



INSPIRING NON- GIVERS TO TAKE A STEP OF GENEROSITY NEW THINKING FOR OUR NEW TIMES

with Dr. Gavin Adams

**The Bible teaches
it, I believe it...
TITHING**



A DISRUPTION

IN THE MAKING

**The death of cultural Christianity
is killing our churches.**



GENEROSITY IS
A **SPIRITUAL**
OPPORTUNITY,
NOT A **FINANCIAL**
OBLIGATION.

THE GOAL

Design a generosity approach that **inspires** and **equips** people along a generosity journey.

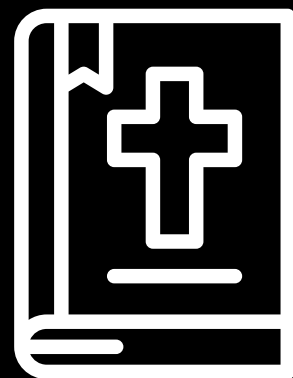


Key System Ingredients



1. SYSTEM

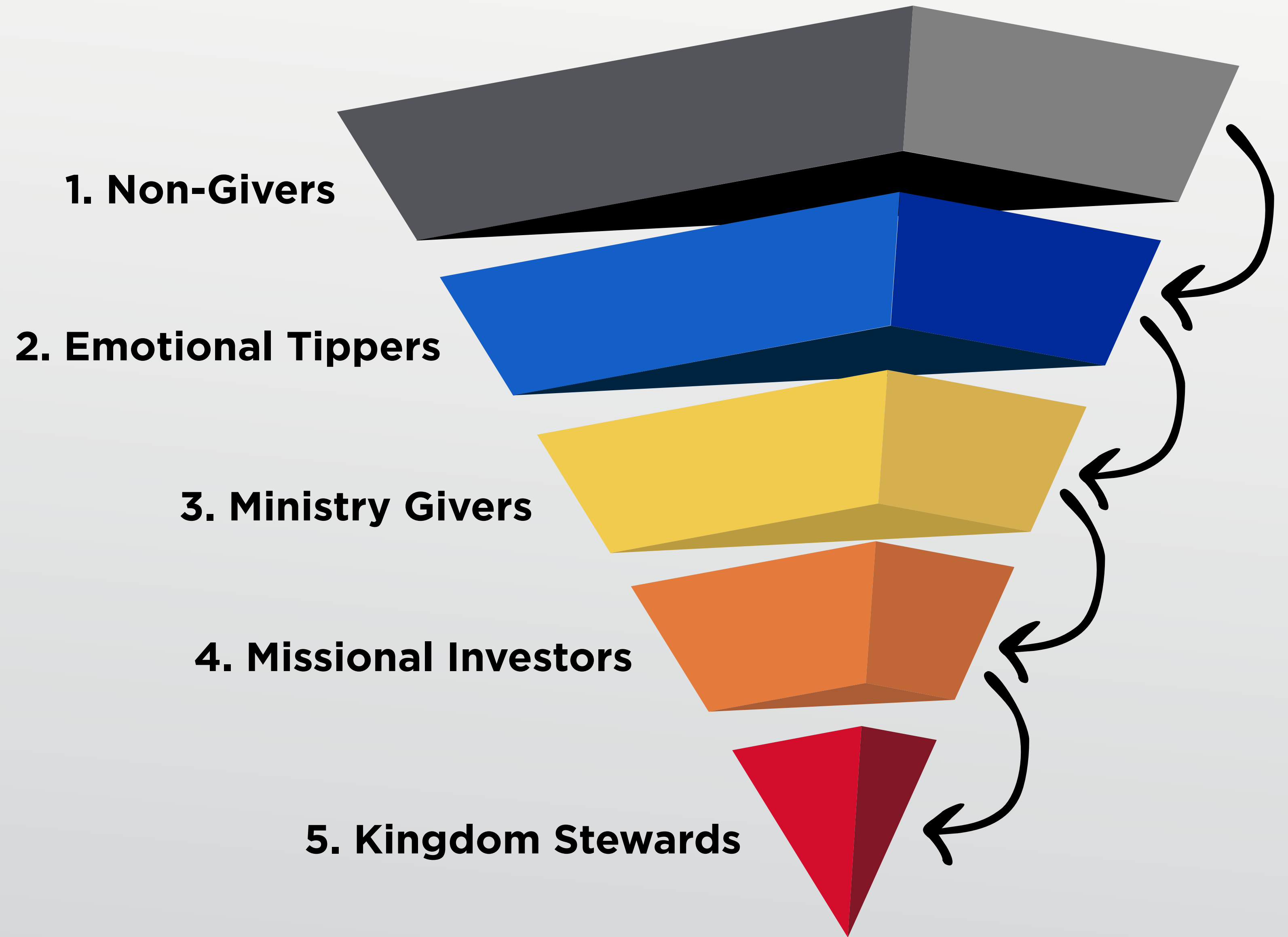
We want to create an incremental system of movement that engages people where they are and inspires them forward.



2. MISSION

We want to grow disciples more than fund our church.

The **secret** to funding your church is to create a **funnel** that moves people **sequentially** and **spiritually**.



Understand Giving Categories

1

Non-Givers

BOUNDARIES

Anyone in your active database who has **never given** to your church or through your church.

MOTIVATIONS AND NEEDS

Lack of **trust** and potentially **previous bad church experiences** keep non-givers from engaging financially.

