



givingrocket

3 PROVEN STRATEGIES TO BEAT THE SUMMER GIVING SLUMP

Why Should You Read This?

After years of testing, we know now is the time to release this report. We have discovered a gold mine for churches and God's Kingdom and we have to share it. You are literally minutes away from breakthrough in your church finances and we ask that you read this entire report and apply its strategies.

Let us introduce ourselves. The GivingRocket.com team is not made up of theory people that just write based on opinions. We work in the trenches of local church ministry!

Casey Graham is the founder of GivingRocket.com and leads its team. Before helping hundreds of other churches, he served on staff at Mountain Lake Church in Cumming, Georgia as CFO. His work on staff at a church and with hundreds across North America as their partner has given him the opportunity to develop and implement the strategies in this report and others that lead to an increase in giving.

Some of the churches he has worked with include Pastor Dino Rizzo of Healing Place Church, Mark Beeson of Granger Community Church, Pete Wilson of Cross Point Church and Carey Nieuwhof of Connexus Community Church.

3 Proven Strategies To Beat the Summer Giving Slump

Welcome to the summer. Baseball. Summer vacations. The 4th of July. And sporadic church attendance. Fluctuations in attendance may be frustrating, but fluctuations in giving could be detrimental. You may not be able to keep people from missing church in the summer, but you can be proactive in keeping them engaged in generosity. Here are three ways you can beat the summer giving slump.

1. Help people automate the important.

What if you helped people automate what's truly important, so that they could give to the ministry of your church even if they were out of town? What if your church could receive an offering 24 hours a day and seven days a week instead of three minutes during a weekend church service? What if you could engage new donors and see an overall increase in giving during the summer months?

We're talking about engaging your congregation with an intentional, pre-summer, digital giving campaign that lasts several weeks. We're talking about a church-wide communication effort, not a one-time announcement in a service. We're talking about leading your people to give online, not just making it available. Here is a five-step process.

1. **Create a brand.** Think of your digital giving emphasis as a campaign. It needs a name, a logo and a brand. When Granger Community Church added kiosks to their facility and decided to emphasize digital giving, they began talking about "three ways to give." This simple phrase is the foundation of their brand. We've created a brand around the phrase "automate the important" for all of the churches that work with us.
2. **Focus on this for four weeks in your services.** You can't talk about this one weekend for a few minutes – it needs more time than that. Set aside several weeks in a row where you can encourage people to automate the important. The pastor should introduce the campaign, letting people know that he's leading the way when it comes to regular, recurring giving. Other staff members could talk about it during the welcome or right before the offering. Church members could share stories about how they moved to digital giving. Print it, announce it, and talk about it, so people really understand the heart behind the campaign. Lay out a four-week communication plan that covers every angle. People are going to travel, but you can help them automate their giving.
3. **Ask people to turn in a card.** If you want people to take action, the action step needs to be simple and immediate. We recommend you ask people to turn in a card that says, "I will try digital giving...send me the link." Capture their name and email address, and send them the link the next day. These cards should be available each week of your campaign.
4. **Follow up with letters and email.** Once people turn in the card, send them an email with the link. Don't assume that everyone knows how to give online, or is comfortable with the process – walk them through each step. You might want to record a screencast showing people how easy it is to visit your website and set up recurring contributions. Because this is such an important campaign, send a snail mail letter to people as well. Remember, this isn't an announcement, it's a full-blown campaign to get as many people as possible to automate the important.

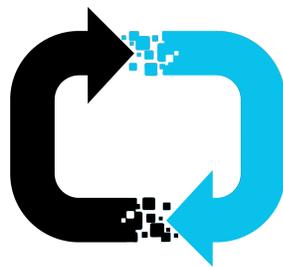
5. **Repeat.** Teaching your people to automate the important is something that you could do every year, perhaps in April or May, before the summer hits.

We wish we had time in this report to lay out the entire 10 step process. We have discovered a 10 step process that if you plug it into any church you get massive results. We have worked with churches from pre-launch to 8,200 in weekend attendance. The results are the same in every church; giving goes up significantly. [Check out the Automate The Important Resource here.](#)

You will see the following things happen if you help people [Automate The Important](#):

1. Increase Giving Units
Double the number of families giving online in four weeks
2. Reach First Time Givers
Help people give to your church for the first time
3. Sustain The Giving Increase
Keep the increase alive even after the excitement dies down
4. Move Inconsistent Giving To Consistent Giving
People will become tithers and not just tippers
5. Increase Overall Giving
Increase digital donations significantly

We have developed the "[Automate the Important](#)" campaign as a plug and play resource that you can use in your church. This resource has every letter, email, offering talk, slide and graphic you will need to pull off the best digital giving campaign you have ever done.



automatetheimportant

Because you have taken the time to invest into your education through this FREE report, we want to honor you with a limited time offer for this resource.

You have 7 days to take advantage of our 40% Discount by using special promo code summer.

[Click Here To Beat The Summer Slump and Save 40% NOW](#)

Check Out What Happened At Pine Ridge Church Recently:

Pine Ridge Church, led by Tadd Grandstaff, runs about 400 people each weekend. They recently did the Automate The Important Challenge to increase awareness of automated giving and to help motivate some people to take the next step in that. Through the four week challenge they **increased giving units by 11%** and their overall monthly giving by \$2,830.

