

Shaking Up the Sacred

Stewardship in a Time of Disruption





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TMF

Stewarding Potential



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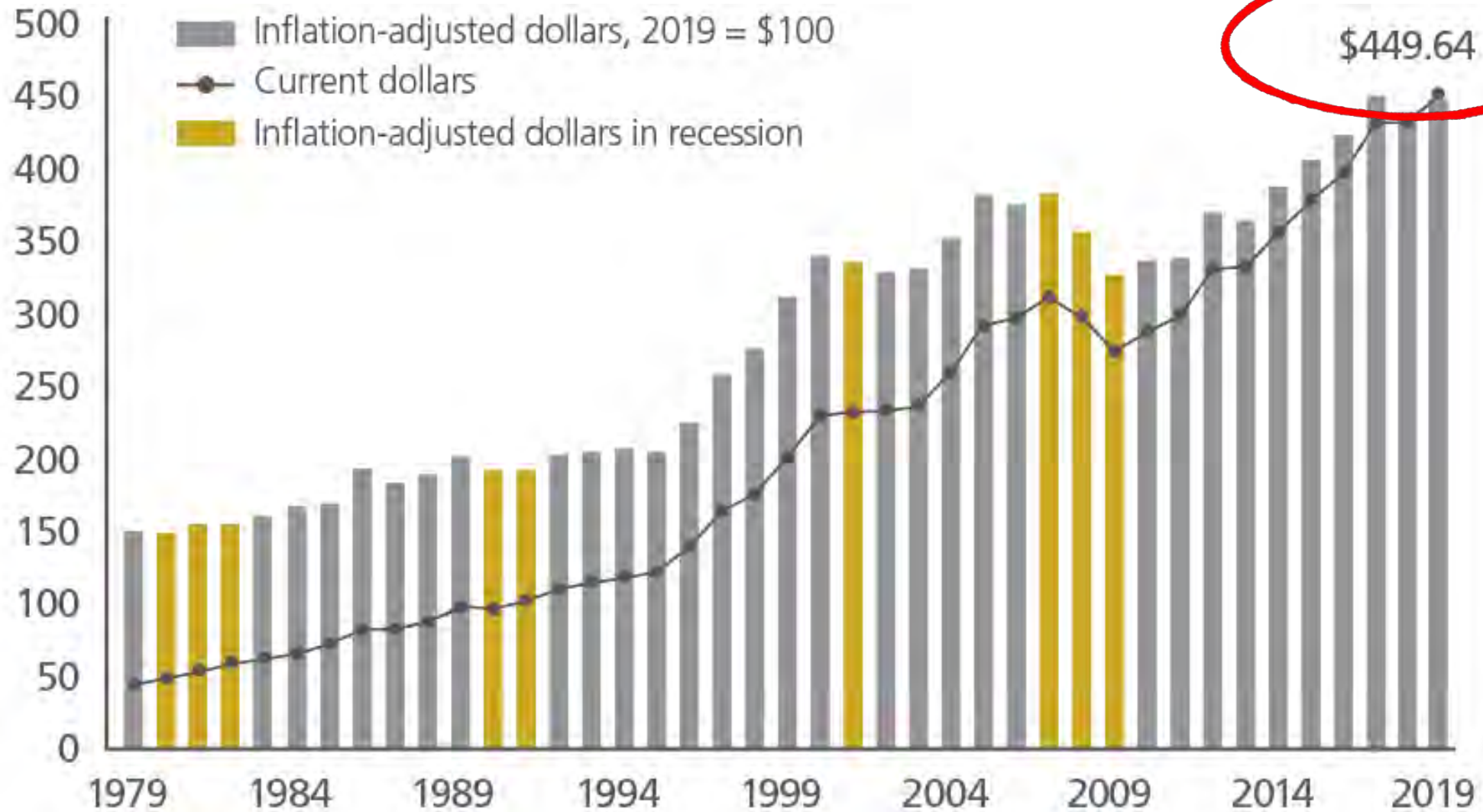


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Total giving, 1979-2019 (in billions of dollars)

