

the
DEFINITIVE
GUIDE *to*
MOBILE
GIVING

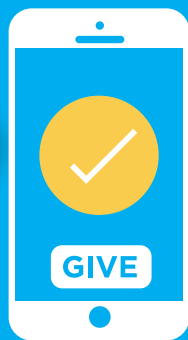


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About

About this Ebook

If your church is still only passing the plate or if you just have a digital option like online giving to collect tithes and offerings, you're stunting the generosity of your congregation. Mobile giving will provide your congregation the ability to give whenever—and wherever—God prompts them to give. This ebook will provide everything you need to know about mobile giving—from why to make the change, to how to make the change, to what to do after you make the change.

About Echurch

Pushpay and echurch were created in response to well-documented declines in both tithing and church attendance. By simply making giving available on your congregation's smartphones (connected in real time to your church's website and database), we help pastors address the disconnect between the church and younger, tech-savvy generations.

Engagement is the key to community. In our fast-paced culture, mobile technology is essential to staying connected with people in your church. When you are accessible from their pockets, you open up communication with your members and allow them to give you a gift or connect with you anytime. Mobile adoption is the secret to engagement, and we have the tools to ensure your success.

If you're interested in learning more about how you can keep your church engaged and giving, visit echurch.com.

About Tobin Perry

Tobin Perry has served as a writer and editor for Saddleback Church, the North American Mission Board, and the International Mission Board, where he has frequently focused on church leadership issues. He has also served as the lead pastor of a church in Southern Indiana. He has written for numerous publications, including Christianity Today, HomeLife, ParentLife, Baptist Press, and On Mission magazine, and has ghostwritten for a number of leading Christian ministry leaders. A graduate of the University of Missouri School of Journalism and Gateway Seminary (formerly Golden Gate Baptist Theological Seminary), Tobin lives with his wife and three children in Evansville, Indiana. For more information about Tobin, visit www.tobinperry.com.

All of the first person pronouns in this book are his.



Unleashing Your Church's Generosity

Imagine the church fully resourced

Every day on your way into the office, you drive by a new housing community a mile from the church. At least once a week, a moving truck brings a new family into that subdivision.

You dream of a thriving ministry to reach that particular housing community. Maybe even your church could plant a new congregation in the community someday.

Or maybe your dream is a thriving inner-city ministry to feed the bellies and the souls of an underserved downtown neighborhood.

Sure, part of the reason you've never moved forward on your church's ministry dream is that it's hard to find the right leader. Maybe it really isn't the right time.

But be honest with yourself and God. There's another reason you've given up on that ministry dream. Your budget is tight enough as it is. Publicly, you quietly tell your leaders that where the Lord guides, he provides. You believe that.

But the Lord has provided. He's put the resources in the pockets of your congregation. They just won't pass them on.

And it's disheartening.

Then there are the global needs you want to be a part of meeting.

- Three billion people globally live on less than \$3 a day.
- More than 6,000 unreached people groups live throughout the planet.
- In the 2013-2014 school year, 1.4 million American children reported to school with no home address to provide administrators.

Big problems. Those just scratch the surface. The Church is God's Plan A for engaging these needs and others. The world needs the generosity of God's people like never before in history.

But there's a problem.

We're in the midst of a generosity crisis. According to [a 2013 article in *Relevant* magazine](#) by Mike Holmes, American Christians give only 2.5 percent of their income to churches. Even in the midst of the Great Depression, Christians gave, on average, 3.3 percent of their income. Tithers make up only 10 to 25 percent of a normal congregation today.

But here's the kicker, Holmes adds, if American Christians gave a minimum of 10 percent (otherwise known as a biblical tithe), American churches would have an additional \$165 billion to use for ministry. What could the Church do with that kind of money? He suggests:

- With \$25 billion we could relieve global hunger, starvation, and deaths from preventable diseases in five years.
- We could use \$12 billion to eliminate illiteracy in five years.
- We could still spend \$15 billion to solve the world's water and sanitation issues.