2. Invite key leaders to your home.

The summer is about relationships, so get together with people in a casual, relaxed atmosphere. Invite some people to your home for a cookout or BBQ. Let people bring their families and just provide a time for everyone to talk. Take some time off from preaching and teaching and build into people's lives.

Play a little badminton or volleyball. Eat a little angel food cake covered in strawberries and blueberries. Have a good time with your people.

Before you eat, say a few words about what God is doing in your church and let them know that you're excited about the rest of the year. You don't need a PowerPoint presentation or handouts – just let people know that you're glad to be going through life with them.

Here is the bottom line, we need environments to build relational equity and this is one of them. Building into your people relationally is one of the most strategic things you can do. People give to people that they know, like and trust!

Even at this event you can help people remember that Automate The Important is a huge deal. One of the best things you can do is thank the people that are already automating the important and celebrate that as a win!

Just an FYI about the resource... We have a crazy bold guarantee that it will work in your church. If it doesn't, we actually will pay you back the amount you invested into the resource PLUS \$100. This means you have ZERO risk. Why wouldn't you do this and increase your giving by thousands? You can't lose!

[Go HERE to download it.](#)

3. Get creative with your offering times.

A few years ago, the offering time in our service was tacked on to the worship set. The worship leader would half-heartedly say, "Just like we've worshipped through singing, now it's time to worship through giving." Before you knew it, a bumper video was being played and buckets were being passed. Sometimes, the offering came at the end of the service, and we'd hurry through it because people had already listened to a sermon.

We realized that while we were spending hours and hours on sermon preparation, and the band was carefully rehearsing every song, we spent very little time planning out what we would say right before the offering. The reality is that you have fifty-two opportunities a year to cast vision for your church, and you should connect that vision to the time of giving. It felt tacked on because it was tacked on.

We sat in a room and came up with several creative ways that we could set up the time of giving and make it a meaningful part of the service.

Our giving talks center on one of three things.

- Stats. Let people know where the money goes. Talk about how many children are in the preschool environments learning about Jesus. Not everyone will be motivated by numbers, but some people will.
- Stories. Capture the heart of your church by sharing a story of life-change. As you share the story, remind people that the reason they give is so that life change can happen.
- Scripture. The Bible has a lot of say on the subject of money. Take a few minutes to unpack a verse. People need to understand what God says about stewardship, generosity, and priorities.

There is tremendous power in being proactive before the summer starts. These three strategies work but the reality is, most people will not do anything with this report. This report will remain a good idea but will not become reality in their church.

WE WANT TO ASK YOU TO BE DIFFERENT!

Take action and do something! Quit being broke and struggling. Quit allowing your people to struggle financially and help them automate the important.

[Take advantage of this special bonus and the 40% discount here.](#)

Use special promo code summer.

Check out what the resource includes!

1. 10 Steps To Slay The Summer Giving Slump Audio Seminar with Casey Graham

The 25-minute audio seminar explains how to use this Plug-and-Play Campaign in your church to increase digital giving. Casey shares why the resource is so important for your church and the discipleship of the people in your church. Hear a real story of a church's increased giving when they challenged their church to begin automating the important. Plus, hear Casey speak about the 10 Step Process of the Automate The Important campaign and how to get the most out of the resource.

2. Pre-Summer Strategy Audio Seminar

The 20-minute audio seminar features an interview with Casey Graham, founder of GivingRocket.com. Casey shares the pre-summer opportunity to increase awareness of digital giving and prepare for the summer giving slump. His strategies can be implemented in a church of any size and they will see results as they move into the summer months.

3. Kiosk Culture Audio Seminar

Discover how to launch giving kiosks in your church and bring about positive change in your church's culture. This 20-minute audio seminar features Casey Graham and the experiences he has had with dozens of churches across the country in launching giving kiosks. The practical tips and strategies will move your church into the digital age of generosity.

4. Plug-And-Play Automation E-book includes:

- Step-by-step guide for teaching your people to utilize digital giving to automate what's important.
- Explanation of the philosophy behind the idea and provides everything you need to lead your church through a digital giving campaign
- Why Digital Giving Matters
- 6 Reasons Why Your Church Needs Digital Giving
- 3 Common Objections To Digital Giving and How To Combat Them
- 3 Steps To Implement Digital Giving and Resources To Use During Implementation
- 10 Step Process To Move People To Digital Giving

5. All-Inclusive Media Communication Packet Includes:

- Letter to send to everyone in your database during the first week of your initiative.
- Sample announcement that can be used in your services to introduce the initiative to your congregation and explain the interest card.
- Blog post to customize and use during the campaign. * FAQ template to customize to address questions about digital giving.
- Email to people during the second week of your campaign.
- Commitment card template to use during the worship service for people to complete and commit to try digital giving.
- Email to those people in your database who did NOT sign up for online giving.
- Email to everyone who turned in a commitment card.
- Email to people AFTER they make their first online contribution

6. Graphic Packet Includes:

- 3 Logo Icon files
- 2 Logo Icons with Text files
- 2 Logo Text-only files
- 3 Screen Graphics to use during the worship service

Thank you for reading this report from GivingRocket.com

P.S. -There is No Risk with our guarantee. [Get Automate The Important](#) and remember to use special promo code summer to save 40%.



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GUARANTEE

If you plug in the system as described for **4 weeks and 90 days** later you have not increased your church's giving at least **\$199**, we will refund your purchase price **PLUS \$100.**

YOU HAVE NO RISK!