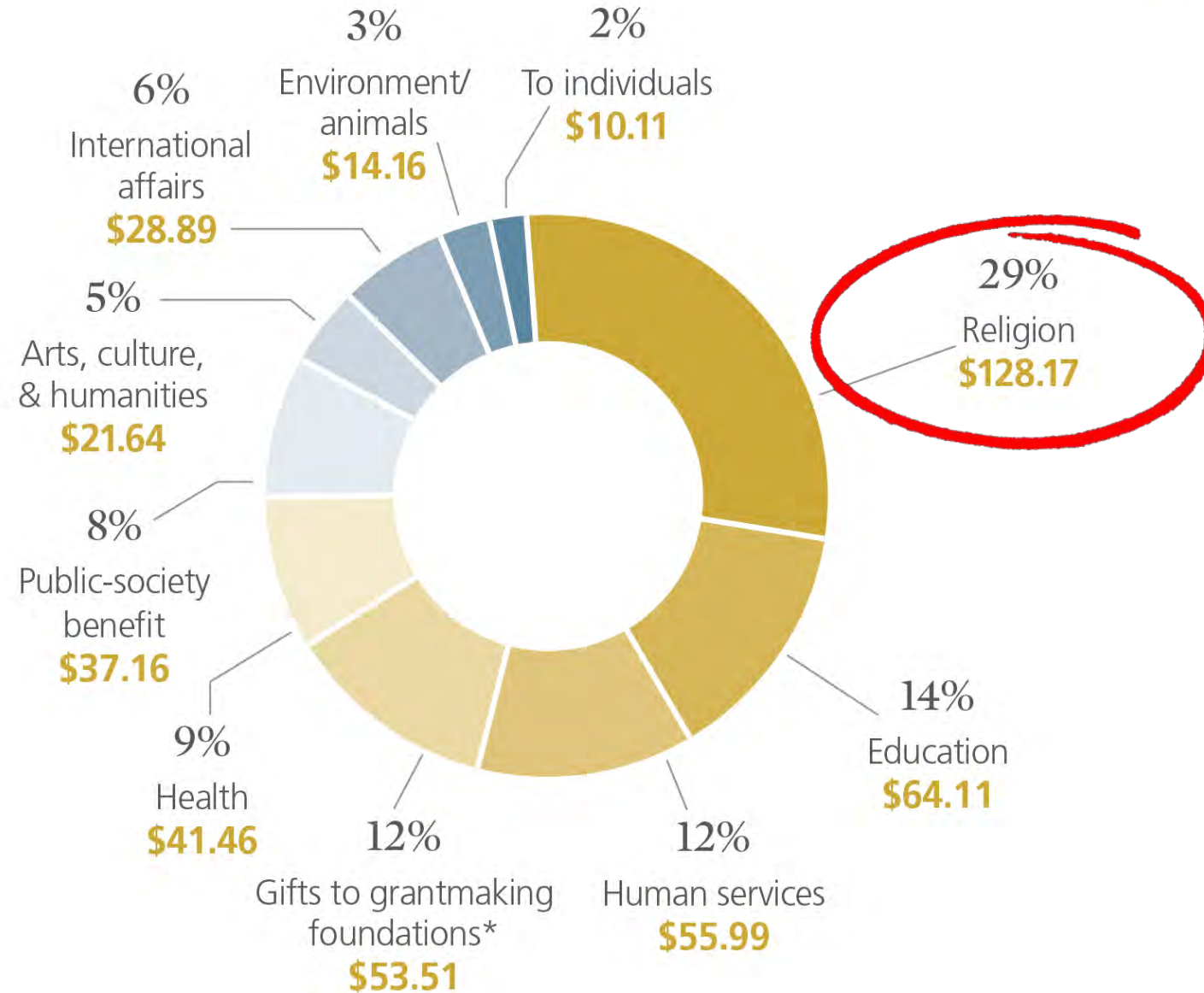
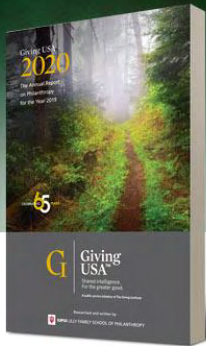


Individual giving as a share of disposable income, 1979-2019 (in current dollars)

