

1. Review your Lapsed Giver Dashboard. (*sample dashboard below*)

Households At Risk Of Lapse ⓘ							
Households by <u>average frequency</u> and <u>days without giving</u> as of Jun 30, 2022							
	Days Without Giving ⓘ					Total Households	Related Giving ⓘ
	30	60	90	120	180		
<u>Weekly</u>	5	0	2	2	12	21	\$109,206.02
<u>Twice a month</u>	20	10	10	11	21	72	\$335,650.21
<u>Monthly</u>	22	7	9	8	30	76	\$338,011.68
<u>Every other month</u>	17	8	9	8	13	55	\$126,663.50
<u>Infrequently</u>	19	15	10	16	45	105	\$162,641.55

Observations –

A. Review how much giving is being lost by each segmented time-frame of givers. Click through to access the types of givers that are lapsing and the giving bands they were associated with before their lapse.

- National giving statistics tell us that 93% of regular givers will leave the church (possibly forever) approximately 60 days after they stop giving. This is an opportunity for us to express thanks, to hear what is happening in their lives, and to offer prayer and support to the givers that may be lapsing.

Possible Reasons for Lapse and Response Guide

Giver Death

- Interact with their family as they grieve and offer resources. Let the family know about your Grief Share group which can be found at [website].

Job Loss / Economic Setback

- Ask if they are comfortable sharing their circumstances.
- Let them talk and try to empathize; limit questions until they are done sharing.
- Ask, "Aside from prayer, how might we be able to help?"
- "We have a Compassion Team that might also have additional resources to help you."
- Thank them for sharing and for trusting in God.
- Offer to pray for them.
- Connect them via email

Giver Moved / Attending Elsewhere

- "We're sorry we won't see you around Church Name anymore, but we're so thankful for the time you've been part of our ministry."
- "Have you found another church home? If you don't mind me asking, which church?"
- "When we update our records, would you like to be removed or would you like to continue to receive communication from church name?"
- "I'll be praying that God will do incredible things in your life as you move forward."

Feeling Disappointed / Disconnected / Distant from Church Name

- Ask them if they feel comfortable sharing their feelings about church name.
- Let them talk and try to empathize; limit questions until they are done sharing.
 - Remain calm.
 - Let them vent.
 - Don't try to defend the church, just let them talk.
 - Don't take their remarks personally.
- Ask them, "Do you mind if I share your feelings / thoughts / concerns with our leadership team?"
 - Don't promise any response to their concerns that you cannot control.
- Thank them for sharing their feelings and time, offer to pray for them, and follow up as needed.

Contact / Communication Workflow Phase One**IF THEY ANSWER THE PHONE**

1. Go through call script and the appropriate open-ended prompts in your own words.
2. Follow-up with a personalized email within 24 hours. Remember to use your MortarStone email system, so that the email is recorded in the giver's household profile.
3. Record results and close file.

IF THEY DO NOT ANSWER THE PHONE

1. Leave voice message:
"Hi _____, this is [your name] from Your Church and I was hoping to connect with you to see how you're doing and to say thank you on behalf of your church family. I'll probably try back in a day or two, so you might watch for this number on your phone. I hope you're having a good day."

Phase Two (within 2 days)**IF THEY ANSWER THE PHONE**

1. Go through call script and the appropriate open-ended prompts in your own words.
2. Follow-up with a personalized email within 24 hours. Remember to use your MortarStone email system, so that the email is recorded in the giver's household profile.
3. Record results and close file.

IF THEY DO NOT ANSWER THE PHONE

1. Leave voice message:
"Hi _____, this is [your name] from Your Church calling again. In case we don't connect, let me just say thank you for the part you play in your church's mission. God is doing some incredible things during this challenging season because of people like you. I'll be sending you an email so you'll have a way to let me know if there is anything we can do for you or your loved ones. Again, my name is [your name] from Church. Stay well and be safe."
2. Send email: *(Remember to use your MortarStone email system, so that the email is recorded in the giver's household profile.)*
"Hi _____, You may have noticed that I've left you a couple of voice messages. I'll probably try again soon so I can hear how you are doing. In the meantime, thank you for being part of what God is doing through Your Church. Because of people like you, we can offer hope and help to the hurting in these difficult times. Stay safe. I look forward to connecting with you. [Your Name]"

Phase Two (within 2 days)**IF THEY ANSWER THE PHONE**

1. Go through call script and appropriate open-ended prompts in your own words.
2. Follow-up with a personalized email within 24 hours. Remember to use your MortarStone email system, so that the email is recorded in the giver's household profile.
3. Record comments and close file.

IF THEY DO NOT ANSWER THE PHONE

1. Send personalized email confirming attempts to connect and offering support. Remember to use your MortarStone email system, so that the email is recorded in the giver's household profile.
2. Record results and close file.