

# THE “WHY” AND “HOW” OF GIVING IN COVID-19



## **Crafting a good “why”**

- Henri Nouwen, in “A Spirituality of Fundraising” says “From the perspective of the gospel, fundraising is not a response to a crisis. Fundraising is, first and foremost, a form of ministry. It is a way of announcing our vision and inviting other people into our mission.”

How is your ministry (during COVID-19) connected with your church’s vision and mission? What ways has your ministry maintained and changed during the pandemic? How can you remind your congregation of the vision God’s has given your congregation? How can you share your church’s ministry as it’s connected to the mission?

Using these prompts, craft a solid “why” and share that during your virtual worship.

- Make sure to create an offering time in the online worship; share the “why” that links back giving to your vision and mission. Share how the gifts being given will be used in ministry during COVID-19.
- In your moment of giving of tithes and offerings, share “how” people can give. Be specific and don’t assume people know how to give.
- Consider having a ZOOM call with your congregation to share your “why” of giving and “how” to give. Walk people through the options, help parishioners set up recurring gifts using one of the following below.

Or have a lay leader walk a fellow parishioner how to set up their online giving.

## **Popular Forms for Electronic Giving**

- Snail mail check
- ACH Bank Draft (least expensive)
- Bill pay
- Vanco
- Pushpay
- Tithe.ly
- Subsplash
- EasTithe

## **The MI Conference Treasurer’s Office is offering an online giving option:**

- Church members do not need a Paypal account to donate
- Givers can designate gifts
- Provided March, April and through May

- Checks will be cut once a month
- Can end this arrangement before the end of May
- Fees and Cost being picked up by the MI Conference Treasurer's Office
- If your church wants to create its own online giving the MI Conference Treasurer's Office can assist

## Articles

"10 Ideas for Church Financial Leaders Amid the COVID-19 Crisis" The Lewis Center for Church Worship: <https://www.churchleadership.com/leading-ideas/10-ideas-for-church-financial-leaders-amid-the-covid-19-crisis/>

Discipleship Ministries: <https://www.umcdiscipleship.org/articles/electronic-recurring-giving>

UMC Communications:

<http://www.umcom.org/learn/make-giving-easy-services-credit-card-readers-and-more>

Book: "A Spirituality of Fundraising" Henri Nouwen