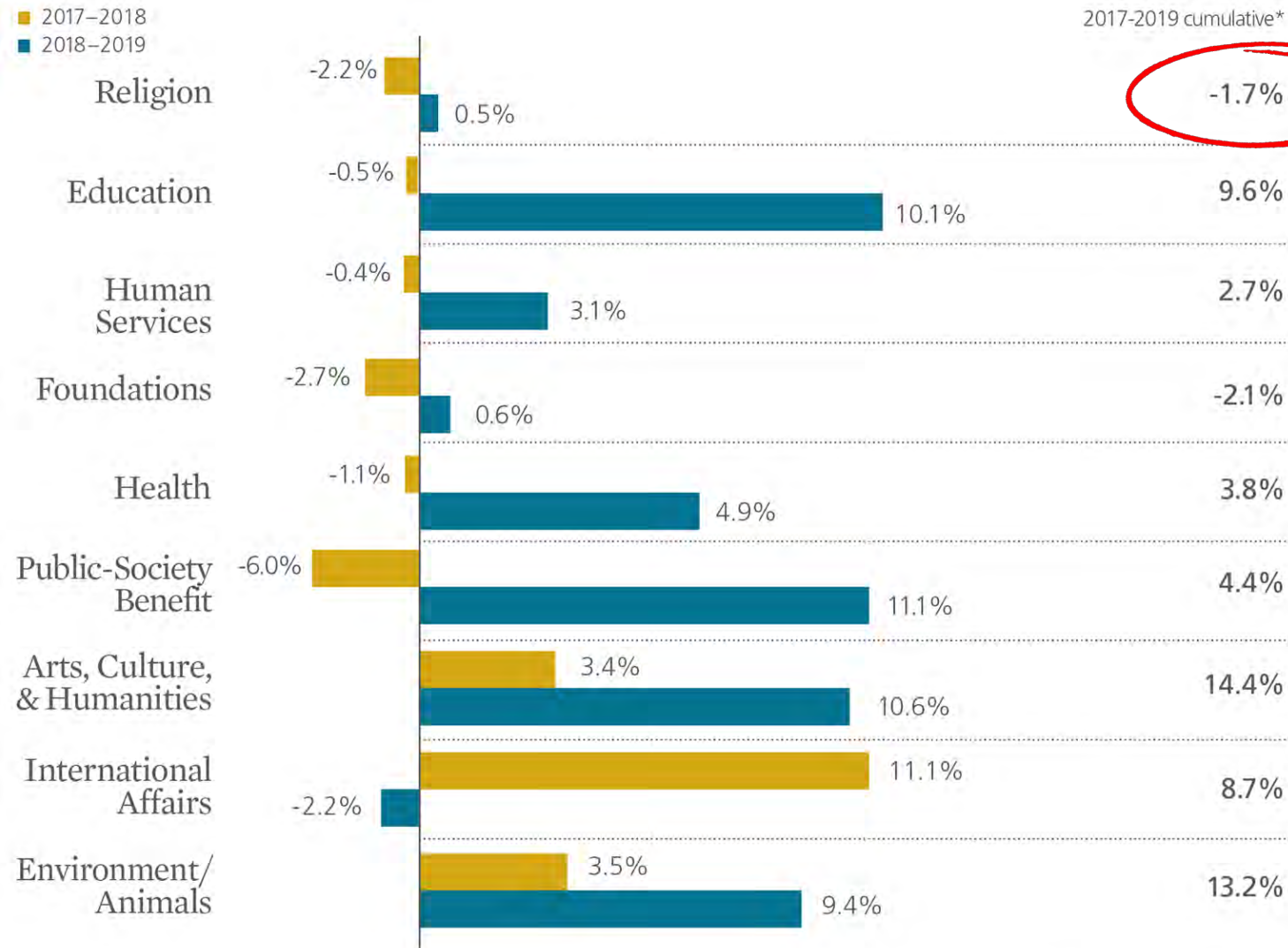
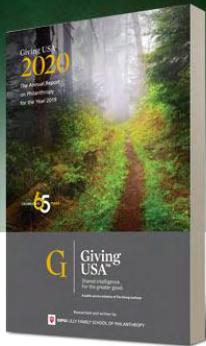


