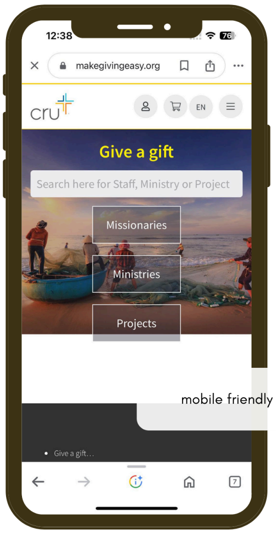
Updated: Apr 24, 2024 Toncho Tonchev

Make Giving Easy – Introduction

Financial partners are an integral part of fulfilling the Great Commission. Through their faithful and sacrificial giving and prayers, they enable staff, projects, and ministries to take the Gospel to people all around the world. We know that there are more believers out there who would love to partner with us in building the Kingdom. To that end, the Make Giving Easy project or MGE, is designed to help the National ministries to be fully engaged with local partners in the ministry. It seeks to do this by:

1. Providing the easiest and most convenient ways for a partner to give to a staff member, ministry, or project.
2. Providing an online way for a partner to see their giving history, as well as, to experience the ministry more broadly through seeing other staff members and projects.
3. Providing an online way for a partner to communicate with the staff and the ministry.
4. Creating a database (online giving) of ministry partners giving towards staff members and ministries enabling them to analyze and plan future partner development and communication (long-term goal).
5. MGE has an automated integration with Netsuite, that transfers pertinent information for donor information and donations amounts to the National NetSuite Database.

The idea behind these objectives is that as partners have more information, their trust will grow, their vision will grow, and their desire to engage more with the ministry will increase.



We are not replacing the current source or methods of funding but are seeking to add to the sources and methods of funding staff members, projects, and ministries. The younger generation is ever more dependent on, comfortable with, and expectant of being able to make financial transactions online. The Make Giving Easy project is an effort to allow ministries to take advantage of this inevitable move to online financial transactions.

MGE will not happen overnight and needs a partner development strategic plan to succeed. To that end, some roles need to be filled at the national office. These roles are part of a permanent process that needs to be in place in order to see long-term growth in new sources and methods of funding. These roles are as follows:

- A Site Owner: They are responsible for the technical development and administration of the website. They need to have the authority to make decisions (for site functionality) on behalf of the national ministry.
- A Partner Development/Fund Development Director or Liaison: They are the person responsible for integrating the site into the overall partner development strategic plan of the ministry.
- Financial Liaison: They are responsible for the day-to-day or at least weekly observation \and reconciliation (if needed) of financial and partner information transferred to NetSuilte.

A more complete description of roles is discussed in the document “3. Make Giving Easy Prerequisites - GPD” which may be found in your country folder. (Please ask your Global Partner Development contact or your Global Technology contact if you need help locating it.)