7 Steps To Jumpstart Digital Giving In Your Church

While the economy was down in 2009, 38 percent of churches experienced a decrease in giving. 35 percent, however, experienced an increase.

Why? One of the MAIN reasons was digital giving.

Simply put, churches that have an intentional strategy to drive people toward digital giving tend to receive a larger number of contributions. That translates into healthier budgets and more money for ministry.

We are living in a cashless society. People use cards, not checks or cash. And, honestly, people don’t show up at church every week. Sometimes they’re sick or out of town. Sometimes they get snowed out. And sometimes they sleep in.

You can alleviate all of that pain and stress by implementing an effective digital giving strategy. Here are seven steps to get you started.

1. Find an online service provider.
   At Rocket Donations, we’ve combined world-class coaching, practical resources, and a simple-to-use software.

2. Set up your website to receive online contributions.
   Make it obvious for people to find the link. Bring it front and center.

3. Set a goal.
   What percentage of your total offering do you want to come from digital giving? Come up with a number.
4. Talk about it in your services.
   Offering digital giving is different than emphasizing it. Make it part of your church culture.

5. Ask people to turn in a card.
   This isn’t a card where people commit to give a specific amount of money. It’s designed to get them to take a step toward regular, recurring giving.

6. Send letters and emails.
   Stop seeing Sunday as the only time to talk with people. Use letters and emails for inspiration and information. Also, use it to get updated email addresses.

7. Follow up.
   Thank people. Celebrate them. What’s rewarded is repeated.

Above, we mention several things like letters, emails, cards, and websites. This part of implementation can be overwhelming when it comes to digital giving, but Rocket Donations has you covered. We provide all of these things "done for you" when you jump on board as a Rocket Donations partner. Schedule a phone call...

   **Sign up at RocketDonations.com**

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