Understand Giving Categories

2 Emotional Tippers

BOUNDARIES

Anyone in your active database who has **only given** to **community need** through your church or a **specific** church ask.

MOTIVATIONS AND NEEDS

Sporadic givers drawn to specific **felt needs** through **emotional asks**.
Connecting dollar to a specific need is critical to move non-givers to tippers.



WHY DO PEOPLE TIP?



The Tipping Point for Potential Tipppers

- 1 Open to **help**.
- 2 Motivated by **emotion**.
- 3 Directed to **felt-needs**.
- 4 **Sporadic** in nature.
- 5 Think in **dollars**, not percentages.



1 Non-Givers to 2 Emotional Tipppers

SPECIFIC GOAL

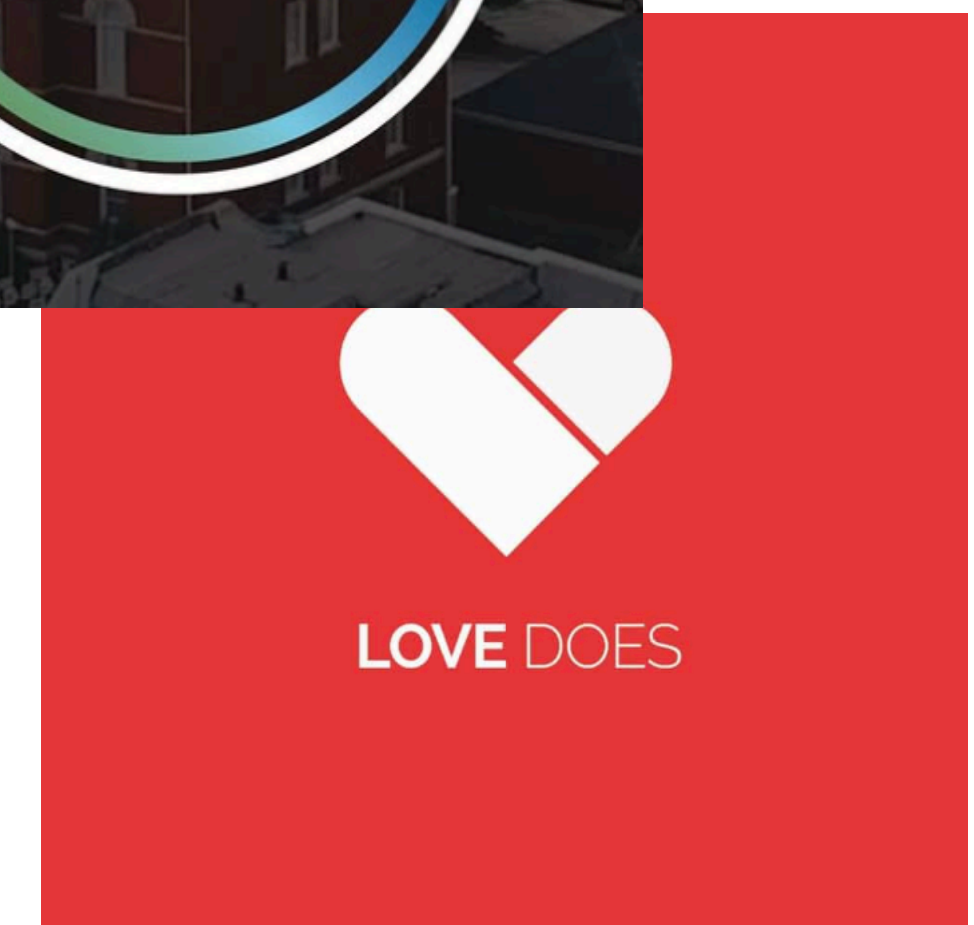
Create **ongoing opportunities** for non-givers to feel the **emotion** around **specific needs**.

Non-Givers to

Emotional Tipppers

1 Monthly Community Serving and Giving Opportunity

- Focus one Sunday per month on a specific community need.
- Brand the monthly experience to create emotion and anticipation.
- Celebrate and activate.



Non-Givers to

Emotional Tipppers

2 Create a Capital Campaign for a Specific Need

- Brand the campaign to create and sustain momentum.
- Focus on participation, not dollars.
- Tie gifts to specific needs.

3 Scholarship Student Ministry Camps and Retreats

- Celebrate what happens at these events to build emotion.
- Make a specific ask to send a specific number of students for a specific reason.

Non-Givers to

Emotional Tipppers

4 Segmented Email Nurture Campaigns

- Segment your database and send specific emails to non-givers.
- Highlight specific needs.
- Use vision and inspiration to elicit the necessary emotion.

5 Year-End Giving Focus

- Use next year's budget, specific needs, and your biggest dreams to connect giving to tangible ministry.
- Focus on 100% participation.

What Churches Often Miss

- 1 Frequent **on-ramps** are necessary.
- 2 Speaking to **segments** is a better motivator.
- 3 People don't give only to **vision**.





MEET GAVIN

Hi. I'm Dr. Gavin Adams, an author, communicator, ministry consultant, leadership coach, and founder of the Church Accelerator Community.

After business school, I spent a decade working in strategy and change management consulting.

During my 15-year ministry journey, I helped plant and revitalize churches, pastored a rapidly growing church, led a megachurch, and led a campus for a multi-site church.

My unique and uncommon experience gives me a holistic understanding of the challenging nature of church leadership.

I have an M.B.A. from Georgia State University and a Master of Theology and Doctorate of Ministry from Liberty University.