

DESCRIPTION

Top Givers are those who have given \$10,000.00 or more in the last 12 months to selected funds. They typically represent the smallest percentage of your constituency (5%-10%) and the largest portion of giving (40%+). As a group, they are often mis-managed or spiritually neglected. In a large church, Top Givers are on the short list of 'who to call' when there is a financial need and yet the vast majority of them won't have a relationship with a senior pastor or leader. Top Givers should not be labeled as just rich or generous, but committed.

VALUE

Top Givers are the most difficult to acquire, but have the highest retention rate and gift frequency. They are committed and oftentimes have the desire to give more, when asked. If Top Givers are taught how to give from their assets (*outright, split interest, and bequest*) they can exponentially accelerate giving.

STRATEGY

Every Top Giver should have face-to-face meeting via a cup of coffee, lunch, etc., with a senior staff member/pastor. Remember, this meeting is for relationship-building and there should never be an 'ask' for a gift, instead focus on sharing the vision of the church.

- Assess giving gains from this group
- Are they leading or lagging other key segments within your giver base?
- Acquire Top Givers by way of developing Band 4 givers
- Engage the top 75% of Band 4 givers
- Percentage of income gifts are great; however, a transformational gift is often a planned gift.
Provide opportunities to give:
 - Outright gifts of appreciated assets (*Donor Advised Funds*)
 - Split interest gifts (*Pooled Income funds*)
 - End of life gifts (*Bequest*)
- Use percentile distribution to assess gains
- Giving gains may not be sustainable if they are from your top 1-10%
- Are giving gains a result of your top givers? If so, does your household acquisition trend match your giving trend?
- During the first 180 days, assess the people engaged in the process. Beyond 180 days, assess both the people and your documented processes.

Want to learn more about non-cash planned giving strategies? Contact a MortarStone engagement specialist for more information – [click here](#).