- A total of \$1 billion would fully fund all overseas mission work.
- After all of that, we would be left with \$100 to \$110 billion for “additional ministry expansion.”

Those stats are frankly mind-boggling.

Bill Hybels says it like this in his book, [*Courageous Leadership*](#): “Be as theological as you want to be, but the church will never reach her full redemptive potential until a river of financial resources starts flowing in her direction.”

Until God’s people use God’s resources for God’s work, God’s mission will remain undone.

Imagine what God could do through your church if the resources that were already in the hands of your congregation were being directed at kingdom ministry efforts. Imagine what God could do in the world if the Church were truly fully resourced.

But is that even possible? What if the number one reason those resources are still in the pockets of your congregation isn’t an issue of spiritual maturity? What if it’s a technological one?

Doubtful? Hang on...

The story of giving

Think about how giving has been done throughout the years. If you grew up attending an American church, you may be tempted to think the offering plate is a fixture that goes back to the time of Jesus.

But it doesn’t.

Even going back as far as the American Revolution, most Americans would not recognize passing an offering plate as the primary way we fund the work of the church. Colonial and early American churches didn’t depend upon voluntary giving by believers to fund the work of the Church. For most churches in the 18th century,

tax dollars supported the financial needs of their work. (That's most churches—not all of them) It wouldn't be until 1833 when the last U.S. state outlawed government support of the church.

Still, many churches didn't automatically switch to voluntary gifts during the worship service. For a time many churches rented or auctioned their pews to fund the work of the church. Some even sold their pews and taxed them to provide annual revenue. Of course, the closer the pew was to the front, the higher the cost.

According to [a 2009 Mark Rogers article in *Christianity Today*](#), Baptists and Methodists generally preferred a "subscription book" that lists the total funds the church needed. Members would pass the book around and record their giving pledge. Rogers also suggested that while some churches used freewill offerings in the early 1800s, most of these offerings were only used occasionally and not to pay "regular church expenses."

It wasn't until the mid-1800s that theologians like Parsons Cook and Charles Finney began to preach a biblical mandate of tithing. As churches began to recover the biblical tithe, they began to incorporate giving into public worship.

Although the weekly passing of the plate has been the chief funding source for U.S. churches for more than a century now, there are signs this may be changing.

Goodbye, offering plate

For the past century the foundation of the offering plate's role in church worship has rested on the main avenues for spending outside of the church—checks and cash. For most of the 20th century, when you wanted to buy a loaf of bread, tickets to a baseball game, or a new pair of pants, you needed to write a check or have some cash in your billfold. If you needed to pay your mortgage, you relied on some form of paper currency.

It's just how business was done.

But that's changed.

The U.S. Federal Reserve estimates that there will be \$616.9 billion in cashless transactions in 2016, which is 10 times as many cashless transactions as took place in 2010. Consumers are choosing convenience, speed, and efficiency over paper money and checks. The study, ["Getting Rid of Paper: Savings from Check 21"](#) by the Federal Reserve Bank of Philadelphia, suggests that consumers are getting \$2 billion in benefits by making transactions cashless. As of 2014, more than half of all payments in North America were made cashless.

[In a 2013 article for Business Insider](#), Owen Thomas says the number of personal checks in circulation have been dropping by 1.8 billion a year. By 2026, those checks will disappear forever.

The offering plate may not be dead and buried yet, but it's certainly on its last leg.

For the church, all of this data begs a question. If the people in our congregations are making most of their transaction without cash, why are we still pushing them to give through the offering plate?

Seizing our mobile moment

Yet it's not just the rapidly approaching "cashless society" that is changing how we give. For a growing number of Americans, financial transactions happen through their mobile phones more than anywhere else.

Amazon says more than 60 percent of their 2015 sales came on the mobile phone. On average, your congregants spend 34 hours a month using the internet from a smartphone verses 27 hours using it on a laptop or desktop computer.

