



THE FUNDING FUNNEL: VISION SCRIPTS & CONCEPTS

by Gavin Adams

As we move people through the Funding Funnel, we intentionally acknowledge where they *are* while inspiring them to take a *step* to the next category.

Moments in the church service alone are not enough, but these moments do play an essential role in the overall process.

Below you will find sample scripts targeted to move people from one category to the next classification. Each script is intended to speak generally to all people in the room but targets a specific audience within the room.

Important Note: The goal of each script/moment is introspection that creates eventual action. These moments are not sermonettes or shame-based motivations. We need to speak to people where they are while helping them consider something greater for themselves. Also, keep these short – between 1 - 3 minutes.



CATEGORY 1: Moving Non-Givers to Emotional Tippers

Moving No-givers to Emotional Tippers requires connecting giving to emotion and tangible felt needs. When you share a felt need opportunity with your congregation, it's important to (1) Connect the need to their heart, (2) Clearly articulate the problem to solve, (3) Explain how their participation solves the problem by meeting a need, and (4) End with a vision bigger than this one solution.

Vision Moment 1: Supporting children, teachers, and schools with a "Back-to-School" drive.

Script Idea:

"School is beginning next month. I know...hard to believe! If you have kids returning to school, I imagine you'll spend some time this month going to the store, buying supplies, and perhaps even getting a new backpack for your kid.

You might not realize how many parents and children in our community don't have the resources to do what we do for our children. We're lucky in a way. Most of us will send our kids off to school with what they need to start the school year well, but that's not true for every child in our community.

I believe we can do something to help.

This month we are serving our community by supporting children, teachers, and schools. You can do that by bringing supplies to church or by giving directly to this 'Back-to-School' effort. We can fill a backpack for [\$ COST FOR ONE FULL BACKPACK], so if you can't bring supplies, perhaps you can give to fill one backpack for one child.

The easiest way to give is online through our app or the website [*show URL on screen*]. And in case you are wondering, every dollar you give to our "Back to School Drive" goes directly to the schools, teachers, and children who need supplies to begin the year well. There's no overhead. We even pay the credit card fees!



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One more thing before we continue our service: When you give to our community through your local church, not only do you help meet an important need in the community, you help the community know that we are FOR them. We don't want to be a church that is for us. We are for our community. So let's do everything we can to help every child in our community start the year off right."

NOTE: Be sure to celebrate the Back-to-School drive on a Sunday morning to reiterate what everyone did. Celebration inspires future participation.

Vision Moment 2: Supporting those with food insecurity by restocking a local food bank.

Script Idea:

"Have you thought about where you're going to lunch today?"

Let me ask you another question: Have you thought about *IF* you'll have lunch today?

That's a completely different question, right? I suspect that most, if not all, of us aren't worried if we'll have lunch today. Our biggest worry is getting out of church early enough to beat everyone else to the restaurant! Also, we know what you're doing when you 'sneak' out early!! You're not really fooling anyone.

You may not know this, but in our very community, thousands of people aren't sure when their next meal will come. Or how. That's why we love partnering with [ORGANIZATION NAME]. This organization in our community does an incredible job supporting those in need, not just with food, but with love and dignity.

Here's what we as a church are going to do: We want to completely restock their food pantry this week. Our goal is to gather enough food and money to completely restock their shelves heading into this next season.

We've made it easy to help. You can bring food to the church this week or give financially to the food drive. The easiest way to give is through



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the app or online. Just select “Food Drive.” And in case you are wondering, \$50 can feed a family for a week.

Don’t forget – every dollar you give to our food drive goes directly to [ORGANIZATION]. There’s no overhead. We even pay the credit card fees! You can pull out your phone right now and donate.

It’s so easy to take life's most basic things for granted. Like a meal. You and I can help take care of those in our community who need food security, and in doing so, remind our community that we want something for them, not from them.”



CATEGORY 2: Moving Emotional Tippers to Ministry Givers

Ministry Givers contribute more regularly to community needs *and* the ongoing mission of their church. Ministry Givers may not financially prioritize giving ahead of their own spending, but they do understand ministry takes money, and they are most likely benefiting from the church. This is a key to moving people from tipping to giving. We want to help them see our church as their church, in the same way they see the community as their community.

Similarly to Category 1, when you cast vision to your congregation, it's important to (1) Connect our ministry to their experience, (2) Clearly articulate the opportunity, (3) Explain how they can participate (where appropriate), and (4) Thank them in advance.

Vision Moment 1: Following a baptism

Script Idea:

"There are few things better in church than seeing a story of life change as people go public with their faith.

You know, [NAME] shared her story with me backstage this morning, and I wish you all could have heard what she said. Mostly because you are part of her story. When she came to our church, she was hurting. She was looking for hope and help. You didn't know she was hurting, but you helped her find a parking spot, you smiled and opened doors for her, you helped create a safe and fun place for her kids – who now beg to come back every week, and you allowed her to engage at her pace. She felt like she belonged before she even believed.

