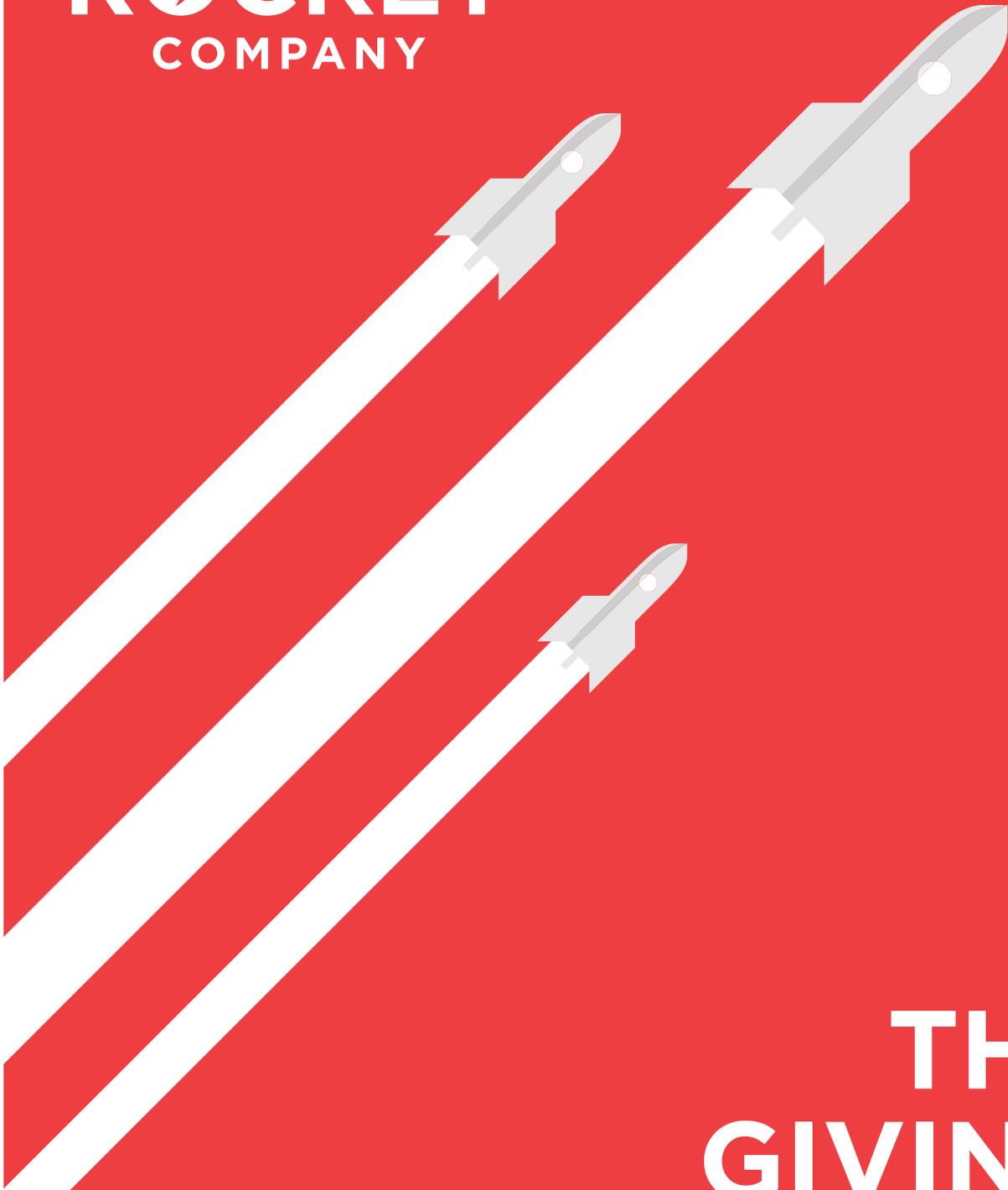


THE  
**ROCKET**  
COMPANY



THE  
GIVING  
TALK

### **THE PROBLEM: PEOPLE ARE NOT PARTICIPATING IN THE OFFERING**

I've been to dozens and dozens of church services over the last few years, and every one of them included a time of offering. Your church depends on this moment to pay bills and do ministry, but it's boring and people don't participate. Giving someone the opportunity to participate isn't the same as participation. You're passing the plate, but people are letting it pass by.

The offering is the moment that funds all the other moments in your church, but it is unclear, uninspiring and unplanned. You think you're being clear, but your people are confused. You think the Bible verses your worship leader is reading is inspiring people to give, but they remain unmotivated. You've talked about what to say, but it comes across like on-the-spot rambling.

The worship leader mumbles some words after a song is complete and before you know it, ushers are sending buckets down the aisles. Or maybe the pastor moves into a brief explanation after the sermon, and all of a sudden, deacons are passing the plate.

You're going through the motions and the ushers are doing their thing, but your people are not connecting. Your guilt trips don't work for more than a week and your church is struggling. You know you're not firing on all cylinders and there's ministry opportunities on the sideline because you don't have the funding.

52 times a year, you have the opportunity to connect your people to God's heart for generosity and your church's mission in the community. Other non-profit companies would LOVE the opportunity to address their donor base 52 times a year IN PERSON.

### **THE SOLUTION: IMPLEMENT A GIVING TALK**

Just like the preacher should pray, read and study – just like the musicians should be scheduled and rehearsed in advance – someone needs to plan what is going to be said and who is going to say it. You need to think about what's being said in your church service to set up the offering. You need to think about how you're going to prepare people's hearts for generosity. You need to think through what you are asking them to do.