In its 2013 book [The Mobile Mind Shift](#), Forrester Research asserted that we're in the midst of a massive shift in the thinking of the average consumer (or churchgoer). Today, most people expect they can get just about anything they want immediately using

their phones. Businesses are spending more than \$100 million in mobile advertising to reach into the billfolds and purses of your congregants.

And it's smart money, too. Scott Bales writes in *Mobile Ready*, that 72 percent of people are within five feet of their smartphones at ALL times.

What if the generosity crisis hitting our churches isn't just because people are too materialistic or greedy (although that certainly may be part of it)? ***What if we're not giving people an opportunity to give when they have the capacity and inclination to do so?***

God has placed us in the midst of a unique time in world history. In Paul's letter to the Galatians, he tells the church that God sent Jesus "when the time was right." Jesus came in the midst of the Roman Empire at a unique time in its history. Not only was it in the midst of the Pax Romana, a period of relative peace throughout the empire, but also during a time of great technological innovation—particularly in road building. The great roads that Rome built before and after the birth of Jesus were used by Paul to carry the gospel throughout the known world.

God has a history of using the newest technologies to encourage the greatest spread of the gospel. Luther and Calvin used Johannes Gutenberg's new printing press to spread the good news during the Reformation. Billy Graham used 20th century mass communication to get people to his crusades. The greatest advances in the gospel throughout the ages have always been on the backs of great technological innovation.

Now this is our moment, our mobile moment. On the other side of this moment may be the "river of financial resources" that the church needs in order to unlock the next great expansion of God's work in the world.

Will we seize our mobile moment?



Engaging the Generosity of Millennials

The Shelter Cove Community Church Story

For Shelter Cove's first 15 years of existence, few commitments have been as important as its dependence upon the unchanging Scriptures. Founded by a seasoned Bible teacher, the church has introduced thousands to God's Word through the radio and its local church ministry.

While the church realizes that God's Word never changes, they know methods do. As the church transitioned from the pastor who started the church to a new, younger lead pastor, more Millennials began showing up at the church than had previously done so.

While that was good news for the future health of the church, it left them with a nagging problem: How do we help Millennials express generosity in a biblical manner?

It didn't take long for it to become clear that mobile giving was an answer—for Millennials and older generations. The church partnered with Pushpay in February of 2015 on a mobile engagement strategy that included mobile giving.

"I hear many in our congregation telling me that they like the option of being able to give on their phone," said Jeremy Thiessen, the church's executive pastor. "Many of them are giving on Sunday mornings and they appreciate being able to give even if they don't have cash or a check."

Through the partnership with Pushpay, the church has seen God unleash generosity in a fresh new way. Before Pushpay, 18 percent of the money that came to the church was given online. Today, 27 percent of gifts to the church happen online. The church has also seen their year-to-date giving climb as well.

Still, the transition to mobile giving has been about more than money for Shelter Cove.

"Since our relationship began, Pushpay has given us a language to talk about generosity in a way that's bigger than just dollars and cents," said Jeremy Thiessen, the church's executive pastor.



Why Mobile Matters

Take a long, hard look around at your congregation next Sunday. You'll probably notice a few things about your congregants. They're juggling many hats. They're tired. They're stretched to the limit.

And most of them can't go but a few minutes without looking at their mobile devices.

Many will use them as Bibles during the sermon. Some will be snapping photos of their kids during a performance on stage. Others will be jotting down quotes from the pastor's sermon to broadcast via social media. Still others will be paying bills, scrolling through Facebook, or checking out the news before the service starts.

The younger your congregation, the more you'll see the above activities.

Mobile communication matters to those attending your church—and those you want to attend your church.

But does it matter to your church? It should. Why?

