



## THE FUNDING FUNNEL: CATEGORY BOUNDARIES

by Gavin Adams

To better understand how to target each category, we need to appropriately define the boundaries for each category. The following are suggestions for defining each category but use your context to best determine category specifics.

### 1. Non-Giver

Any individual or household who's never given to the church or to something through the church.

### 2. Emotional Tipper

Any individual or household contributing to a felt need or to a specific ask. Emotional Tippers give primarily to community-related needs but could include minimal, sporadic ministry giving, especially if tangible needs are presented.

*Boundary:* Anyone in your active database who has *only* given to community need through your church or a specific church ask.

### 3. Ministry Giver

Any individual or household contributing to the church without a plan.

*Boundary:* Less than six gifts or less than \$3,000 to the general fund over 12 months.

### 4. Missional Investor

Any individual or household with a plan to support their local church.

*Boundary:* More than six gifts during the last 12 months and at least \$3,000 to the general fund.

### 5. Resource Stewards

Any individual or household with a percentage, priority, and progressive plan to support their local church.

*Boundary:* 12 times during the last 12 months and/or \$5,000 to the general fund.

*Note:* The dollar amount should be calculated as a percentage of the average community household income.