



How to Increase Giving By 15% This Year in 4 Easy Steps

A Fearless Leadership Resource

Year after year, one of the most stressful things church leaders face are financial challenges. If you've been in church work for any amount of time, you have most likely found yourself facing a sleepless night or two over financial concerns.

We tell ourselves, "It's not about the money;" however, staff must get paid, the power has to stay on, and programs continually seem to cry out for funding.

What do we do?

Trust me, no pastor in America enjoys talking about money or giving messages about generosity. The very idea of giving a sermon on tithing makes me break out in cold sweats!

For years my approach was to do what everyone else was doing: sweep giving messages under the rug and wait until the proverbial well was just about dry and then preach on money, telling the church the ship may sink if we did not get some financial help.

The effectiveness of this approach would work for about two weeks, and then, well, things would slide back to normal until we had a "Please Give or We're All Going to Die" Sunday.

There is a better way to approach giving in our churches. I'm going to share with you four things any church of any size can do to yield a return of at least 15% or more.



The reason people don't go to church is because they've BEEN to a church!

1. OFFER HELP

Offer People Practical Help With Their Money

One of the main problems with the American church is we are spending a tremendous amount of time answering questions no one is actually asking (like what exactly were the dimensions on Noah's Ark, breaking down the TULIP and whether or not Adam & Eve had belly buttons!).

People show up, look at their watches and then sprint out the door.

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Here's my question to you: what if we were able to take God's Word (which Hebrews 4:12 says is living and active) and show them how THEY CAN WIN in the most stressful area of their lives—finances?

People are stressed out financially. Many people in our churches have multiple credit cards with maxed out balances, live from paycheck to paycheck, are upside down in a car payment, and THEY THINK THIS IS NORMAL!

It doesn't have to be this way.

For years I would preach on money, and like I said, we would see about a two week increase in giving before it went back to normal.

Then, one year I decided I was not only going to PREACH on the subject, but would TEACH on it as well.

What I mean is that I would do a message on the subject, but the follow up step would be that people could sign up for a Financial Freedom Class our church would offer that would teach them how to budget, get out of debt, and win with money.

What was good about this was we saw giving increase... and it did not dip back down!

However, the GREATER win was the people in the church understood **I didn't want anything FROM them, I wanted something FOR them** – and when you take the time to provide practical help your people will take it!

We offer free online tools at our church to help people take Baby Steps. Providing easy on-ramps makes generosity non-threatening. Check them out for yourself at **LifeChurchGive.com!**



we believe that following Jesus will make your life better and make you better at life.

2. Do A 90 Day Tithe Challenge

I believe God's Word from the table of contents in front to the maps in the back, and I know the promise found in Malachi 3:10 is true: If we will bring the first 10% of our gross income (the tithe), God **will** pour out so many blessings we will not have room for them.

All throughout the Scriptures, we are warned to not test the Lord our God... except in one place: Malachi 3:10. This is the one time where God asks us to *test* Him!

At our church, **we believe that following Jesus will make your life better and make you better at life.** I want my people to experience God's way

to handling finances. I love my people enough to unpack what tithing is and then challenge them to test God.

Once a year I preach on tithing and how it is outside the Law and applies to all people living in all places at all times (Genesis 14). Then I ask everyone in our church to tithe for 90 days. We even hand out commitment cards -- there's something powerful when you follow up a personal decision with a personal action.

We see a dramatic, sustained increase every single time we do this -- because we decrease the risk for people to take God at His Word.

If you do issue a 90 Day Tithe Challenge, I would highly recommend you have people sign up for the tithe challenge. Send them an email on the Monday after they take the challenge, thanking them and offering them a devotional thought. Send one email every single week to CELEBRATE what God is doing in your church and thanking them for giving, reminding them that because they give you are able to see amazing things happen.

One more thing before I move on: We saw this challenge go to the next level when I began saying, "I know some of you are skeptical and think our church just wants your money. And, if I were you, I

might be skeptical as well. So, for those of you who are skeptical and think we just want your money – I want you to experience God's blessings on your life so much that I want to invite you to tithe to another church for the next 90 days and see what God does in your life and finances."

I can promise you this changes the temperature in the room, and really lowers the guard of the skeptics.

If you're interested in learning more, check out our Fearless Leadership All Access at JonathanHerron.com.



At my church, 72% of ALL tithes and offerings come in via Online Giving.

3. Have a Quick and Easy Way to Give Online

If your church does not have a quick and easy way to give online, you are leaving THOUSANDS of dollars on the table.

Yes, it costs you money to set up an online system with PushPay or Planning Center Give (we use both!), but that small monthly fee provides a ministry tool you MUST have in the 21st Century PLUS you will see offerings go UP as a result... which allows you to do more ministry!

The offering time in our churches has become one of the most irrelevant times, as hardly anyone carries cash or check anymore.

However, we shop online, we pay our bills online, we check our bank accounts online – why not set up a way to give online?

And when I say a quick and easy way to give online, I mean for the user, not for the church. An awesome church website should provide a way for people to give, and it should be able to take place in 90 seconds or less.

Online Giving needs to become a part of your regular language when you talk about the offering, such as:

“We know many of you came prepared to give today, and we’re getting ready to take up our offering in a few minutes. However, we also know many of you do not carry cash or checks with you, and so we’ve set up a convenient way for you to give online.” Follow up by sharing about the giving page on your church website.

I promise you this will make a difference.

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The option of Recurring Giving is an insurance policy for your church: If you have to shut down worship services due to weather, Recurring Giving ensures your ministries will remain fully funded.

If our team can share our experiences with you or help you in any way, drop us a line: hello@lifechurchmichigan.com

4. Celebrate!

When you celebrate as a church – it really does set the hearts of people on fire.

Here's an example:

Put up a picture of someone in your church who has had their life impacted by Christ (You can see an example from a recent message I gave at LifeChurchMichigan.com/allin).

Take 2 or 3 minutes to tell their story and then close out the story with, "And for those of you who give, this is just one example of a life you have impacted. Because you give, we are going to see more and more of things like this happen."

All too often as a church leader, I would assume people knew about the lives that were being changed, but they didn't! And so, we now make celebration a regular part of our rhythm. People LOVE hearing stories about changed lives. **And what gets celebrated gets repeated.**

I've heard people say there isn't a magic bullet when it comes to giving, and I would say they are partially right.

However, there are practical things you can do to move the needle in a positive direction, and the four points we've provided for you will make a difference if you'll give them a try!

And what gets celebrated gets repeated.





ABOUT JONATHAN HERRON

Since launching 5 years ago, Jonathan Herron's church has grown from 0 people to 1,200 people and is now launching a third church campus.

Jon and his team love encouraging and equipping leaders and church planters.

Discover more at JonathanHerron.com



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