Intro to 90-Day Digital Giving Launch Plan

In this introductory video to the 90-Day Digital Giving Launch Plan, we'll discuss some of the basic steps you'll be taking in addition to explaining why certain tools are essential for your success. Subsequent videos will dive deeper into many of these issues, but it's important that you have a bird's-eye view of what to expect in the coming months.

Remember that every step you take in the next 90 days will be geared towards creating an experience economy for your donors. You should have a system that makes them want to give - not simply feel a responsibility to do so - by the end of these three months. Once you've completed these videos, you'll be ready to dive head-first into the DonorWerx Framework.

Setting Expectations - Team Execution

To start off your 90-day launch plan, you could spend up to a month getting buy-in from your core staff and leadership. You can certainly do other things during this time, but the importance of this step dictates that you put in as much time as necessary. You need to start by getting buy-in from those closest to you and then work your way out.

Once you've achieved buy-in from relevant parties, you'll have all the support you need going forward. You can place individuals in specified roles and even test out your new messaging strategy on your inner circle and trusted congregants. This will give you every bit of information you need moving forward.

Message Planning

Even with the best technologies in place, though, your strategies will not be effective without appropriate messaging. That's why Weeks 5-6 of your 90-day launch should be set aside for message planning. If you're using the DonorWerx Framework, much of this is already done for you. For future campaigns, though, creating effective messaging will be integral.

Keep in mind that your messaging can vary between different donor segments, and what you say on a platform like Facebook could be very different from something you send your email list. Regardless of the donor type or specific platform, though, people want to know the same four things:

- Where's their money going?
- Can they get involved in addition to their donation?
- What are the reasons they should give, and
- What's "in it for them"?

As long as your messaging revolves around these elements, you should be able to build an effective communication strategy.

Preparing Your Assets

Once you have your messaging planned out, you need to prepare your assets. This often takes longer than creating effective messaging, and that's why Weeks 7 to 9 should be set aside for this. Your assets will include your donation landing page, social media posts, announcement emails, Text-to-Give boosters and more.

Why Launch Digital Giving?

Before you get started with your 90-Day Digital Giving Launch Plan, though, it's first essential that you understand how vital digital giving really is. Not only will this give you peace of mind that you're on the right track, but it will also allow you to better explain the new strategy to core staff and leadership.

In a nutshell, digital giving has become more than a luxury. The most active congregants say they'd prefer to give digitally, and when disruptions occur like those seen during COVID-19 shutdowns, this may be the only way to maintain giving levels.

We've even seen a study cited by *Christianity Today* that said more than two-thirds of ministries saw increased *online* giving in the first few months of 2020 when everything was shutting down. Digital giving was always going to be the way of the future, but it's effectively become the way of now.

Revving Up Technology

Of course, understanding the importance of digital giving means nothing without the right tools. That's why you'll spend Weeks 2-4 revving up technology. This might sound scary, but when used as part of the DonorWerx Framework, everything is made simple.

As we'll discuss in upcoming videos, getting your technology ready will include everything from setting up a branded and secure giving page to giving employees appropriate permissions. Client-centric companies like Starbucks and Disney have made tremendous strides utilizing technology, and now it's time to create your own story by following their examples

This certainly sounds like a lot, and if you're starting from scratch, it really is. Fortunately, the DonorWerx Framework provides many of these assets for your 90-Day Digital Giving Launch Plan. Having these assets from the start will make all future campaigns easier. You can even make small tweaks in them to use for entirely different campaigns!

Stick to Timelines and Calendar

Now, at this point, we feel the need to remind you how important it is to stick to timelines. We earlier discussed "The Doubter," and he'll show up as the voice in your head saying *"It's okay to push that deadline out by a couple of days."* Unfortunately, that often leads to a snowball effect that throws off your entire timeline.

The success of a timeline depends entirely upon your adherence to it. On top of silencing The Doubter, you'll also be better able to track progress, have better time management, keep motivation and forward progress moving, and properly identify areas of necessary improvement.

Donor Surveys and Reports

The reason your timeline is so integral relates to Weeks 10 through 12. This is when everything comes to a head. Once your messaging is prepared and assets are in place, you will test everything out on your leadership and core groups. This group can consist of elders, trusted parishioners or anyone whose brutal honesty you can count on.

During Week 10, you can utilize donor surveys to identify what your test subjects thought about your overall communication strategy. This could help you identify problems with messaging, tech issues, and anything else that could hinder your success once you roll out your new campaign.

Weeks 11-12 will then be used for creating reports and analyzing the results within them. Having two weeks to do this - plus an additional few days before your 90-day plan is complete - will allow you to make appropriate changes that can turn a good campaign into a great one.

What's to Come

And that's it! The next few videos will explain in greater detail how and what you need to accomplish your goals, but as of right now, you've got a firm grasp on what the next 90 days of rolling out your strategy will look like. Get excited!