

HOW TO FUND YOUR GOD-GIVEN VISION FOR MINISTRY

5 Trends that are Changing the Way Churches do Capital Campaigns

The ministry landscape has changed significantly since RSI first started helping church leaders connect resources to vision in 1972.

Today's church leaders are consistently asking...

What are the biggest changes in the way churches are funding ministry?

How should we change the way we approach a campaign?

What should we do differently?

5 Emerging Church Capital Campaign Trends

1. Churches MUST make **online and mobile giving** a priority.



74% of church members say they don't write more than one check per month. (Source)

We're living in an increasingly paperless society. Providing the opportunity for people to give online and through mobile devices is essential.

2. Churches are focusing a higher percentage of their campaigns on **missional or debt** components.



80% of the campaigns RSI has conducted since 2010 have included a missional or debt component.

Church members are increasingly interested in funding more than construction projects.

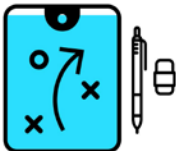
3. Churches are putting more emphasis on **communicating vision and mission digitally**.



Your church members receive **3,000** messages a day compared to **one** hour a week on Sundays.

You can't rely on the platform or a bulletin to promote your campaign. Developing a strategy for consistently communicating the vision online is essential.

4. Churches realize that a **fulfillment strategy is just as important** as a pledge strategy.



Churches that have an intentional follow up strategy to their pledge experience **90-95%** fulfillment of the amount pledge.

Inspiring people to give is half the equation. You must have an intentional strategy to help them follow through.

5. Churches are using **new strategies for communicating** in relevant, timely, and specific ways.



Targeting members based on giving history and interests can improve giving results by **20%**. (Source)

Segmenting your communication efforts allows you to create a personal experience for every group within your church.

The work your church is doing is more important today than it's ever been. But new challenges require a new way of thinking.

Will you adapt to the changing reality of funding ministry so that your God-given vision can become a reality?



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