



## A More Excellent Way

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# + A More Excellent Way

- Faith foundations: Moving from transactional giving to transformational giving.
- Inspiring generosity: Moving from “Pay the bills” to “Live the vision.”
- Best practices from the non-profit world. Understanding why people give and making your case.
- Building a planned giving ministry in four “easy” steps

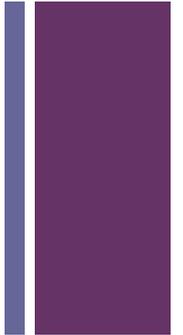




# Southern New England Conference

United Church of Christ

*Living the Love & Justice of Jesus*



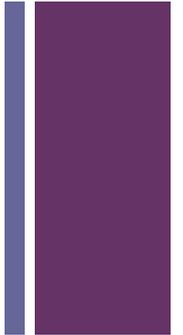
[www.sneucc.org/stewardship](http://www.sneucc.org/stewardship)



# Southern New England Conference

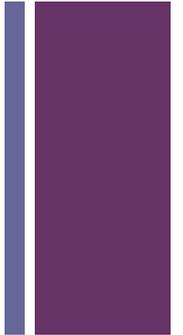
United Church of Christ

*Living the Love & Justice of Jesus*



- We understand **the local church exists to make disciples of Jesus** and we welcome all people unconditionally to share in this calling.
- Disciples are generous people.
- You can give without having faith, but you can't have faith without giving

# + Stewardship Charge



- It is not the job of the Stewardship Committee to get people to give more money.
- It is the job of the Stewardship Committee help people make more faithful decisions about what they do with their money.
- Stewardship programs are not fundraising programs, they are faith formation programs

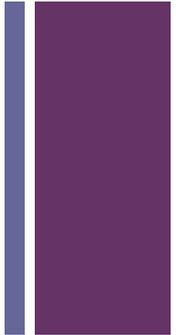
# + Stewardship Approaches

## Transactional:

- Working within the existing framework of individual beliefs and behavior and congregational values and norms to get people to **give more money**.

## Transformational:

- **Getting to a more faithful place** regarding generosity and stewardship.
- Do not accept the way things are. Catalyze individual and congregational change.

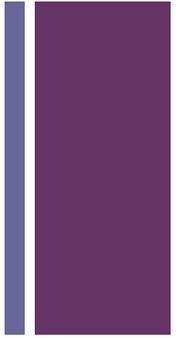


# + Pastoral Leadership

- Fundraising as Faith Formation Ministry
- Helping people on their faith journeys:
  - Discovering what is sacred in their lives;
  - Helping people discover their true calling;
  - Making faithful choices regarding use of time, talent, and treasure



# + The Big Picture



**Focus on faith!**

# + Jesus, Generosity and the fullness of life

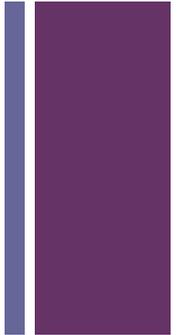
- A person's relationship with material possessions is the single matter that Jesus talked the most about.
- Fully one sixth of all of his words are concerned with this one subject.
- Twenty of the thirty-nine teaching parables are directly related to stewardship and the use of and approach to gifts.





# A Spirituality of Fundraising

Henri J. M. Nouwen

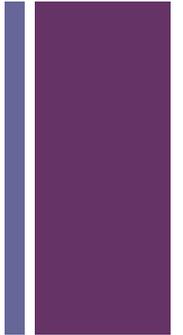


- “Jesus knows our need for security. He is concerned that because security is such a deep human need, we do not misplace our trust in things or in people that cannot offer us real security... We cannot find security if our heart is divided.”



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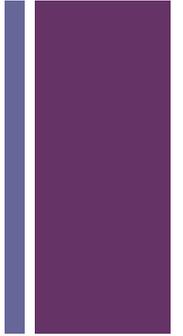


- “Fundraising is proclaiming what we believe in such a way that we offer other people an opportunity to participate with us in our vision and mission.”
- “We have a vision that is amazing and exciting. We are inviting you to invest yourself through the resources God has given you – your energy, your prayers, and your money – in this work to which God has called us.
- **“Fundraising is always a call to conversion.”**



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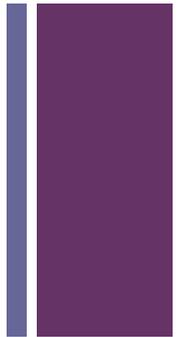


“Indeed, if we raise funds for the creation of a community of love, we are helping God build the Kingdom.”



