

90-Day Giving Challenge Protocol

TIMELINE:

Week 1 Sunday: preach tithing msg, tithe challenge outlined, cards distributed, commitments asked for

Week 1 Monday: Participant info added to tracking sheet, email sent commending them for faith & commitment, tips to get going

Week 2 Sunday: Preach generosity msg, tithing BOW video, outline \$1M BOW goal, commitments, take-home piece

Week 2 Monday: New participant info added to tracking sheet, email sent commending them for faith & commitment, tips to get going

Week 3 Sunday: Reiteration of challenge during giving talk, ask for additional commitments (even in new series)

Week 4 Sunday: Share in service how many signed on to tithe for first time, increase giving, or give to big to BOW; Celebrate!

Week 8 Monday: Mail out 30-day follow up letters with encouragement, include 2-3 testimonies of how their giving impacted lives

Week 10 Sunday: Share tithing testimony from new tither from stage during giving segment; live interview, or pic & paragraph

Week 12 Monday: Email 60-day follow up letters with encouragement in form of 2-3 stories of those sticking with it & how it's helping

Week 14 Sunday: Share tithing testimony from new tither from stage during giving segment; live interview, or pic & paragraph

Week 16 Monday: Mail out 90-day follow up letters with testimonies & encouragement to keep going now that it's become a healthy habit

Week 18 Sunday: Share a tithing testimony from new tither from stage during giving segment; live interview, pic & paragraph

MATERIALS:

Commitment Card Template → These cards will be themed to the CIRCULATION generosity/tithing series & contain options for folks to sign on to begin tithing for 90 days, increase their percentage for 90 days, give a certain amount above-and-beyond to BOW each month, or give a one-time gift to BOW. Central will print these & they will be available to be shipped out or picked up the week before the series starts.

Follow Up Card Template → These cards will be formatted like a typical greeting card themed to the CIRCULATION series artwork associated with the 90-day challenge. Central will print enough of these for everyone who signed on to receive one on both the 30 & 90-day follow ups. They will be handed off to you at a CP Meeting prior to when your 30-day follow-up letters are due.

HOW TO:

Day Of – Distribute commitment cards to everyone in attendance. This can be done through whatever means of distribution your campus finds most efficient (preset on chairs, on table tops, handed out at the door, etc.). Your campus pastor will speak a message on tithing/generosity. At the end of service, he will encourage those who feel led to participate to fill out the card and drop it in the giving bucket, bring them forward, or drop them at a special table outside (or wherever your campus information is usually found). He should highlight the no-risk, money-back guarantee we provide & take time in service to walk everyone through how to set-up recurring giving via PUSHPAY live in service as a means of automating their new commitment.

Reiteration – For the next two weeks your campus pastor should carve out time to re-explain & reiterate the challenge to the congregation. Make sure you have enough cards to distribute them to everyone in attendance once again. There will be those who weren't in attendance the first time or simply were hesitant to commit.

30-Day Follow Up – Send a hand-written note from your entire staff on the themed greeting cards designed specifically for the giving challenge. Here is a sample of what that might look like:

- *Thank you so much for stepping out in faith for the 90-Day Giving Challenge. At a month in, our prayer is that God is showing Himself to you in ways He never has before. We encourage you to share your story with us on our website, via email, Facebook, in person or on the back of a CONNECT card. We are praying for you & can't wait to hear more details about how God is using this discipline to grow & bless you!*

60-Day Follow Up – Send an email to participants. Here is a sample of what that might look like:

- *Thank you so much for stepping out in faith with your commitment to grow in your giving. We pray that God is showing up in ways you have never-before experienced! Insert story or facts of life change from your campus (baptisms, salvations, etc.). What we can do when we partner together is far more than we could ever do alone, so thank you for your commitment. If you would like to share your story of what God has been doing in and through you as a result of your commitment to tithing, please email us back or message us on Facebook page. We would love to hear from you!*

90-Day Follow Up – Send another hand-written note from your entire staff. Here's a sample of how it might read:

- *The 90-Day Giving Challenge is coming to an end and we want you to know how much we appreciate the commitment that you made, not just in your own faith journey, but in building God's kingdom through South Hills Church. Just during these past 90 days, we've seen (Insert story or facts of life change from your campus (baptisms, salvations, etc.). And I know that God has used this discipline to do incredible things, not just in your church, but in your family. Your giving makes a difference. And we encourage you to continue the work that God has begun in you this past 90 days as you develop a lifestyle of generosity. We believe that God's heart for you is that you would become more generous with every season. We're continuing to pray for you!*