2019 contributions: \$449.64 billion by type of recipient organizations

(in billions of dollars – all figures are rounded)



Changes in giving by type of recipient organization: 2017–2018 and 2018–2019, 2017–2019 cumulative (in inflation-adjusted dollars, 2019 = \$100)

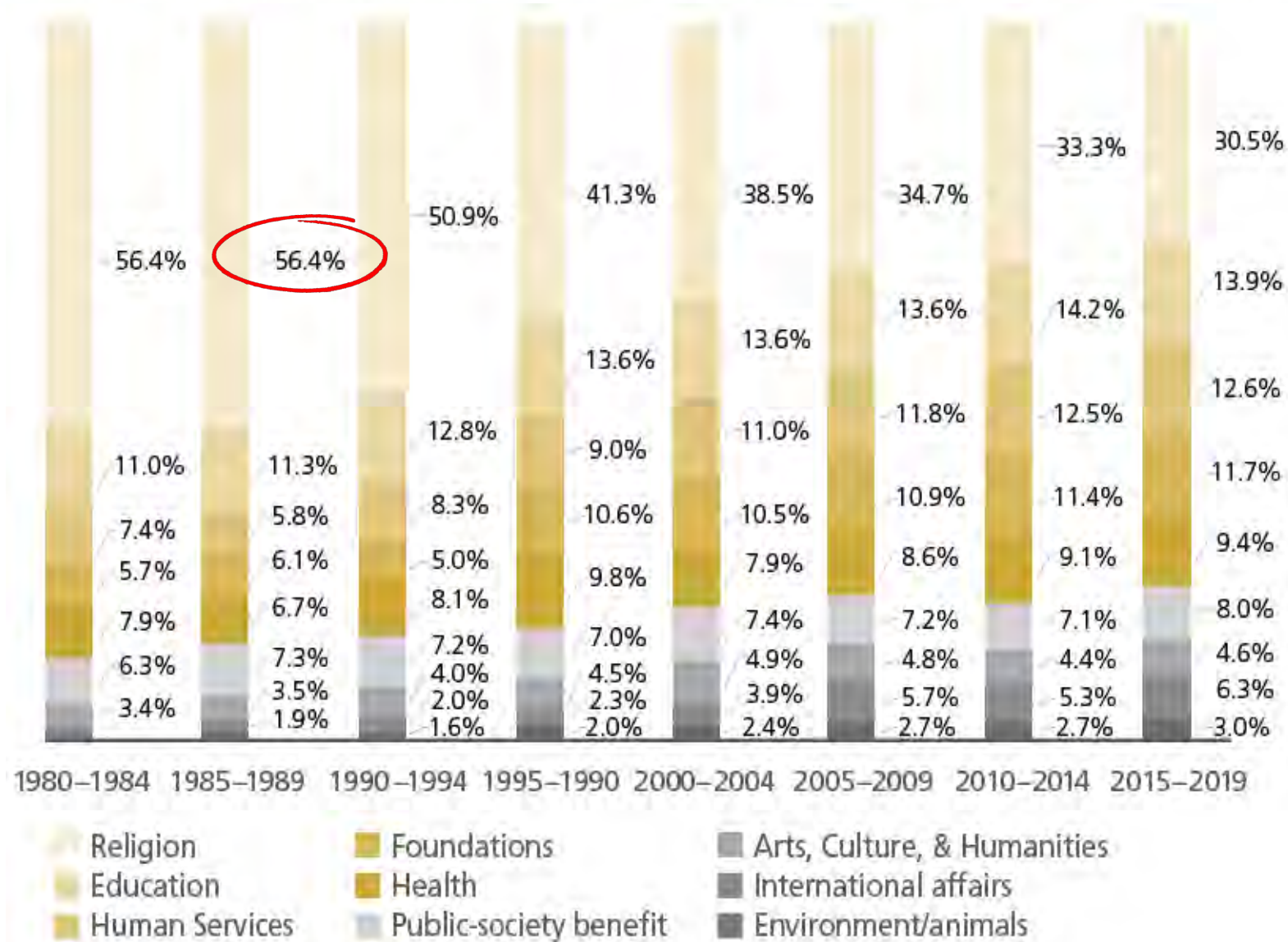


Percentage change from previous year

*The two-year change is calculated separately and is not the sum of the changes in the two years.