Your congregation lives in a **mobile world**

Once upon a time, smartphones were a luxury item—or at least an item reserved primarily for professional business people or technology’s early adopters. In those days, the average person sat behind a computer to get online. “Going mobile” meant taking your laptop to Starbucks to get on the web.

Then came the iPhone in 2007. Once Steve Jobs historically inserted Apple into the mobile world, everything changed. In a few short years, everyone had a smartphone. By 2014, the number of mobile devices hit 7.7 billion worldwide, more than one per person on the planet.

This means that most of your congregation—and those in your community you’re looking to reach—are always just a few seconds from being online. Sure, there are exceptions—places where cell service is still spotty or an aging congregation hasn’t quite embraced the mobile age. But the exceptions only exaggerate the rule. Everyone—from busy pastors to business people to stay-at-home moms—is constantly online. Even the poor often make their cell phone bills one of the last they terminate during a financial crisis.

According to a July 2015 Gallup report, 40 percent of smartphone users would experience anxiety if they were without their phones for a single day. Almost half of smartphone users said they couldn’t imagine life without them.

To embrace your congregation is to embrace the mobile communication that runs their world.

You'll be prepared for "God moments" at all times

In Ted Schadler's book [*The Mobile Mind Shift*](#), the authors describe "mobile moments" where consumers pull out their mobile devices to meet a need or get something done. The book urges businesses to be ready to meet consumers where they are when those crucial "mobile moments" come.

Mobile moments—or more aptly described as "God moments"—look different for churches, but it's even more critical churches are prepared for them. Every time God impresses upon someone to dig into God's Word, get plugged into a small group, reach out for help during crisis, or express generosity, churches must be prepared to provide help.

A generation ago, if God impressed you to read the Bible, you had better have one on you. If God impressed upon you to connect with people at church or express generosity, you had better be close to a church, and it had better be Sunday.

Otherwise, the moment passed.

But thanks to the "Mobile Revolution" of the past decade, that's no longer true. Your church can help people respond to God wherever they are. ***Having a mobile app at your congregation's fingertips isn't marketing—it's ministry.***

You can stay constantly connected

Thanks to their mobile phones, your congregants always have someone in their ear. Just listen to the number of beeps coming out of your congregants' pockets when you hang out with them (I hope they turn their phones on silent during your worship service!). For example, the average Millennial exchanges 67 texts a day—four for every waking hour. Your members also get constant alerts about the latest sports scores, news events, or sale items.

Most of the people in your congregation hear from everyone else on a constant basis through their smartphones. But do they hear from you?

The decision to pursue mobile engagement is much bigger than simply committing to mobile giving. It's about staying connected with your congregation on a regular basis. If you're still using paper bulletins, email newsletters, or even your website as your primary avenue for connecting with your congregation, you're not only antiquated—you're inefficient. Thanks to mobile communications, you can push your messages directly to your members whenever you want and wherever they are.

Marketers get this. That's why they're spending millions to get into the mobile phones of your members. They know mobile push notifications have a 50 percent higher open rate than emails.

Does this matter? Absolutely. Imagine you discover Friday afternoon there will be some construction on your campus, so parking will be limited that Sunday. Or—imagine this—a snowstorm rolls through your city on Saturday night and you want to change the start time of your worship on Sunday morning. Tricky, huh? How would you get those messages out? Obviously, putting it in the bulletin that Sunday morning would be too late. You could send an email about it a few days before Sunday. Maybe you could include the message in an email newsletter. Maybe you could tweet it or post it on Facebook. But you would be reaching only a fraction of your congregation those ways. Send a message straight to their mobile phones through your church app, and you'll likely reach a bare minimum of 10 times the number of congregants. Plus, those congregants will be pushed back to your mobile app where they can watch a worship service, read the Bible, or donate to your ministry.

It's how Millennials **want** to give

Your church wants to reach—and disciple—Millennials. Sure, you want to reach everyone, but if your church is like most churches, you really want to draw in young families. You're likely revising worship songs, updating your preaching styles, and changing how your leadership dresses to help communicate better to Millennials.

