

# Increasing Your Online Giving in Uncertain Times

by Brian Burman

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## Money Follows Mission

People respond to why you are inviting them to give.

Good reasons to give:

Transform lives  
Tell people about Jesus  
Make disciples  
Engage people in worship

Bad reasons to give:

Enhance our building  
Pay our staff

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## Mission Gains Momentum through Storytelling

Stories encourage people to stay on mission with you.

A good story:

Creates tension drawing the listener in  
Illustrates three themes – the before, the change, the after  
Tells of the greatness of God, not your church

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## Momentum Grows through Powerful Moments

Be intentional with the ask.

A good ask:

Connects to the mission  
Contains a well told story  
Provides clarity of expectation and participation

Contact me at [brian@strategicleadersgroup.com](mailto:brian@strategicleadersgroup.com)  
to increase your online giving through customized  
implementation strategies and for personalized  
coaching sessions.



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