Today we all got to see what God can do when we jump in.

If you give to our church, you helped make this happen. [NAME] might not know your name, but when your support this church, you support people like [NAME].

If you've never thought about giving to a local church, I get it, but you should know what you just experienced is why you should consider it. Every



dollar you give to our church is used to help move our mission forward – for people like [NAME] and people like you.

Giving at our church is so easy. You can give through our app or online. That’s how my family gives. And I’ll tell you why: Because we believe people are worth it.

Thank you in advance for helping make our mission possible.”

Vision Moment 2: Sunday following a Student Ministry Retreat

Script Idea:

“Did you grow up going to church?”

I did. One of my favorite things at church was our ‘youth group weekend retreats.’ We would go once or twice a year to this gross retreat space, clear out the bugs, and pray to survive. I think the place we went to when I was a kid was the set for most horror movies!

Some of you know this, but we sent our students off last weekend for a weekend retreat. Of course, they went to a place much better than I ever did!

[Show video or pictures as your continue]

They had a BLAST! It really was so much fun. But, we wanted to do something more than just have fun – we wanted to introduce them to Jesus in new ways so they could grow in their faith. The best part of the retreat happens on Saturday night when we share the Gospel with them. Not in a manipulative way, but in an honest way. In a way that helps them understand what could happen in their lives if they would just surrender to Jesus.

That’s what we did, and you need to know that [NUMBER] of students gave their life to Jesus last Saturday.

[End video or pictures]



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Here's why I wanted to share this with you: None of this could happen without people like you who give to support this church. This may be obvious, but students aren't all that generous! They're really good at spending, but not as good at giving.

When you give to [CHURCH NAME], you give to life change. Just like we saw last weekend at [RETREAT NAME].

Thank you for helping make things like [RETREAT NAME] happen. When you give to the community, you help improve the community. And when you give to your local church, you help people in our church experience Jesus. So thank you.



CATEGORY 3: Moving Ministry Givers to Missional Investors

Givers contribute to church ministry mostly for themselves or their kids, but investors prioritize a plan to support their local church's mission. Connecting missional giving to the head *and* heart is the secret to creating investors. People need to understand that planned giving is investing in others.

These vision moments are shorter, as moving people from Ministry Giving to Missional Investing happens best outside of a vision spot. As you'll note, these moments are about encouraging planned giving.

When you cast the vision to move toward planned giving, it's important to (1) Connect planned giving to missional success, (2) Allow guests and those new to the church to just listen without expectation, (3) Explain how to easily create a plan, and (4) Thank them in advance.

Vision Moment 1: Following a baptism or life-change story

Script Idea:

"Seeing life change never gets old. I love that our church is a part of so many stories of life change.

Perhaps the only thing better than seeing life change is contributing to life change. I've been blessed to be a part of people's lives during seasons when they needed hope and help. Sometimes I was able to help. Other times I could only pray and hope with them. But when they tell their story and you know you were a part of it, it just sits differently in our hearts.

Some of you are a part of [NAME'S] story, and you're celebrating a bit differently than the rest of us. But here's something we might all miss: When you contribute to a church like our church, you are a part of *every single story* in this church.

Your generosity is what creates environments for kids and students. Your generosity is what funds camps and retreats and church services and cameras for online broadcasts. You are creating *your* church as you give and serve at *this* church.



So the next time you hear a story of life change, I hope you feel connected to it, because every time you give, you help create life change.

This is why I'm so big on recurring giving. I love seeing people invest in the lives of others through a plan. We always make plans for what matters most. If you believe in this church, I encourage you to make a plan to give here. If you're a guest, this isn't for you, but for the rest of us, we've made it so easy: Go online or use our app and click 'recurring giving.' That's how easy it is.

Thanks for helping make this church the best church for the people who need hope and help the most."

Vision Moment 2: Following a worship set

Script Idea:

"If you're a [CHURCH NAME] person, I want to ask you a quick question: Do you remember when you first came to this church?"

I bet you do. Maybe it was a few months ago or a decade ago. Either way, when you arrived that day, we did everything we could to be ready for you. And I know you didn't think this way, but the people who were here *before you* are the people who helped prepare our church *for you*.

You don't know all their names, and they didn't know you were coming, but they wanted to be ready. That's why they gave to our church. They wanted to invest in you, your life, and your family.

Here's what I want you to think about for a moment: People all over our community are looking for hope and help. We believe Jesus is what they need, and the local church is often where they'll find him first. These people will show up next week or next month, and they won't know your name, but your generosity is what will make the difference in their experience.

That's why having a plan to support your church matters. Planned giving is how we create great local churches and invest in lives beyond our life. If you've done this online or through our app, thank you. You have no idea the difference you're making. I'd like you to consider doing that today if



you haven't. Just click the 'recurring giving' button – the most fun button on the internet – and help us help everyone who is looking for help.”