Giving by type of recipient: percentage of the total in five-year spans, 1979–2019

(adjusted for inflation, 2019 = \$100, does not include "unallocated")



A Culture That Once Pushed People Toward the Church



Why It Worked



Consolidation
Consensus



Affiliation

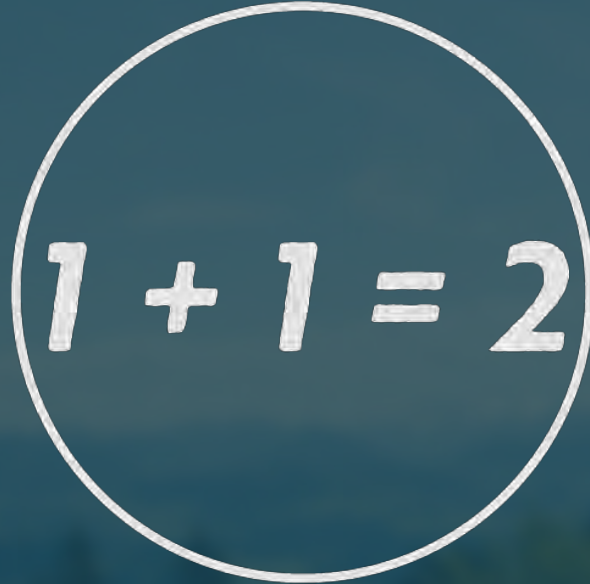


Conformity

Why It Worked



Certainty



Common Answer



Monochromatic
Veneer

Convergent Culture

Anxiety is the
Greatest Threat

In ***“free floating anxiety,”***
people...
...become reactive
...herd together for safety
...blame others
...seek quick fixes
...sabotage leaders.

Ed Friedman, *Failure of Nerve*

Five Disciplines of Financially Thriving Churches Today



Measure Effectiveness

Connecting every dollar given with impact will increase trust and encourage future giving.



Keep It Spiritual

Discipleship is the foundation of any generosity initiative.



Vision



Tell Your Ministry Story

Effectively communicating how you are transforming lives cuts through what the culture has to say about money.



Make the Ask

People are most likely to grow their generosity habits when they are challenged to take their next step.



Build Donor Relationships

The church's relationship with its financial supporters is sacred and requires careful tending.



Keep It Spiritual

Discipleship is the foundation of any generosity initiative.

- Preaching and teaching generosity year-round.
- One or more churchwide generosity focuses each year.
- Stewardship, giving and generosity are part of your Discipleship Path.
- A clearly articulated Theology of Stewardship/Generosity.



Tell Your Ministry Story

Effectively communicating how you are transforming lives cuts through what the culture has to say about money.

- Weekly Offering Talks
- Frequent use of story telling in all church communication.
- Focus on one life at a time.
- Share the stories of those impacted by your ministries and those who are transformed because they shared their time and money.



Build Donor Relationships

The church's relationship with its financial supporters is sacred and requires careful tending.

- Pastors must have access to and use donor giving records.
- Express gratitude frequently.
- Build personal relationships with financial leaders first! Learn their passions, motivations and stories of generosity.
- Ask for their wisdom.



Build Donor Relationships

The church's relationship with its financial supporters is sacred and requires careful tending.

- Unleash Entrepreneurs to solve problems.
- Identify potential financial leaders and engage with them on a personal level to discover the joy of generosity.
- Develop your donors of time and talents in the same way.



Make the Ask

People are most likely to grow their generosity habits when they are challenged to take their next step.

- Annual Giving
- Special Giving
- Capital Giving
- Planned Giving
- Build your ask on the biblical foundation of your theology of generosity.
- Personalize your ask.
- Be clear about what you are asking, what the next step is and when you will follow up.
- Always use personalized communication when asking.



Measure Effectiveness

Connecting every dollar
given with impact will
increase trust and
encourage future giving.

- Impact of Ministry
- Movement along your discipleship path
- Movement of donors giving levels.



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Q&A



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