

# NOW & NEXT

## HOW THE CHURCH IS CHANGING FOR GOOD

presented by  AMPLIFY MEDIA

### Episode 4 – Loaves and Fishes: How to Inspire More from Less in Difficult Times

Watch this episode on demand and download related resources – including practical advice from ZOOMGIVE – at [AmplifyMedia.com/NowandNext/loaves-and-fishes/](https://AmplifyMedia.com/NowandNext/loaves-and-fishes/).

Host – Rev. Lisa Yebuah, Lead Pastor, Southeast Raleigh Table, Raleigh, NC

Panelists –

- Rev. Tom Berlin

Lead Pastor, Floris United Methodist Church, Herndon, VA

- Rev. Dr. Rosario Picardo

Dean of the Chapel, United Theological Seminary, Dayton, OH

- Tricia Roseveare

Chief Marketing Officer, ZOOMGIVE, El Dorado Hills, CA

---

In this episode, we discuss the financial anxieties pastors reported feeling in our survey due to the impact of COVID-19 on their ministries.

The opening conversation reminded us that church leaders have always felt a concern around finances, so many best practices are still relevant.

#### **General Thoughts**

First and foremost, you must have a clearly defined vision and story of your church's mission. People want to feel a part of good work, not like they're just keeping the lights on. During this pandemic, that might look like setting up a special COVID-19 relief fund that those who are able can contribute to.

Some practical advice for such a fund included setting weekly goals – “this week, we need to raise this amount of money in order to contribute to our local food bank” – and clearly describing where the funds are going.

Second, you must explicitly offer the opportunity to give. Our panelists have heard many times during their years of experience people saying, “I didn't know more money was needed because it wasn't asked.” You must communicate clearly and repetitively that funds are needed.

*Continued on next page.*

To watch older episodes on demand or to register for future webinars, visit [AmplifyMedia.com/NowandNext](https://AmplifyMedia.com/NowandNext).

**Now and Next: How the Church Is Changing for Good** is a series of webinars to encourage and equip leaders during the challenges COVID-19 has created for their communities.

# NOW & NEXT

## HOW THE CHURCH IS CHANGING FOR GOOD

presented by  AMPLIFY MEDIA

### Episode 4 – Loaves and Fishes: How to Inspire More from Less in Difficult Times

Watch this episode on demand and download related resources – including practical advice from ZOOMGIVE – at [AmplifyMedia.com/NowandNext/loaves-and-fishes/](https://AmplifyMedia.com/NowandNext/loaves-and-fishes/).

---

*Continued from previous page.*

Third, you must create easy ways for people to give or, as the panelists described it, “multiple on-ramps to giving.”

- 70% of the population is under 50 and require digital and mobile avenues for giving.
- You must still maintain more traditional methods of giving so that people who want to mail in a check have that route available to them as well.
- Consider how you can receive gifts such as physical donations or estate giving.
- Don't be afraid to ask for help. There are many companies that assist churches with digital forms of giving. (Panelist Tricia Roseveare started ZOOMGIVE to help churches and nonprofits. Their services are free for the remainder of 2020, and more information and fundraising ideas from ZOOMGIVE are available to download at [this episode's landing page.](#))

#### **What About New Contacts?**

Panelist Tom Berlin had some practical advice for inviting individuals who are not members of your church to join your ministry through giving:

- Ask them to give to their own church – they might be visiting your church online because their own churches do not have digital services.
- Ask former members who might be connected again online to the church now.
- Invite people who are new to your church to share in your ministry by giving.

These exact ideas may not work in your context, but they can serve as a framework and jumping-off point for asking people new to your church to participate in generosity.

*Continued on next page.*

To watch older episodes on demand or to register for future webinars, visit [AmplifyMedia.com/NowandNext](https://AmplifyMedia.com/NowandNext).

**Now and Next: How the Church Is Changing for Good** is a series of webinars to encourage and equip leaders during the challenges COVID-19 has created for their communities.

# NOW & NEXT

## HOW THE CHURCH IS CHANGING FOR GOOD

presented by  AMPLIFY MEDIA

### Episode 4 – Loaves and Fishes: How to Inspire More from Less in Difficult Times

Watch this episode on demand and download related resources – including practical advice from ZOOMGIVE – at [AmplifyMedia.com/NowandNext/loaves-and-fishes/](https://AmplifyMedia.com/NowandNext/loaves-and-fishes/).

---

*Continued from previous page.*

#### **Closing Thoughts**

Other encouraging advice from the conversation included:

- You must engage digitally with your community or you are checking out of the life of your community. This is true in this moment and will continue to be true.
- During a crisis you must have good data. What are spending? Where can you save?
- When considering your church's finances, think of this not as a budget reduction, but a budget reset. For example: That person working on a bulletin each week? How can their skills be used differently to communicate to members? How will you use the money saved from printing a weekly bulletin?
- Asking for generosity is not obnoxious or arrogant. People want to participate in mission. This is not about what we want *from* people, but what we want *for* people.

To watch older episodes on demand or to register for future webinars, visit [AmplifyMedia.com/NowandNext](https://AmplifyMedia.com/NowandNext).

**Now and Next: How the Church Is Changing for Good** is a series of webinars to encourage and equip leaders during the challenges COVID-19 has created for their communities.