



GIVING ROCKET

CREATING A PLAN TO GET MONEY

MODULE 02 - RESOURCE

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OVERVIEW

In module one we talked about having a financial strategy. I encouraged you to create a culture by design, not by default. When we design a culture, we create the future in advance.

A PLAN TO GET MONEY

Remember setting your top three financial objectives? This module will help make them a reality.

Too many times we create goals and objectives without a good plan to accomplish them. This module will give you a step-by-step guide to achieve everything you decided in module one. If for some reason you haven't already decided your top three financial objectives, stop procrastinating! Make sure you set these right away before moving forward.

If you continue to implement these steps, as you get them, we are confident that it will produce financial increase in your church.

In other words, commit yourself to this module and you'll reap great rewards!

“HYPERAGGRESSIVE” VERSES “PRECISION FOCUSED”

Hyperaggressive The point of hyperaggressive tactics is to create massive momentum. We use this to make a big splash. It can be a great way to kick off a campaign, but it doesn't finish the job.

Precision focused, on the other hand, is a term that describes focusing on a precise objective. It is used when we want to follow through with what we set out to accomplish. Unlike hyperaggressive approach, Precision Focused methods are not flashy, they do not have a big hype with them. It is the plan that we use to chip daily chip away towards our goals. So which is better? Neither. They are both

essential to the completion of our goals. When it comes to funding, most churches execute Hyperaggressive (and do them quite well). But we miss the Precision Focused opportunities. We lean heavily into big campaigns that garner lots of attention. We don't, however, narrow the focus and capitalize on opportunities behind the scenes.

Having a strategy to increase giving means that you will implement both. Both are essential if you are going to increase giving in your church. What are your top three financial objectives from module one? Write them in the blanks.

1. _____

2. _____

3. _____

These objectives will be accomplished by creating an annual funding plan.

WARNING: if you refuse to put in the time or work to create this plan, you won't have great results. Like many things in life (parenting, exercise, spending time with God), you get