

WAYPOINT · GENEROSITY ENGAGEMENT

From Passive to *Purposeful*: A New Chapter in Generosity

How one church used Waypoint to deploy segmented giving strategies — and saw new monthly givers nearly triple in month one.

3x

NEW GIVERS, MONTH ONE

+62.5%SUSTAINED GROWTH
OVER 9 MONTHS**21%**DASHBOARD GIVING
CTA CLICK RATE

A More Intentional Generosity Strategy

Reaching the right person with the right message at the right moment — that is the discipline most churches are still developing.

Before Waypoint, this church averaged 32 new monthly givers, a baseline reflecting the limits of broad, untargeted generosity messaging.

With Waypoint, the team deployed segmented strategies across three giver audiences. Results were immediate and durable: 101 new givers in month one, and a sustained average of 52 over the following nine months. That represents a 62.5% increase.

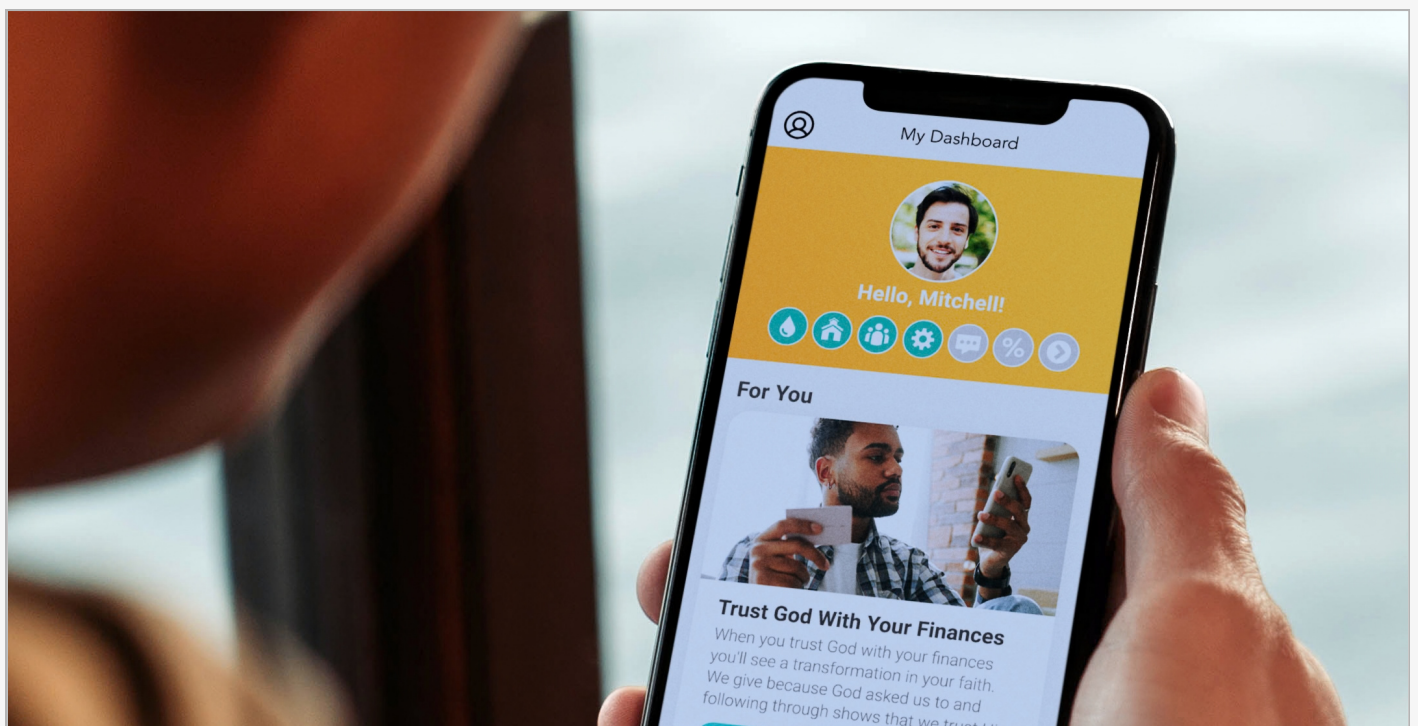
THE OPPORTUNITY

Most Generosity Communication Is Still One-Size-Fits-All

Consistency without strategy produces messages that resonate with some and miss others entirely. A first-time giver needs a fundamentally different message than a long-tenured monthly donor, or a mid-level giver who hasn't recently engaged. Without audience segmentation, churches default to the broadest possible appeal, and precision is lost.

“ Waypoint gives churches the infrastructure to deliver the right generosity message to the right person at the right moment, through the digital channels their congregation already uses.

By enabling audience-specific messaging through the church app's dashboard, Waypoint turns generosity communication from a broadcast into a conversation.