Updating your giving process is another key change to consider. If your church's primary giving option is through an offering plate, you're standing in the way of the discipleship of 20 percent of Millennials in your church. Startling, huh? That's the percent of the generation that has never written a check to pay a bill. That's never, ever.

Millennials are purchasing movie tickets, buying books, and paying their bills all from their mobile devices. Millennials are 2.1 times more likely than Baby Boomers to say it is "beneficial for banks to offer mobile banking," [according to a Salesforce Research Report](#). The same report also reported that a quarter of Millennials are "completely reliant" on mobile banking.

Learning the habit of giving is hard enough when you're young. Churches can make the process easier by allowing Millennials to give in the same way they make most of their other financial transactions.



5 Questions You Must Ask of Any Mobile Giving Solution

As you begin to explore different digital giving solutions for your church, you'll quickly realize there are a variety of options for partners. Like in any other field where your church does business, not all of the options are the same. The partner you choose will play a critical role in how effective your mobile strategy becomes.

Ministry in the 21st century can't get done without the right partners. This goes way beyond technology partners. You may refer members to outsider counselors. You probably have a variety of facility needs that require the help of outside partners. You even partner with missionaries and missions organizations to fulfill your church's Great Commission vision.

You wouldn't dare partner in any of those other areas without thoroughly checking out the service first. In some cases, you'd vet their theology and talk to others who have worked with them. You'd certainly look at their track records.

When you're looking for a mobile giving solution, you'll want to do something similar. You'll want to ask the right questions to make sure they'll be strong partners.

For example, here are five critical questions you need to ask before partnering with a digital giving solution:

Is their system **secure**?

Your church has a lot at stake when you choose a digital giving solution. It's not even primarily about the money. Churches can survive financial implisions.

It's your reputation that can never be recovered.

A catastrophic failure of your digital giving solution can make you a pariah in your community. The security of your mobile solution matters.

But what makes a mobile solution secure? When you ask a mobile provider about their system's security, you'll likely get an alphabet soup response. They'll use phrases like "PCI DSS Level 1 Compliant" and "256-bit HTTPS SSL connection." They sound very impressive. And they are important to understand—but they won't help you differentiate between different providers.

Here's why.

PCI DSS Level 1 Compliant stands for Payment Card Industry Data Security Standards. It's simply the credit card industry's standards related to whom they will accept credit or debit card charges. If a company processes more than 6 million transactions a year, they are given the Level 1 designation. Being PCI compliant is the bare minimum security required of credit card companies. Every company you look at should be PCI compliant. It's a basic requirement to be able to accept credit or debit card transactions.

The SSL connection speaks to the kind of encryption that takes place between the giver and the company's servers. Most website encryption levels will be either 256-bit or 128-bit. Financial institutions, like banks, have the 256-bit encryptions. But the bottom line is nearly every mobile giving provider you're looking at will offer this level of encryption. It's the cost of doing business in the financial sector.

It's critical that you confirm that a giving solution is both PCI compliant and securely encrypts its data to and from your device. If you're looking at a company that can't confirm they have this, drop it from your list. Most likely, it won't be an issue. Every competitive giving solution should offer similar protection.

But there's a bigger question when it comes to security. It's a question you'll want to ask any potential digital giving partner:

Does the company have enterprise-level security?

In other words, does the company have an operation big enough to provide solutions for problems you don't know you have yet? You don't need a bare minimum solution. You're stewarding God's money. You need to partner with a company that can provide help for whatever comes your way.

Your church needs what the tech world calls an "enterprise solution" for mobile giving. Pick a company that has the resources to deal with whatever may come your way. ***That's why you must ask any company with whom you partner how many developers and engineers they have on their team.*** You need to know who has your back.

Will they strategically drive users to mobile devices?

