

How to Avoid a January Giving Slump



Christmas will soon be over, and all that will be left for many people will be large credit card bills that will soon be arriving in January!

Unfortunately, many people **halt** or **slow down** their church giving to pay these bills. This leads to a dreaded "January Slump." The good news is this doesn't have to be the case for your church! Here are 3 key things you can do as a church leader to help prevent a "January Giving Slump."

1. **Preach about money.** Notice this point says "Preach about *money*" - not just *giving*! When your church receives help with ALL of the issues they face about money, they will know clearly that you desire something FOR them - not just something FROM them! Any weekend in January is a great weekend to do this.
2. **Challenge them to give for 90 days.** It is amazing what happens in the life of a church when everyone embarks upon a substantial challenge *together*! Many churches have experienced giving increases of 28% and greater through 90 Day Giving Challenges.
 - o **Bonus tip:** Challenge them to give on-line and to make it automatic!

- **Another HUGE bonus tip:** Extend this challenge when people are able to respond! Usually the first weekend of a month is when people still have dollars to give - so this means the 1st weekend of January or February would be ideal to extend a challenge.
3. **Equip them to win with their personal finances.** People need help with their entire financial situation *especially* at the start of the new year. In fact, "improving finances" is routinely one of the top 3 New Year's Resolutions! Offer a study through your church's discipleship groups.

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