Skilled preachers spend time praying, reading and studying their sermon. Musicians listen to songs, practice and rehearse on a weekly basis so they can lead the congregation in a way that honors God. It's time to get intentional with a giving talk.

A giving talk is a short explanation of how the offering works plus a call to action.

## THE GIVING TALK

It's a 60-second or two-minute talk from a pastor, staff member or volunteer, that sets up the offering, connects the dots for participants, and gets everyone ready for what's coming next. It's an intentional, planned moment of explanation in your church service from a pastor, staff member or volunteer.

It's a really important moment that too many churches overlook. We're on a mission to change that. We're fired up about helping your church see an INCREASE IN GENEROSITY.

These giving talks speak to what motivates people to give. And people aren't all motivated in the same way. Maybe you've heard someone say, "people don't give to need; they give to vision." That sounds good, BUT IT'S JUST NOT TRUE. Some people give in response to a need. Some people give out of obedience to God. Some people give because they care about the person asking.

We have identified FIVE distinct reasons people give.

### **FIVE REASONS PEOPLE GIVE**

- They see a need.
- They believe in the vision.
- They have a relationship.
- They are taught how to do it.
- They want to obey God's Word.

In our Core Coaching Program, we dive deeper into these five reasons and give you practical ideas and strategies on how to engage all types of people in your church.

### **ARE YOUR GIVING TALKS WRITTEN TO ADDRESS ALL FIVE REASONS?**

Once you identify these reasons, you should create intentional giving talks, short talks that happen right before the offering is received. It's a "connect-the-dots" moment, and it's one of the most important elements in your service. You've got to plan it, just like you plan the music and the message.

You must speak to these reasons during the moments that lead up to your offering. You must call people to specific action in a way that connects with their heart. It's not enough to pass the plate or make giving opportunities available...you've got to be intentional. That's why we give all of our members a weekly giving talk script.

The offering is one of the most important moments in your church. Think about it...it's the moment that funds most of your other moments as a church! That's why you should get professional help in crafting the giving talk.

We have seen dozens and dozens of churches use the DONE FOR YOU giving talks from the Giving Rocket subscription and see these results. Every week, we write a one-page document that you can give to a staff member or a volunteer. It's a script that sets up the offering. Just like someone writes the songs you sing and the sermon that is delivered, someone must write the giving talk. Every one of our giving talks has:

### A CLEAR DIRECTION

This isn't a time for spiritual mumbo-jumbo. You need to be clear. And you're probably not as clear as you think you are. We write the giving talk to clearly call people to participation.

### A CONNECT THE DOTS MOMENT

We will show you how sharing a statistic, telling a story or reading a Scripture will connect the dots for people. You'll fill in some of your own information to make it personal, but we'll give you the complete framework.

### A CALL TO ACTION

This is the moment where you tell people exactly what you would like them to do. It's a clear and specific action step. We don't use guilt, but we write something that will motivate people to jump in and call them to action

## THE RESULT: INCREASED GIVING IN YOUR CHURCH

Your church can see a difference THIS WEEKEND if you implement a giving talk. You don't need to attend an expensive conference or purchase a brand new discipleship curriculum. You can make this simple and strategic change RIGHT AWAY.

When your church plans and executes a done-for-you giving talk from GivingRocket.com, here's what you'll see.

**New people will engage in generosity.** Every weekend, there are people in your building who appreciate your ministry, take advantage of your services, and benefit from your church. For whatever reason, they have yet to engage in financial support. A giving talk, designed to address the five different reasons people give, is an intentional strategy to call NEW givers to action.

**Overall giving will increase in your church.** The bottom line is that giving increases for churches who execute an effective giving talk. It's not about having more money; it's about doing more ministry. It's about spreading the gospel and advancing the Kingdom. Our motives matter; but so do our systems.

## THE GIVING TALK

**You will eliminate donor confusion.** There are people in your church who are not financially contributing to your church but who genuinely believe they are supporting your church. It might be simple to you, but they are confused about HOW to help.

**You will build followers of Jesus.** Teaching people to give isn't manipulating them to support your work; it's calling them to follow Jesus with their whole heart. Jesus said that our treasure and hearts were connected, so when you help people confront the idol of money in their lives, you're helping them take steps to follow Christ. Just like giving is a spiritual decision and not just a financial one, teaching people what the Bible says about generosity isn't just about finances...it's about faith.

### THE SIMPLEST THING YOU CAN DO

Taking two minutes to properly set up the offering is one of the simplest and most effective things you can do to increase regular giving and have more money for ministry. We've worked with hundreds of churches who have noticed a difference just by making this simple addition to their weekend service.

As a member of the Giving Rocket Core Coaching program, we would give you instant access to 56 Giving Talk Scripts. These scripts are written by pastors and church leaders. Just schedule them and send them to another staff member or a volunteer and starting using them to set up the offering.

### THE BEST THING YOU CAN DO



If you want to increase regular giving in your church, become a member of the Giving Rocket Core Coaching Program. Giving Talk scripts are just one of the benefits of membership. Over the course of twelve months, we'll coach you on topics related to increasing giving. We will show you:

- How to build a strong finance team
- How to engage high impact givers
- How to properly follow up with donors
- How to talk about money
- How to move people to recurring, online giving

Not only will you receive world class coaching, we'll give you a ton of DONE-FOR-YOU resources. When we talk about sending an email, we write the email. When we say send a statement, we give you the template. We make all of the graphics, logos and videos so you can just plug and play.

Finally, Giving Rocket is a community. You'll have access to our team, as well as make connections with other pastors looking to lead their church well. Head to [givingrocket.com](http://givingrocket.com) to preview the program right now.