginning a long-term growth process and you need to start with your best foot forward.

Introductory Launch — This type of launch is largely low-key and has the express interest of simply introducing the technology and helping people migrate to its use. There will be another time during the church year to lead intentionally in areas of stewardship and generosity. No special emphasis or teaching will occur, as an Introductory Launch is more in preparation for a future Initiative or Intentional Launch.

Initiative Launch — You can marry the Introductory Launch with a special initiative such as budget approval, one-day offering, or a designated campaign. This gives the congregation a practical application for the new digital giving tool and develops an influx of resources. We have prepared a three-part message and small group series to assist you with this type of launch. It is called “Get Ready” and it is included in your Launch Kit.

Intentional Launch — This type of launch is the most strategic in terms of language. You are initiating a new season of growing a generous culture. It will include a comprehensive communication, sermon, and lesson strategy. Your intent is not just to introduce a new giving solution, but to begin a new era in how your church leads on the topic of generosity. During the course of a church year, all three launch goals will need to be met. You should expect to reap what you sow in terms of leadership energy and commitment to the launch. You can preview and purchase the lesson series called “Generous Life”. It contains five messages, small group lessons for all ages, family devotions, and a media kit. You will enjoy its approach for revealing ten giving heroes in Scripture over a five-week period.

Step 2: Plan (5 weeks prior to launch)

Once the launch type has been decided, the action steps and calendar sequence need to be established. This should be a collaborative effort between you and your entire discipleship team. If your intent is to grow a more generous culture, then all key leaders need to be a part of the process of development. If your team views this new season of ministry as a project instead of an ongoing

platform, your long-term results will be impeded. Crafting a strategic calendar will help your entire team visualize the long-term goals and ongoing process. When developing your calendar remember to include the following.

1. Communication

- a. Staff and Leadership
- b. Letters/Emails (for before, during, and after the launch)
- c. Promotional Content

2. Technology

Ensure that all technology applications are set up and working for:

- a. Online Giving from the Church Website
- b. Text Giving
- c. Giving from the Generosity by LifeWay App
- d. ACH Giving
- e. Noncash Giving
- f. Peer to Peer Giving

3. Congregational Involvement

- a. Message Series
- b. Small Group Lessons
- c. Practical Use or Application of the Digital Giving Platform
- d. Measurable Conclusion Toward a Successful Launch

4. Leadership Information

- a. Preview the emphasis to senior leaders such as elders, deacons, or trustees.
- b. Preview the technology and benefits with financial leaders.

Step 3: Practice (4 weeks prior to launch)

Take some time to become familiar with these practical steps that you and your staff can implement to become more familiar with the giving platform.

- 1.** Train a variety of staff members and church leaders to begin using the Generosity by LifeWay digital giving tools.
- 2.** Experiment with all platforms and devices (i.e. give from a smartphone, tablet, desktop, utilize the app, text, online, etc.).
- 3.** Note what others are learning along the way so you will be able to troubleshoot any confusion in advance of a public release.
- 4.** Consider adding content you learned during this process to your FAQ.
- 5.** Decide if a live tutorial or video with a slide deck would be helpful during the launch or contained on your website.
- 6.** Conduct leadership training regarding the emphasis and curriculum.

Step 4: Promote (2-3 weeks prior to launch)

This is the phase where you will begin communicating the launch to your congregation.

1. Personally communicate via email with links and steps to your current digital givers about migrating to the new platform.
2. Send out a church-wide email or letter.
3. Begin the church-wide promotion in all forms to properly support the type of launch you have selected.
4. Recruit personal testimonies from leadership and staff to be used during the public phase.

Step 5: Public (Launch Week)

It's time to put everything into practice!

1. Be positive, grace-filled, and lead with the joy of generosity.
2. Be person-centric, not church-programming or need-centric. You are leading your people on a journey of generosity just like you would lead them to seek to be more responsive in prayer, witnessing, a devotional time, and loving others.
3. Be focused on long-term success. You are launching an ongoing developmental growth process. Do not think short-term.
4. Be sure to cast a vision that enforces discipleship within your church body. Even if you launch with a budget approval or one-day offering, it is still a discipleship journey. Make the conversation about extending the grace of the gospel through the lives of your people.

Step 6: Follow Up (Post Launch)

Keep up the momentum.

1. **Celebrate the faith steps your people have taken.** Depending on the type of launch you utilized, you could have the following items to celebrate:
 - a. Number of first-time givers
 - b. Number of digital givers
 - c. Special offering amount
 - d. Number of people who are taking generosity growth steps this year (applicable to the Generous Life series)
2. **Continue each week with intentional Offering Talks and Offering Prayers.** These will be developed as you go through the Generosity Cycle.
3. **Participate in the Generosity Cycle coaching resources.** There are six modules to the cycle covering an entire year of church ministry. You will grow in confidence as you develop your own generosity system.

Possible Items Needed:

To fully integrate your launch, keep this list of helpful suggestions in a place where you can reference it easily.

1. Video or Slide Deck

- a. Take screen shots along the way as staff onboard their own giving. (Do not reveal private information.)
- b. Video a staff member walking through the steps. (Do not reveal private information.)
- c. Create a video or live story of a church leader sharing how easy and convenient they found digital giving to be.

2. Content

- a. Send a detailed letter to all digital givers describing how to enroll in the new platform.
- b. Provide an FAQ to help answer basic questions.
- c. Send a church-wide letter encouraging participation and detailing how to get set up in the system.
- d. Create announcements and digital links to support the promotion (i.e. bulletin, screens, e-news, web banners, social media. etc.).

3. Worship Service

- a. Offering Talk—Prior to the offering, use supporting language to re-introduce the topic of generosity and money.
- b. Offering Prayer—Pray for the giver, specifically for God’s blessing and provision over their lives.
- c. Tell Stories—Utilize staff and leadership testimonies to inspire others.

4. Designated Offering Options (When driving the launch toward a special offering you can consider the following.)

- a. Missions—Offerings that support a specific mission trip or missions fund.
- b. Next Generation—Offerings that support outreach activities, equipment, remodeling, or scholarships via preschool, children, and student ministries.
- c. Capital—Offerings that support various capital projects or debt reduction.
- d. Outreach—Offerings that support local non-profit organizations or community outreach events.

We are so excited you have chosen to begin this journey with us. We pray that your time of preparation will result in an effective launch for you and your church.