

Donors are People

It may seem silly to say something so obvious out loud, but the donors who tithe and donate to your church are people. Unfortunately, far too many houses of worship have begun treating those who give to the ministry as if they're a commodity. As you learned in a previous module, though, the actual commodity is merely the beginning of improving your donor experience.

While these folks will certainly play a big part in your budget, understanding that they're more than just a line item is imperative. Churches that focus on donor centricity understand that their donors are what fuels the mission forward. They're obsessed with keeping these individuals empowered and "in the know," and this shows donors that the ministry values their contribution and continued effort. In turn, you're creating a feeling of personal investment and responsibility in donors.

More than just keeping those who give in the loop, though, donor-centric churches also strive to discover what their donors support. They want to know when and how their congregants give, and even deeper than that, they want to understand which causes their parishioners are passionate about and why.

Just like when you're trying to catch a fish, you need to know everything about your congregant's behavior and what they like. These elements are paramount in building stronger relationships with your donors. Once you complete the Donor Centric Communication Framework, you'll be surprised at how much these personal relationships increase giving in your ministry.