THE STRATEGY

Segmented Messaging Across Every Giver Audience

Rather than broadcasting a single generosity message to the entire congregation, the team built distinct strategies for three segments — each with its own tone, goals, and calls to action.

NEW GIVERS

Welcomed, oriented, and encouraged to take a natural next step, establishing giving as a consistent, meaningful practice from the outset.

EXISTING GIVERS

Affirmed in their faithfulness and invited toward greater engagement, deepening both the relationship and the giving rhythm already underway.

MID & MAJOR GIVERS

Engaged with intentionality and stewardship, recognizing their generosity while opening a door to deeper conversation and partnership.

Dashboard Messaging as a Meaningful Touchpoint

Each strategy was delivered through the church app's dashboard, using a low-friction environment where congregation members already spend time. Embedded CTAs gave people a clear, immediate pathway to respond. The engagement data confirmed the approach worked.

THE RESULTS

Clear, Measurable Gains at Every Level

New giver acquisition increased sharply in month one, then stabilized at a meaningfully higher baseline — a pattern suggesting structural improvement, not a short-term spike.

SUSTAINED INCREASE IN NEW MONTHLY GIVERS

+62.5%

9-month post-implementation average vs. prior baseline

Averaging **52 new monthly givers** after implementation, compared to a pre-implementation average of **32 per month**. The gains held across the entire measurement window.

AVERAGE NEW GIVERS BEFORE WAYPOINT

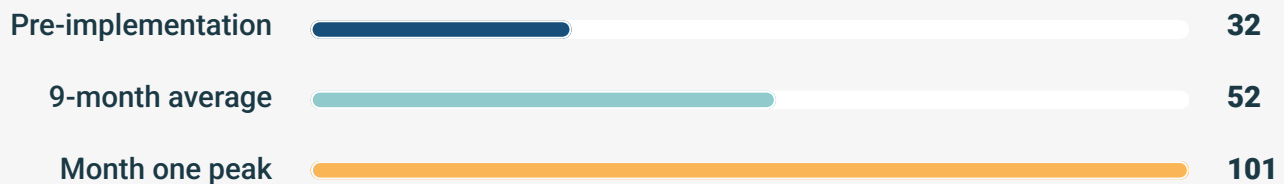
32

Monthly new givers, pre-implementation baseline

NEW GIVERS, MONTH ONE OF IMPLEMENTATION

101

A 3× lift in the first month, indicating immediate responsiveness to targeted messaging



28%

Increase in dashboard click-through rate on CTAs embedded in generosity messaging

A 28% click rate on giving dashboard content is a strong signal. In most digital ministry contexts, generosity-related engagement rates run substantially lower. Segmented, contextually relevant messaging resonates in ways generic appeals typically don't.

Interpretation note: The first-month lift to 101 may reflect pent-up demand for clearer pathways, as well as early enthusiasm for the new strategy. The sustained 9-month average of 52 is the more meaningful indicator, it demonstrates that elevated new-giver acquisition reflects a structurally improved approach, not a one-time anomaly.

WHY IT MATTERS

New Givers Are the Beginning of a Longer Journey

Increasing new-giver acquisition is a leading indicator of generosity culture health. Every new giver represents someone taking a meaningful step toward integrating financial generosity into their life. The church's role is to make that step clear, and then steward the relationship that follows.

The 21% CTA engagement rate signals something important: congregation members are willing to respond to giving prompts through the church app, especially when content feels timely and personal. Dashboard messaging, done well, bridges digital engagement and giving practice.



“ Generosity is discipleship. When we communicate about giving intentionally, we’re not just funding ministry—we’re helping people grow in their faith.”

What This Implementation Demonstrates

01 Segmentation drives relevance — and relevance drives response

New givers, existing givers, and mid/major givers respond to different messages. Meeting people where they are in their giving journey isn't a nicety, it's the strategy.

02 Dashboard engagement is a meaningful leading indicator

A 21% CTA click rate demonstrates real responsiveness to giving content in the app. Dashboard placement creates a low-friction path from awareness to action.

03 Early momentum and sustained performance tell different stories

The month-one spike to 101 new givers reflects immediate demand. The sustained 9-month average of 52 reflects a structurally better approach to generosity communication.

04 Strategy matters more than volume

The goal was never to send more messages, it was to send better ones. More communication without segmentation is still noise.

05 Generosity infrastructure enables generosity culture

Waypoint provides the infrastructure for intentional giving strategy at scale. Churches that invest in the right tools build generosity cultures that compound over time.



Purpose-Built for Intentional Generosity

Waypoint gives church teams the tools to build and deploy segmented generosity messaging through the digital channels their congregation already uses, measured through engagement indicators that inform ongoing strategy.

Strategic, segmented communication can help your church create clearer pathways to generosity.

[FIND OUT HOW](#)