Vision Moment 3: Following a worship set

Script Idea:

“I grew up attending church. It seemed that the more involved I was in our church, the more questions I had – especially about finances. I mean, you hear about churches buying planes and pastors living in mansions.

I don't know what happens at other churches, and I don't know what you've experienced at other churches, but I can tell you something about our church: I decided when I became the lead pastor that everything we do financially would be so above board that we could print it on the front page of the newspaper and feel proud.

I know you want to give to places you trust. I do, too. I don't want my money to be wasted. If I wanted to waste it, I'd buy more stuff for myself!

If you aren't sure you can trust a local church, I get it. I've struggled with that myself. You need to know that's not a problem here. I give to this church, and I don't waste my money. If you aren't sure you can take my word for it, just ask us about how we spend money. I'd love to show you our P&L and help you follow your money from your hand to ministering to our community. There's nothing to hide here – I've made sure of that.

If you already have a plan to support our church, thank you so much. You're the reason we can create and follow a budget. And if you call this church your church but don't have a plan to give consistently, I'd love for you to consider how that would look in your life. We've made it so easy to create a plan. Just go online or open our app and click the 'recurring giving' button on the giving tab. It's important to automate what matters to us.”



CATEGORY 4: Moving Missional Investors to Resource Stewards

Fully devoted followers of Jesus believe that God owns everything, including our resources, and has allowed us to manage it for him and his Kingdom purpose. That feels like a huge weight to carry, but it removes much of the stress. This is where true financial freedom is found.

These vision moments are short, as well. Vision spots in the service are better for moving people earlier in the funnel. However, we can plant seeds of truth that may blossom in time.

When you cast the vision to move toward stewardship, it's important to (1) Connect giving to a spiritual act of faith, (2) Allow guests and those new to the church to just listen without expectation, and (3) Leave people with something to consider or ponder.

NOTE: This isn't an opportunity for a mini-sermon. We need to keep these moments between 1 - 2 minutes.

Vision Moment 1: Following a worship set

Script Idea:

"One of the things we want the most in life is peace. Ironically, one of the things God offers to us is peace. The problem is how we get there doesn't seem logical all the time. It takes some faith.

Take financial peace as a perfect example. It seems logical that the best path to financial peace is having a lot more financials! Right? If I had a little more money, I'd have a lot more peace. But is that true? I have more money now than I did in college, but I don't have more financial peace! Why is that? Because financial peace doesn't come through having more but using it well.

That's the irony. The best path to finding financial peace is to disconnect your emotions from your money. And the way we do that is by deciding whose money it is. There are two ways to see money: 1. It's mine, or 2. It's God's.



If it's mine, there's plenty to worry about. If it's God's, then I can let Him worry about it. That's a significant difference. If you're an owner, you've should worry. If you're a manager, you get to steward or manage it, not worry about it.

That's God's offer for peace in your financial life. Who owns it? You or God? How you answer that will determine not just what you do with your money but also how you feel about it."

Vision Moment 2: Following a worship set

Script Idea:

"I'll never forget the day one of my kids said to me, 'it's my room, I can leave it dirty if I want.'

So sweet! Of course, I responded kindly, 'let me know when you pay the mortgage next month so I don't have to!' And then I marched him to 'his' room to clean it.

If you think you 'own' the room, I guess you have rights. I own my car, so I could theoretically do with it what I want. But if I use my friend's car, I am more careful. I want to use it well.

This is how God talks about money. This may sound weird if you're not a Christian or church person, but we believe that God owns everything. He created it, which means he owns it. Including our money. I know your paycheck has your name on it, but if you follow Jesus, you know it's not yours. You're not an owner. You're a steward.

Owners have rights; Stewards have responsibilities. This means that, at least for Christians, when it comes to our bank accounts, paychecks, and such, we are called to be responsible. That doesn't mean we can't buy stuff. It just means that how we use what we have is a stewardship decision, not an ownership decision.

This thought can dramatically change how you use what you have. More importantly, it can dramatically change the peace that you experience."



Vision Moment 3: Following a worship set

Script Idea:

"I saw a movie one time where the lead character was very much anti-God, but when his wife got sick, he started praying, 'I'm not sure if you're real, but if you are...' No elbows, but isn't that how we all tend to be sometimes?"

We all tend to want more of God when we need God and way less of God when we're on spring break or in Vegas. I see this all the time in people's financial world. We, myself included, tend to live financially as if we don't need God until we hit a financial bump and then find ourselves all 'Please God help me, bless me, give me...' It's like our prayer is 'God, I only want you involved when I don't have much to lose.'

Not to be too sarcastic, but we all invite God into our financial lives when we have no finances. Here's what I'm wondering: What would happen if we instead involved God in our financial life before we felt we needed him to be involved?

I think we may find ourselves with financial peace. That might be a life principle worth us all considering. After all, if He owns it all, we are just money managers for Him, right?"