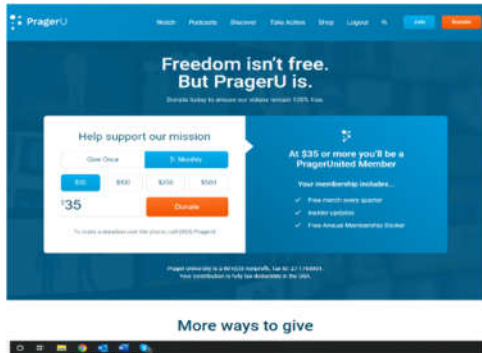




## The Stewardship Coach Volume 7 / Issue 8



**If I wanted to give online to your church right now, how easy would that experience be for me?** A few years ago, I searched every one of Outreach Magazine's Top 100 List of church websites. Since I am the Stewardship Coach, I was looking for how they did generosity through their websites. I was amazed at how many of these leading churches failed to provide an easy to find and easy to use giving page.

How visible is your giving button? It doesn't have to be a flashing blue light in the middle of the page, but it should be visible. The average person spends less than ten seconds on any web page. Since that is true, you must make it easy for them to find your link quickly and easily.

My wife, Valerie, is a huge podcast listener. She loves Candance Owens who posts on PragerU. The other day I was on their site when I noticed they have a donate button. Again, being the stewardship guy, I gave it a look, and I have to say I was impressed. Here is the site's link, <https://www.prageru.com/donate/>

Here are some of my impressions from their site that are good examples for all of us.

**The donate button was easily visible.** How visible is your giving button? It doesn't have to be a flashing blue light in the middle of the page, but it should be visible. The average person spends less than ten seconds on any web page. Since that is true, you must make it easy for them to find your link quickly and easily.

**It was clear and concise.** Most church websites have way too much verbiage on their pages. Few will read all that verbiage. With the rise of smartphones this is even more important.

**It was compelling.** Most church giving sites are dull and boring, lacking any inspirational message of why I should give. The best landing pages for giving, *show and tell* you what your gift will accomplish. Does your site do this?

**It gives you options on how to give.** Americans love options, and we must give them a multitude of ways to give.

**It encourages a minimal gift and pushes recurring giving.** The power of suggestion is well, powerful. Notice they suggest a donation amount. Then, they suggest making your donation recurring. Making subtle suggested gifts and recurring gifts assures greater giving.

**Easy to find and easy to use is your goal when it comes to your online platform.** Make sure your webpage meets that goal and you will see an increase in giving.



Mark Brooks – The Stewardship Coach  
[mark@acts17generosity.com](mailto:mark@acts17generosity.com)

**Monday Mornings With Mark will be held today but at 11 AM EST. This is the correct registration link for Feb. 17<sup>th</sup>**  
<https://attendee.gotowebinar.com/rt/7081778876232214541>

# This Week's Offering Talk

March Madness is just around the corner. This week's offering talk reflects that.

## A Sure Bet

**March Madness is about to begin!** If you have to ask, what is March Madness, then you are probably not a sports fan and, in particular, you are probably not much of a basketball fan. March Madness refers to the NCAA college basketball tournament that features the top 68 teams in the nation competing to see who wins the championship.

Fans not only watch the games, but they pick winners from the brackets of the 68 teams. Anyone here draw up a bracket before the tournament begins? Some of you. I won't ask how many of you bet that your bracket is the winning bracket!

Last year it is estimated that over 47 million people filled out a bracket predicting who they thought would win in each round of the tournament. While not everyone places bets on their predictions, it is estimated that betters spent **\$8.5 billion dollars** gambling that their bracket was the winner.

The odds of picking a perfect bracket are one in about 9.2 quintillion. Statistics like that shows there is no sure bet, even if your team is the number one seed of the tournament.

Let me share with you what is a good "bet." Every time you give when we receive the offering, your generous gift helps build the Kingdom of God. Your generosity allows us to impact the lives of countless people, bringing them closer to a personal relationship with God. That is how we count "wins." Giving to our offering is not a "bet" on winning, it is an investment to assure winning.

So, thank you for your generosity, and remember, we have multiple ways by which you can give here.

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# Announcement Section

What does generosity look like in the 21<sup>st</sup> century? That question gets me out of bed every morning. As you know, in late 2017, I sold all my platforms. That sale did not work out as I had hoped and planned. Since that time, I have been attempting to relaunch and rebrand what I do.

**We are getting close!** This week we are launching our online platform called The Stewardship Coach. This platform is essentially the same set up as my old Giving365 platform. As a member, you will get access to this platform and all that it offers.

**What is on The Stewardship Coach Platform?** Besides getting this weekly newsletter, you will have access to the following tools,

- Access to the vault of every Stewardship Coach I have written. This is my 318<sup>th</sup> issue.
- Access to all my weekly offering talks. I have written hundreds of talks.
- Seasonal generosity manuals for end-of-year giving, special offerings, first-time donors, and more!

**Need more of Mark?** I have also moved toward a policy of payment that is based upon how much of me you need. The above platform will suffice for many churches. However, if you want to take your giving to the next level, you need to become a Top 100 Church. You get all of the above plus the following,

- Financial Analysis review of your yearly giving.
- Access to my group teaching time *Monday Mornings With Mark The Stewardship Coach*; as well as access to all previous weekly teaching times.
- 24/7/365 access to Mark Brooks by email and telephone.
- Deep discount on any capital campaign needs.

\$99 a month. I promise I will raise you more than that amount.

**Need still more of me?** I serve a handful of churches, essentially, as their Minister of Generosity. The range of fees for this service is based upon the size of a church's budget. Essentially you get all of the above plus you have me on retainer for any and all stewardship related issues and needs.

Contact me for more information at [mark@acts17generosity.com](mailto:mark@acts17generosity.com)

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