



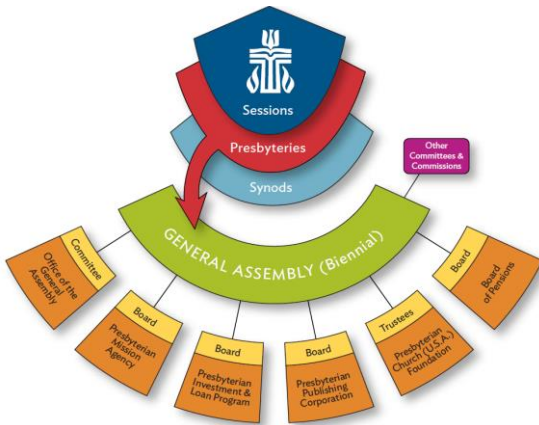
Creating a Culture of Generosity

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Robert Hay, Jr.
Ministry Relations Officer

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- A vital part of the Presbyterian Church (U.S.A.), the Foundation cultivates, attracts, and manages financial resources of individuals and institutions to serve Christ's mission.
- Established in 1799.

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Opening Prayer

***All:** In life and death we belong to God. Through the grace of our Lord Jesus Christ, the love of God and the communion of the Holy Spirit, we trust in the one triune God, the Holy One of Israel Whom alone we worship and serve.*

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Opening Prayer (cont.)

We trust in God alone Who loves us and enriches us with abundant gifts.

And so we will seek to move . . .

*In attitude from scarcity to abundance
In lifestyle from consumption to renewal
In finance from debt to freedom*

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Opening Prayer (cont.)

We worship God alone Who empowers us to celebrate the grace of the Lord Jesus Christ.

And so we will seek to move . . .

In liturgy from avoidance to celebration

In giving from funding to offering

In emphasis from annual to year-round

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Opening Prayer (cont.)

We serve God alone Who calls us to a life of thanksgiving to the Spirit, loving God, neighbor, and self.

And so we will seek to move . . .

In practice from maintenance to mission

In outreach from parochial to global

In relationships from domination to interdependence.

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Opening Prayer (cont.)

*In gratitude to God, empowered by the Spirit, we strive to serve Christ in our daily tasks and live holy and joyful lives, even as we watch for God's new heaven and new earth, praying "Come, Lord Jesus!"
AMEN.*

(from the Hudson River Presbytery Stewardship Team)

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What is Stewardship?

- "Where your treasure is, there your heart will be also." Matthew 6:21
- Stewardship is the church's theological antidote to the chief idols of our age; consumerism, materialism, and acquisition.
- Stewardship is about the joyous discipline of thanking God with the way we live our lives and spend and share our money.

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What is Stewardship?

- Gratitude
- Spiritual Growth
- About making choices
- Caring for all that God has given us
- Time, Talent, Treasure, AND Influence
- Disciple making

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Stewardship is not:

- A once-a-year event
- About money
- Fundraising (but we have things to learn from effective fundraising principles)
- Meeting a budget
- About us (as individuals or as a church)

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Leadership

- Generosity Team
- Session
- Pastor

Generosity Team

- Chartered by session
- Member from each program/mission committee of the church
- Coordinates ALL story telling, asks, and thanks
- Works year-round

Session

- Sanctions/charters the Generosity team
- Share their stories
- Supports the Generosity team
- Be pledgers/tithers
- Be leaders in stewardship (pledge first)

Alternative Structure

- Add to session committee reports
 - What stories need to be told
 - Who could tell the stories
 - Who needs to be thanked
- Consider adding a “Generosity” Elder
 - Coordinates story telling and thank yous

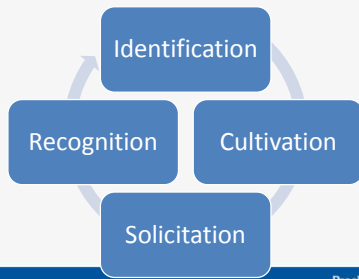
Pastor

- Talk about their own stewardship
- Preach about generosity regularly (once a month)
- Be the story teller; excite/energize people about all that the church is doing
- Invite/ask
- Say Thank You

Pastor- To know or not to know

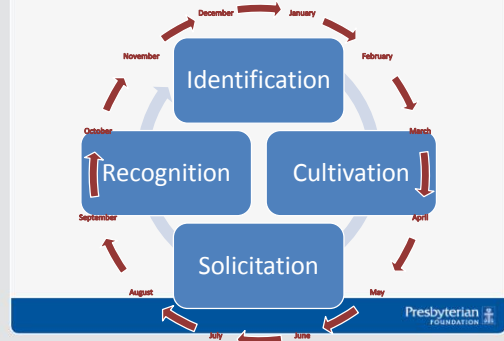
- Practical
 - Pastor as Executive Director/Chief Development Officer
- Spiritual
 - Helping people on their journey
- Pastoral
 - Another pastoral care indicator

Secular Fundraising cycle



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How do we do this?



