

# The Generous Church Checklist

Your congregation probably wants to give more than they do. Work through each section honestly. Every box you can't check is a giving gap — and page 4 will tell you exactly what to do about it.

**53%**

**of Americans worry about money every single day**

**1 in 3**

**people in your service Sunday are financially struggling**

**70%**

**of church giving now happens outside of Sunday**

\*The State of Personal Finance in America Q1 2026 5th Anniversary Edition Report

\*\*Nucleus Church Giving Statistics 2025

# SECTION 1 — ONLINE GIVING

If your online giving is hard to find or frustrating to use, people won't give — even when they want to. Honestly ask yourself the following questions to help determine if your church's giving is optimized.

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## 1. Can someone give without creating an account?

- Our online giving form works without account creation
- A first-time visitor could give in under 60 seconds on our website
- We have personally tested our giving experience on a phone in the last 30 days

## 2. Is your giving experience mobile-optimized?

- Our giving page renders correctly on phones without zooming or sideways scrolling
- Donors can pay with Apple Pay or Google Pay on mobile
- The giving link we share in service goes directly to the giving form, not our homepage

## 3. Is your giving page easy to find from your church website?

- There is a giving link clearly visible on our homepage without scrolling
  - The giving link appears in our main navigation on both desktop and mobile
  - Our giving page is linked from our church app and social media profiles
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# SECTION 2 — RECURRING GIVING

Conviction fades fast — recurring giving locks it in. These questions help you evaluate whether your church makes it easy for people to give consistently.

## 4. Is recurring giving easy to find and set up?

- Recurring giving is prominently offered, not buried in a settings menu
- A first-time giver could set up recurring giving without assistance
- Donors can choose their own giving frequency — weekly, bi-weekly, or monthly

## 5. Can donors manage their own recurring gifts without contacting your team?

- Donors can update their recurring gift amount on their own
- Donors can pause or cancel a recurring gift without contacting us
- Donors can update their payment method when a card expires without our help

## 6. Do lapsed recurring givers hear from you when they stop?

- We have a process to identify when a recurring gift stops
  - Lapsed recurring givers receive a personal outreach within two weeks
  - Our outreach to lapsed givers is relational, not just a payment reminder
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## SECTION 3 — TEXT GIVING

Text giving meets people where they already are — no app, no account, no friction.

### 7. Can your congregation give by text?

- We offer text giving as a giving option at our church
- A first-time giver could complete a text gift without any prior setup
- Text giving is connected to the same platform as our other giving channels

### 8. Is your text giving number visible during services and in communications?

- Our text giving number appears on screen during the offering portion of service
- The number is included in our weekly bulletin or order of service
- Text giving is mentioned in our weekly email newsletter and post-service communications

### 9. Have you introduced text giving with a clear demonstration?

- We have done a live demonstration of text giving from the stage
  - We have shared a simple tutorial for text giving in our bulletin or newsletter
  - New members receive clear instructions on how to give by text
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## SECTION 4 — NFC TECHNOLOGY (Tap-to-Give)

NFC technology allows people to give, fill out a connection card, register for an event, or access your church app with a single tap of their phone. No download required, no friction, no cash needed.

### 10. Do you offer a tap-to-give option at your church?

- We offer a tap-to-give option at our church
- Tap discs or stands are visible and accessible during services
- We promote tap giving from the stage so people know it exists

## 11. Do visitors have a way to connect digitally without downloading an app?

- First-time visitors can fill out a digital connection card without downloading an app
- We have a frictionless way for guests to access church information on their phone
- Our connection process requires five steps or fewer from arrival to submission

## 12. Do you use tap technology for more than just giving?

- We use tap technology for first-time visitor connection cards
- We use tap for event registration or small group sign-ups
- We update what our tap discs link to based on what's most relevant each week

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# SECTION 5 — GIVING INSIGHTS & DONOR ENGAGEMENT

These questions help you evaluate whether your church has the data and follow-up systems it needs to turn first-time givers into consistent ones and consistent givers into champions for your mission.

## 13. Do first-time givers hear from you within 48 hours?

- First-time givers receive a personal acknowledgment within 48 hours of their gift
- Our follow-up communicates the impact of their gift, not just a receipt
- We have a clear pathway to move first-time givers toward recurring giving

## 14. Can you identify and re-engage lapsed donors?

- We can easily pull a list of donors who gave last year but haven't given this year
- We have a re-engagement plan for lapsed donors beyond a year-end tax statement
- Our re-engagement outreach is personal and relational, not automated and transactional

## 15. Do you have a system to recognize your most faithful givers?

- We have a way to identify our most consistent and faithful givers
- Our most faithful givers receive personal acknowledgment beyond an automated receipt
- Church leadership personally thanks top givers at least once per year

- Count your unchecked boxes across both pages — Turn to the next page. Each section maps directly to a Tithely solution. The more boxes you left unchecked, the more giving your church is leaving on the table — and the more urgently you need what's on the next page.