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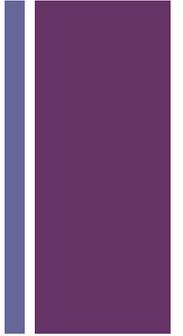


“Once we are prayerfully committed to placing our whole trust in God and have become clear that we are concerned only for the Kingdom; once we have learned to love the rich for who they are rather than what they have; and once we believe that we have something of great value to give them, then we will have no problem at all in asking someone for a large sum of money.”



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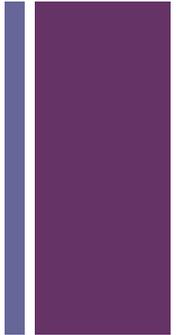


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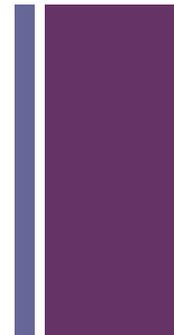


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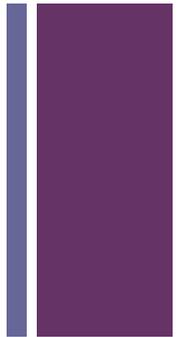


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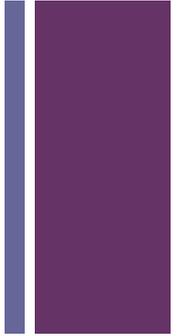


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# A Spirituality of Fundraising

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“Fundraising is a very rich and beautiful activity. It is a confident, joyful, and hope-filled expression of ministry. In ministering to each other, each from the riches that he or she possesses, we work together for the full coming of God’s Kingdom.”

# + Kitchen Table Giving

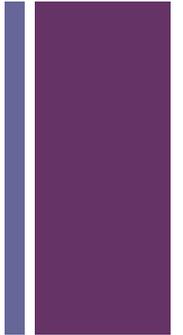
by William G. Enright



- Religious fundraising is more about ministry than it is about money.
- Simply put, the focus of congregation-based fundraising is not so much on money as on sparking conversations that will birth a culture of thoughtful and generous disciples.



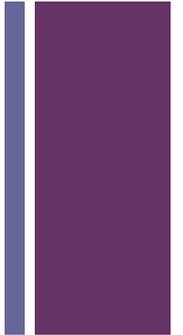
# Dr. Paul Schervish



Philanthropy, for many of us, is about our religious discernment. What truly motivates us to give – beyond just being asked or hearing about an organization – is a deeper inspiration to support a larger goal. **If we don't help donors through that discernment process, then we're missing an opportunity to form a deeper connection.** We're training ourselves to simply tell others what to do – who to support and why – instead of supporting them through their own experience of the joy of God. **When we do that, we're doing more than raising funds; we're helping people become their best self.**

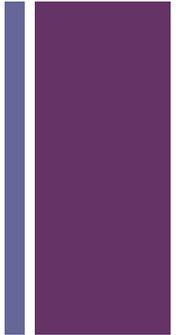


# Rev. Dr. Ken Evers-Hood



- **“Fundraising, when done faithfully, is fundamentally about thankfulness, expansiveness, and opening to new possibilities.”**
- “Faithful fundraising isn’t about manipulating people and squeezing resources from them. Rather, fundraising is about helping people to discover their passion and call. When I speak to my congregation about stewardship now I invite them to discover people and institutions they cherish and love. When you give to people and institutions you are passionate about, it isn’t painful; it’s joyful. So, I tell them give. Give. Give to our church, or give to our school district, or give to some cause that you love. Just give to something you care about. That isn’t sales: that’s discipleship. **I’m now as a pastor helping people, as [poet David] Whyte puts it, to become generous citizens of loss rather than misers who always stand at the gates of existence but never walk fully into life.”**

# + Julian Stodd



“We are misled into believing that ‘*generosity*’ is about giving things away: it’s not, it’s about freeing yourself up, of sharing and, in return, being shared with. **The more we give, the more we get back, but not in a case of immediate reciprocity: the returns we gain are offset in time and space.** The payback is a community within which we are a valued and engaged member, and a community to which we can turn when we need help or support. Generosity is a small price to pay for that.”



# Metanoia!

## Individual Transformation



### Mine, mine, mine!

- Whatever I have, I earned, and I deserve it
- I am entitled to use what I have for my benefit
- In giving, I have less. I am diminished. Anxiety about having enough.