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Identification- Tell our story to WHO?

- Insiders
- Casual Members
- Visitors
- Users

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Cultivation- WHAT is our Story?

- What is it you do well? In your church, in your community, in the world?
- How are you being the hands and feet of Christ?

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Cultivation WHY do we tell our story?

- Connect to the strategic plan
- Raise awareness about the church
 - Remember that not everyone knows everything about your church
- Celebrate your church
- Create energy about the church
- Invite people to engage in the church

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Cultivation HOW do we tell our story?

- Preaching
- Minute for mission
- During/before offering
- Newsletter/E-Newsletter
- Brochures
- Town Hall Meetings
- Vision Sunday and 6 month checkup
- Dessert & Dialogue
- Sunday School
- Testimonials
- Video Testimonials
- Narrative Budget

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Video Testimonies

- <http://www.youtube.com/watch?v=a0wHTEcwuFc>
- <http://fpctusc.org/StewardshipCampaing>

BUDGET

- | <u>Line Item</u> | vs | <u>Narrative</u> |
|---|----|--|
| • Accounting Tool | | • Visioning Tool |
| • DO NOT show how money is being invested | | • Shows the programs of the church having a positive impact |
| • DO NOT show how volunteer time and talents are impacting the church | | • Inspires and helps us see our gifts are really making a difference |
| • Should be used by the session | | • Help us to reframe finances to be about ministry |

Steps toward creating your first Narrative Budget

1. Define your "Ministry Areas"
2. Allocate staff time to each area
3. Allocate all other resources proportionally to each area
4. Consider adding volunteer time to each area
5. Write about the successes of the past year in each area

Solicitation Invitation

- Sermons
- Session testimonials
- Vision Sunday- Share the vision for the next year and invite people to support it
- Every member visitation
- Small group meetings
- Fellowship Dinner

Invitation- Letter/Email

1. Dear "NAME"
2. Start with a story and connect it with the narrative budget or strategic plan and then connect with a biblical, theological, or spiritual case
3. What investment will do
4. Invite (by generational trends and by past giving patterns)
5. Thanks for consideration, how to reply
6. PS restate the theme

Include: Response vehicle and descriptions of all the different ways to give

By Generations

| GENERATION | Birth Year |
|-----------------|------------|
| • GI and Silent | 1900-1942 |
| • Boomer | 1943-1960 |
| • Generation X | 1961-1981 |
| • Millennials | 1981+ |

By Giving Trends

- Pledgers – give generously
- Pledgers – need to be challenged
- Givers – give generously
- Givers – need to be challenged
- Non-givers

Ways people can give (MAKE IT EASY)

- Cash
- Check
- Online Bill Pay
- Credit/Debit Card
- Bank draft
- Securities

Wills and Planned Giving

- Start promoting it
- Develop a planned giving program
- Create a Legacy Society
- Utilize your MRO (Ministry Relations Officer)

Recognition- Saying Thank You

- Pastor write thank you notes
- Session write thank you notes
- Generosity team write thank you notes
- Phone calls
- Annual Celebration
- Legacy Society event

Keys to Success

- Be prayerful
- Celebrate your church
- Be visionary
- Communicate
- Involve many
- Fund ministry, not raise funds
- Be inviting, not threatening
- Challenge your congregation

DO

- Recruit and empower a Generosity Team
- Tell your story
- Develop a narrative budget
- Invite people to be a part
- Make it easy for people to give (ONLINE)
- Say Thank You a lot!

Don't

- Do it yourself – you need a team
- Cut corners
- Be afraid to spend some money
- Use a “line item” budget
- Use a “One Letter Fits All” mailing
- Put financial information in the bulletin

Resources

- Books by J. Clif Christopher
- Presbyterian Foundation MRO
- www.presbyterianfoundation.org

Wrap Up

- Questions
- Comments
- Closing Prayer

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