# HERE'S WHAT TO DO ABOUT THE GAPS YOU FOUND

Match your unchecked boxes from the previous pages to the sections below. Each one maps directly to a Tithe.ly solution. Start with whichever gap is impacting your church the most right now.

## IF YOU LEFT BOXES UNCHECKED IN SECTION 1

Gaps in online giving, mobile experience, or discoverability

### Tithe.ly Online Giving + Mobile Giving App

If giving online at your church takes more than three steps or requires an account, you're not dealing with an uncommitted congregation — you're dealing with friction that is costing you real giving dollars every week.

Tithe.ly's online giving form is mobile-optimized, requires no account creation, and supports Apple Pay, Google Pay, credit, debit, and ACH bank transfers. A first-time giver can complete a gift in under 60 seconds on any device. There are no monthly fees to get started.

**No account  
needed**

**Apple Pay +  
Google Pay**

**Free to start**

**Under 60  
seconds**

[get.tithe.ly/product/church-giving](https://get.tithe.ly/product/church-giving) →

## IF YOU LEFT BOXES UNCHECKED IN SECTION 2

Gaps in recurring giving setup, donor self-service, or lapsed donor follow-up

### Tithe.ly Recurring Giving + Giving Insights Dashboard

If your congregation is re-deciding whether to give every single Sunday, most of them won't follow through. Not because they don't want to — because life gets in the way before the moment becomes action.

Tithe.ly makes recurring giving simple enough to set up in the pew on Sunday morning. Donors control their own frequency, amount, and payment method. The Giving Insights Dashboard lets you identify lapsed givers the moment they stop and reach out before the relationship goes cold.

**Donor self-  
service**

**Flexible  
frequencies**

**Lapsed donor  
alerts**

**Real-time  
dashboard**

<https://get.tithe.ly/product/church-giving> →

## IF YOU LEFT BOXES UNCHECKED IN SECTION 3

Gaps in text giving availability, visibility, or demonstration

### Tithely Text Giving

If you're not offering text giving, you're asking an entire generation of givers to change their behavior to fit your platform. They won't. But they will send a text.

Tithely Text Giving lets members give with a simple SMS — no app download, no website navigation, no friction. Display the number on screen during the offering and people can respond immediately in the format they're already comfortable with.

**No app needed**

**Works for first-time givers**

**Instant and secure**

**\$19/month**

<https://get.tithe.ly/product/text-giving-for-churches> →

## IF YOU LEFT BOXES UNCHECKED IN SECTION 4

Gaps in tap giving, visitor connection, or multi-use engagement

### Tithely Tap

If you're still relying on cash, a giving plate, or a URL announcement, you're missing one of the lowest-friction giving channels available — and one of the best tools to welcome and engage first-time visitors at the same time.

Tithely Tap uses NFC discs that people tap with their phone to instantly give, fill out a connection card, register for an event, or access a digital bulletin. Tap is included free with every Tithely Giving account. Physical discs are \$2.50 each with a 50 disc minimum.

**Free with giving account**

**No app download needed**

**Giving + connection**

**\$2.50/disc**

<https://get.tithe.ly/product/tithely-tap> →

## IF YOU LEFT BOXES UNCHECKED IN SECTION 5

Gaps in donor follow-up, lapsed donor recovery, or faithful giver recognition

### Tithely Giving Insights Dashboard

If you're making generosity decisions based on gut feelings instead of real data, you're flying blind. You can't celebrate what you can't see, and you can't deepen engagement with donors you can't identify.

Tithely's Giving Insights Dashboard gives you a real-time view of who's giving, how often, and where opportunities exist to deepen engagement. Identify first-time givers the same day they give. Spot lapsed donors before they disappear. Find your most faithful givers so you can thank them the way they deserve.

**Real-time  
dashboards**

**First-giver ID**

**Lapsed donor  
tracking**

**One-click tax  
statements**

<https://get.tithe.ly/product/giving-dashboard>→

## Ready to close these gaps at your church?

Tithely's giving platform is free to start — no monthly fees, no contracts, no setup costs. Online giving, recurring giving, and Tithely Tap are all included. Text giving is \$19/month. Or get every Tithely product for one flat rate of \$119/month with All Access. No credit card required.

**Try Tithely Free for 30 days**