

People, Roles and Responsibilities - Organizational Structure

Now that you've got your goals, a solid deadline and knowledge of your key performance indicators, you're well on your way to an effective campaign for increased giving in your ministry. Before you can do this, though, you've got to think of your team. Even if you have complete buy-in from all essential parties, you still need to establish an organizational structure.

Think Outside Traditional Hierarchies

As a leader within your church, you likely already have an established hierarchy that handles different levels of responsibilities at varying levels of leadership. While this structure has undoubtedly served your ministry well in the past, it's not necessarily the same hierarchy you should use in your campaign for increased giving.

Imagine for a moment that you have a deacon who's great with children. He may be perfect for running the youth ministry, but it's possible that he has very little to offer in the way of monitoring giving amounts or creating effective messaging. You need to find the people within your organization best suited for specific tasks, and they should make up your hierarchy.

Distribution of Roles and Responsibilities

The organizational structure surrounding your giving campaigns will determine how roles, power, and responsibilities are assigned, controlled and coordinated from within. This will also dictate how information flows between different levels of leadership. You can imagine these folks as the tackle and gear you need when fishing.

Of course, the number of people on your team will vary depending on the size of your church. At a larger ministry, you may have separate individuals handling social media, video production, messaging and donor engagement - just like you'd have a bigger boat when angling for deep-sea species. If your services consist of 10 people gathering in the back room of a community center, though, you may end up handling everything from CryptoDonations to donor followup.

A Plan for All Congregations

Fortunately, the size of your ministry doesn't matter. Even if you're on your own, you can use the templates provided in the DonorWERX Framework to nail your messaging without spending hours trying to come up with a great appeal.

Your main focus here should be having clearly defined roles and responsibilities. Whether you're on your own or have a team of 20 devoted members backing you up, ensuring that everyone has clarity on what's expected of them will help your organizational structure serve as a catalyst for success.

Before moving on to the next video in our series, make sure you take the provided assessment to determine whether you have team buy-in on your communication plan.