### How blessed am I

- Whatever I have is a blessing and I receive it as a trustee
- God yearns for what is best for me... and for others
- In giving, I am creating a better world. I am enhanced. “Realm of sufficiency.”

# + Metanoia!

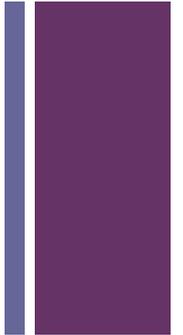
## Mine, mine, mine!

- How much should I give away?
- What will I get in return?
- What don't I have?
- What do I wish I had?

## How blessed am I

- How much should I keep?
- What will the impact be?
- What do I have?
- What can I do with what I have?

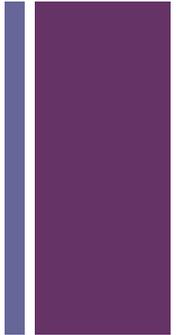
+ WWJD



- What Would Jesus Drive
- Jesus wouldn't drive, Jesus would take the bus!



# BTW, Social Science Backs This Up!

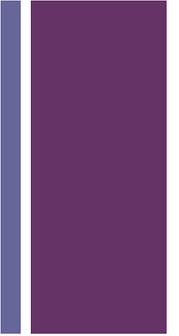


- The Paradox of Generosity: Giving We Receive, Grasping We Lose, by Christian Smith and Hilary Davidson
- Those who give generously end up increasing the quality of their own lives.
  - Happiness
  - Bodily health
  - Purpose in living
  - Avoidance of depression
  - Interest in personal growth

+ But didn't we already know this?

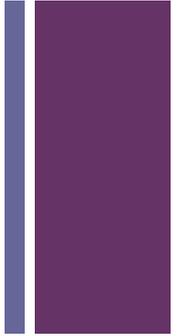
“You will be enriched in every way for your great generosity”

2 Corinthians 9:11



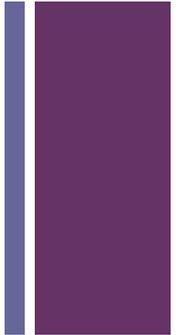


# Questions For Your Congregation



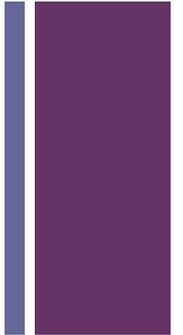
- Why do we hesitate to ask people to be generous supporters of the mission and ministry of our congregation?
- Do we want to get over this?
- How can we get to a more faithful place regarding generosity and stewardship?
- Insert your question here!

# + Resources



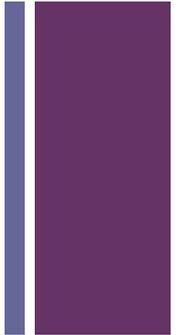
- UCC Stewardship – [ucc.org/stewardship](http://ucc.org/stewardship)
  - Lots of stuff to explore
- <https://resources.ecww.org/sites/default/files/resources/StewardshipQuotesFromTheBible.pdf>
  - Borrow from other denominations!
- [Stewardshipoflife.org](http://Stewardshipoflife.org)

# + Good books



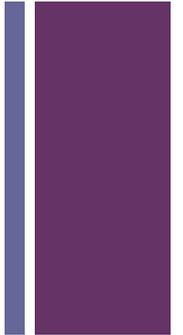
- A Spirituality of Fundraising, by Henri J. M. Nouwen
- Kitchen Table Giving, by William G. Enright
- Not Your Parents' Offering Plate, by J. Clif Christopher
- Whose Offering Plate Is It, by J. Clif Christopher
- Stewardship for Vital Congregations, by Anthony B. Robinson
- Ask, Thank, Tell, by Charles R. Lane
- What Church Leaders Really Need To Know, Robert H. Naylor
  - Chapters 12, 13, Appendicies A and F

# + Good e-Newsletters



- Lewis Center for Church Leadership – Leading Ideas
- Lake Institute on Faith and Giving – Insights
- Congregational Consulting Group - Perspectives
- Pinnacle Leadership Associates
- Northeast Ecumenical Stewardship Council – Living Waters
- Luther Seminary – Stewardship Resources

# + Questions



- What was the most significant or important thing you heard tonight and how does it inform next steps?
- How can we get to a more faithful place regarding generosity and stewardship?