

# Session Two: Maximizing Member Engagement – We Are the Good News

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*Session Two: Introduction*



# Introductory Questions

- ▶ How do you observe generosity in your community?
- ▶ How would you describe generosity to a newcomer in your community?



*Session Two: Introduction*



# Let Us Pray...

Wise and loving God, you bear us for joy. In humility, you show us wisdom. Enfold us in this hour with the knowledge born of love. Awaken within us the desire to know rightly and the will to live justly, with grace and generosity.

**Amen.**

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# Overview

- ▶ Introductions
- ▶ Choosing effective tools
- ▶ Constituencies: Who are we talking to (vs who is listening)
- ▶ Diversity: Generational, Ethnic, Economic, Spiritual
- ▶ Motivations: Relational & Spiritual
- ▶ Discussion

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# So Many Tools to Choose from

- ▶ Most exciting tool you learned about in the last session?
- ▶ How do you anticipate using it?

**Discuss & Share**

- ▶ Any experiences of tools that didn't fit your context?

**Discuss & Share**

- ▶ How do you know if a tool is right for your congregation?

*Motivations: Relational & Spiritual*



# Effective Tools produce more Engagement

- ▶ Research/data tells us that different groups of people respond to different invitations to give their time, expertise, and money.
- ▶ Thus, not every tool will work as effectively in every context.
- ▶ Engagement itself is ALWAYS a tool!



*Motivations: Relational & Spiritual*

# Who are our Constituents (our people)?

- ▶ The Church is diverse!
  - ▶ Age/Generations
  - ▶ Culture – Ethnic
  - ▶ Culture – Regional
  - ▶ Economics
  - ▶ Employment status
  - ▶ Tenure in the Church – lifelong, new, returning
  - ▶ Church experience – unchurched, refugee
- ▶ Make a note: How would you describe the people in your congregation?

*Motivations: Relational & Spiritual*



# Culture: It's in the air we breathe

- ▶ **Culture:** values, celebrations, attitudes toward giving that are rooted in the lives and experiences of those who came before us – from a part of the world, language group, region of the U.S., congregation's context or history
- ▶ Culture is woven into every assumption we make
- ▶ Relational or transactional or some combination?
- ▶ What cultures are represented in your context?

*Motivations: Relational & Spiritual*



# Culture: It's in the air we breathe

- ▶ Tools/techniques that appeal to different cultures, for example—
  - ▶ Black Americans and later generation immigrants: pride of place and continuation of culture.
  - ▶ First Nations and Indigenous: land and legacy, treaty and betrayal
  - ▶ Latinos and first-generation Latinos: unfamiliarity of pledging. Preservation of family and festivals.
- ▶ When in doubt... build deeper relationship!

*Motivations: Relational & Spiritual*



# Motivations: Relational & Spiritual

- ▶ Each Community uniquely understands giving/stewardship/philanthropy.
- ▶ Obligations to share are based upon community norms and expectations.
- ▶ People are giving beyond church... but do we know why?
- ▶ Relational commitments are not always proportional to \$ amount given

*Motivations: Relational & Spiritual*



# Economics / Employment Status

- ▶ Employment status
  - ▶ Working – FT/PT/seasonal
  - ▶ Not working – unemployed
  - ▶ Not working – disabled
  - ▶ Not working / PT – raising children
  - ▶ Student
  - ▶ Retired
- ▶ Economic status
  - ▶ Tied to employment AND many factors
  - ▶ Emotional impacts
- ▶ Often unspoken root of power differential
- ▶ Giving is not only about \$\$

*Motivations: Relational & Spiritual*



# Economics / Employment Status

- ▶ Tools/techniques that engage different economic/employment groups
- ▶ Employment status
  - ▶ Working – FT/PT/seasonal
  - ▶ Not working – unemployed
  - ▶ Not working – disabled
  - ▶ Not working / PT – raising children
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*Motivations: Relational & Spiritual*



# Age / Generations

- ▶ 8 Living Generations (age in 2025)
  - ▶ Greatest (98+)
  - ▶ Silent (80-97)
  - ▶ Baby Boomers (61-79)
  - ▶ Gen X (45-60)
  - ▶ Gen Y/Millennials (29-44)
  - ▶ Gen Z (15-28)
  - ▶ Alpha (1-14)
  - ▶ Beta (born 2025+)
- ▶ Which generations does your congregation/context include?

*Motivations: Relational & Spiritual*



# Age / Generations

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# Church Experience

- ▶ Anglicans / Episcopalians
  - ▶ Lifelong
  - ▶ Returning
- ▶ New to The Anglican Church of Canada / Episcopal Church
  - ▶ Unchurched
  - ▶ Refugees from other denominations
- ▶ Potential major/legacy givers
- ▶ Who are you encountering in your congregation?

*Motivations: Relational & Spiritual*



# Church Experience

- ▶ Tools/techniques that appeal to different levels of church experience.
- ▶ Don't forget personal conversations with the newbies, including their preferred giving platforms.
- ▶ Most of the time, clergy need to know how people give.

*Motivations: Relational & Spiritual*



# Younger Givers are Diverse!

- ▶ Millennials and Gen-Z are the most racially diverse generations. **43% are non-white.**
- ▶ When the leadership and worship leaders are mono-racial, **there is a disconnect** with what these young people see in their workplaces, schools, and friend groups and what they experience in Church.
- ▶ Raise up non-white leaders
- ▶ Seek, recruit, and hire for diversity in gender, identity, and ability

*Motivations: Relational & Spiritual*



# Adjust your Strategies

Pay attention to messages, motivation & methods...

- ▶ Lack of experience with pledging
- ▶ Adjust messages and methods
- ▶ Increase volunteer engagement
- ▶ Make disciples

*Motivations: Relational & Spiritual*



## **Break (10 mins)**

### **Breakout Conversations (40 mins)**

Bible study. Which of these two scriptures speaks to you? To your congregation? Is there another that most accurately reflects the motivations of your community?

How is generosity practiced in your community?

Is there a practice of generosity that isn't seen?

How might you make non-pledge generosity more visible and bless it?

Is there a constituency in your congregation whose stewardship is not well-developed?

How might you diversify your representation in your pledge season? Your methods of giving? For different cultures/ages?

## **Debrief (20 mins)**

*Motivations: Relational & Spiritual*





Thank you!

For more information, tools, webinars, and resources, visit [www.tens.org](http://www.tens.org)

Our password for 2025: Luke1:46

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