



## 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

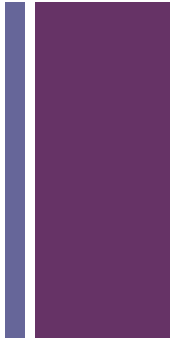




# Southern New England Conference

United Church of Christ

*Living the Love & Justice of Jesus*



- 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

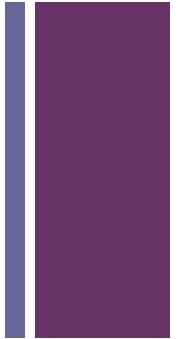
# + Stewardship Approaches

## 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.

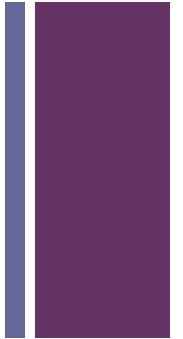




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[www.sneucc.org/stewardship](http://www.sneucc.org/stewardship)



# Metanoia!



- Deep Change or Slow Death
- “How Blessed Am I” or “Mine, Mine, Mine”
- “Live the Vision” or “Pay the Bills”

# + Division of Responsibilities

## Clergy Leadership

- Identity and Purpose
  - Why are we here?
  - What is this all about
- Inspiring generosity
- Scripture-based preaching and teaching
- Stewardship is a personal spiritual practice – becoming a more generous and giving person

## Lay Management

- Keep Board and Committee agendas focused on identity and purpose.
- Develop “Case Statement”
- Bible study programs
- Gift solicitation processes



# + Division of Responsibilities

## Clergy Leadership

- Lift the veil of secrecy
- “Live the Vision”
- Walk the talk - tithe

## Lay Management

- Testify
- Avoid “Pay the Bills”
- Pay your pastor enough that they can tithe



# Questions For Your Congregation



- Are we clear about roles?
- How can we get to a more faithful place regarding generosity and stewardship
- Insert your question here!

# + Reasons People Give



1. Belief in the mission – the WHY
2. Confidence in leadership
3. Fiscal responsibility and stability

# + Belief in the mission



- The WHY
  - Simon Sinek Ted Talk
- “So that...”
- How are you changing lives?
- What is your impact?

# + Confidence in leadership

- Vision and skills
- Clear roles
- Informed decision making
- Open communication

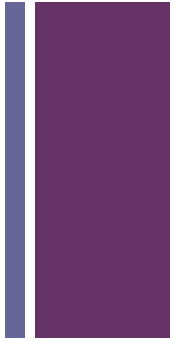


# + Reasons People Give



1. Belief in the mission – the WHY
2. Confidence in leadership
3. Fiscal responsibility and stability

# + Fiscal responsibility and stability



- Sound “returns”

- Transparency and Accountability

# + Narrative Budgets



- Worship
- Teaching
- Caring
- Fellowship
- Mission and Outreach





# Case Statement/Case for Support



- No universal definition
- One formula:
  - What is the need?
  - How can you tell this is a pressing need?
  - How is your organization uniquely qualified to tackle this need?
  - What will be the benefits of your action?
  - What are the negative consequences if you fail?
- It will be the basis of all communication, but something that you send out.



# Questions For Your Congregation



- What can we do to better articulate and share our mission as a congregation?
- What can we do to support leaders and build confidence in leaders?
- What can we do to demonstrate fiscal responsibility and stability?