As has been mentioned earlier, we live in an increasingly mobile world. Within the next few years, you'll need to transition how you engage your congregation throughout the week to primarily mobile avenues. In 2015, there were more smartphones purchased than babies born. ***There's no question that the time for mobile is now.***

Giving solutions can play a huge role in training your congregation to connect with the church through your mobile app. For your core members (the leaders who'll set the trend in your church), giving is probably the most regular way they will engage your congregation on a mobile device.

Your leaders will want to give on a regular basis. And more than likely, those core members are much more familiar with making financial transactions through digital—and even mobile—platforms than you give them credit for. If your giving solution drives them to your mobile application (not theirs), you'll drive them to everything else your church has on the app. Over time, that will lead to higher mobile engagement rates throughout the congregation.

Will they still **provide a viable solution** for your church in 10, 20, or 30 years?

You're not just partnering with a digital giving solution for what they can offer you today. You want it to be a long-term relationship. As you know, technology is shifting at a mind-numbing speed. New advances will constantly change how we give—in ways large and small—in coming decades. Though mobile is here to stay, what that looks like will change.

You need a partner that invests in innovation—not one that is out-of-date in a few years. How do you know about how much they invest in innovation? Again, ask how many developers and engineers they have on their team. Innovation requires infrastructure.

But go beyond that one question. Try to find out how they've innovated in the past. A company that regularly provides new features before anyone else will likely continue to do so.

Will they work with the **church management software** your church uses?

Giving doesn't end when the resources get to your church. As a church leader, you know that money has to be properly funneled into the ministries of your church. Each gift also has to be properly tracked so you're prepared for end-of-year tax receipts and other elements of proper money management.

That means any giving solution you get has to integrate with any church management software (CMS) you use. Frankly, if your giving solution and your CMS software don't work well together, your church will be in a world of trouble. It's a very easy question to ask of potential partners. Don't forget to ask it.

Will they help you **increase your resources** to achieve your kingdom goals?

The end result of partnering with a digital giving solution should be more resources for your kingdom-centered goals. It should unleash generosity that funds more ministry and leads to changed lives throughout your community. That's the litmus test for any partnership you have with a digital giving solution.

As you talk with a potential partner, ask them about how much more giving you can expect by using their giving solution. They'll likely give you a tentative answer. But take the issue to a new level. Ask them whether their company will back up their expectation with a money-back guarantee. Few will. Their answer will show you how much confidence they have in their product. A money-back guarantee isn't about the money. It's about a company's commitment to help you achieve your kingdom goals.



Making Mobile Giving Easy

The ExperienceChurch.tv Story

When Dennis Cummins became the pastor of what is now ExperienceChurch.tv 12 years ago, he realized immediately that technology would be critical to reaching future generations with the good news about Jesus. Because of this emphasis, the church changed its name to match its website address. They began livestreaming worship services.

And the church began looking into digital giving options.

“Our goal is to maintain a high-touch environment,” Cummins said. “In order to do that we wanted to alleviate some of the processes and to depend upon technology to make sure human error didn’t get in the way. Wherever we can leverage technology to help us be more connected with our people, that’s what we’re going to do.”

Over the next few years, the church worked with four different digital giving solutions. Each of them seemed cumbersome, making digital giving largely unusable for the vast majority of the church’s congregation.

“We tried really hard to get people to give digitally,” Cummins said. “It just kept failing because it was too difficult.”

Then ExperienceChurch.tv discovered Pushpay—a new digital giving solution that encouraged donors to give through a mobile app.

“When I saw the simplicity of Pushpay, it was a no-brainer for me,” Cummins said. “I’m amazed at how many people out there are technologically illiterate. I knew we needed something as easy as possible. Pushpay was simple, easy-to-use, and intuitive.”

ExperienceChurch.tv has seen the percentage of people who give on their mobile phones climb in recent years while the number who give through checks or cash drop. Giving has also been consistent—even through the so-called “Summer Slump.” Cummins said 2016 was the best summer the church has ever had financially.



