



This plan consists of three simple steps to connect with your congregation and keep your church fully funded for mission and ministry even during unprecedented events like building closures during a pandemic.

Step 1 - Connect with your key donors

These folks understand the challenges the church is facing and may be able to help right now.

- Make sure you know who your top donors are.
- Make a personal call from the pastor. Check on how they are doing personally during the crisis.
- Let them know how mission and ministry is continuing during the crisis.
- If appropriate, ask if they are able to help financially right now – perhaps move up their giving for the year, or provide additional funds for a particular ministry.
- Thank them for their faithfulness and generosity.

Step 2 - Reach out to the middle givers

These folks are faithful and may be wondering how they can help in the community with the additional down time they have on their hands. Calling on them to step up for the benefit of the church reminds them that the work of the church continues even when we are not in the building.

- Send an email blast asking how God is calling them to increase time, share talent, or consider a slight increase in giving.
- If they are ministry leaders ask them to connect with all their volunteers.
- Share the ways in which the church is continuing to BE the church (email devotions, FB page updates, remote Sunday School classes and small groups, prayer chains, online worship options etc)
- Maybe they can help with your worship activities.
- Maybe they can be part of a phone outreach (see 3 below) or a meals ministry for your community.
- Maybe they can lead or join an online small group
- Maybe they can fund outreach ministries that you are supporting during the crisis (meals for vulnerable school children etc.)
- Thank them for their faithfulness and generosity.

Step 3 - Reach out to the members on the margins.

For many of these people, church has been the one constant in their lives, giving them purpose each week. They may be feeling completely adrift.

- Make sure they are not food insecure.
- Help them stay connected through phone chains and emails.
- Let them know they can reach out to the church family.

Following these steps will put you on the path to maintaining a culture of generosity within your congregation, so that the church can continue with the mission of making disciples for the transformation of the world even when the church building is closed.