Your Roadmap to Mobile Giving Success

Mobile giving success is about more than just picking the right partner. You want your congregation to use whatever solution you adopt. You want the generosity-level of your church to grow. No partner can guarantee these results unless you do your part. What are some of the steps to help ensure a successful mobile giving rollout?

Customize your giving app

Your mobile app needs to take on the look and feel of your congregation. Your congregation will feel more comfortable about mobile giving when they give in your space rather than someone else's.

If possible, don't send your congregation to a generic giving app when they want to give. Push them to your own. You want to drive member engagement through your church's app. If mobile giving is one part of your larger app, you'll lay the groundwork for your congregation to use your app more frequently.

Test mobile giving with your staff/leadership

Your giving solution won't get traction if your leaders—both on and off staff—don't adopt it as their primary giving method. Spend some time testing the app with your leaders before releasing it to your congregation. Ask your leaders to try all the different functions on the app, including giving.

Also, make sure they get why you're doing it. Help them understand why mobile giving is so important to unleash your church's generous future.

Then let your leaders use the app for their own personal giving. Leverage their leadership network. Encourage them to talk about the experience through their natural realms of influence—such as in the small groups, Sunday school classes, and ministries where they serve. You need as many leaders as possible to champion your mobile giving solution.

Communicate, communicate, communicate

You can't over-communicate a new giving channel such as a mobile app. When businesses launch new mobile apps, they spend a large amount of money on marketing. You won't need to spend millions, but marketing your new giving solution is critical.

Whether it's your print bulletin, email newsletter, website, or signage on your campus, use every available avenue to tell your congregation about this new way to give at the church. Start communicating about mobile giving before it's available to the congregation by telling people it's coming. Get everyone excited about why you will be offering this to the congregation. Once you've launched mobile giving, keep it in front of your congregation indefinitely. Though you may emphasize it less as time goes on, you'll want to provide visitors and new members with the information they need to participate in mobile giving.

Encourage recurring giving when you preach on **stewardship**

Few actions by your congregations will unleash generosity like recurring giving. Of all the barriers to generosity your congregation experiences, few are as pervasive as simple forgetfulness. It's much easier for a person to automatically give \$50 per pay period through an app than to write a check every week.

But there's a bigger significance to recurring giving. Generosity is, above everything else, a commitment. It's a commitment to give to God's work even when it hurts. It's a commitment to give sacrificially. Jesus-followers who commit to recurring giving take a step of faith that they will give no matter what. We grow in spiritual maturity when we give out of faith.

Help your congregation understand the spiritual significance of recurring giving. Show them the step of faith that it is—and encourage them to take that step!

Share your vision for **generosity**

Rick Warren says, "People give to a vision, not to a need." Of course, generosity and regular giving to a local church should be key traits for any growing disciple, but nothing unleashes generosity like a passionate vision to impact your community and the world with the love of Jesus. Stewardship is only one part of what the Bible teaches about giving. Teach your people about what God wants to do through your church as they give generously.

As you share this generous vision, help your congregation see how mobile giving can play a part. Share with them what you've learned from the ["Why Mobile Matters"](#) section. Help them see that mobile giving doesn't just make it easier for them to give. By embracing mobile giving, your congregation will have more resources to pursue what God is calling your church to do.

That's a vision anyone can give to.



The echurch Solution

Imagine what God could do through local churches like yours when billions of dollars in generosity are unleashed through Pushpay technology. That's the dream behind the [echurch digital giving solution](#).

echurch increases mobile giving in your congregation by driving donors to their mobile phones where they'll find an easy, repeatable process to make generosity a defining habit of their lives.

Mobile giving is no mere add-on to the echurch experience. Our founders began the company centered around mobile technology as the linchpin to unleashing generosity for the next generation of the church.

To take your church's next step in unleashing generosity, visit www.echurch.com.

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