



# Transformation of Congregational Stewardship

Second Presbyterian Church,  
Oil City, PA  
August 8, 2016

## Speaker



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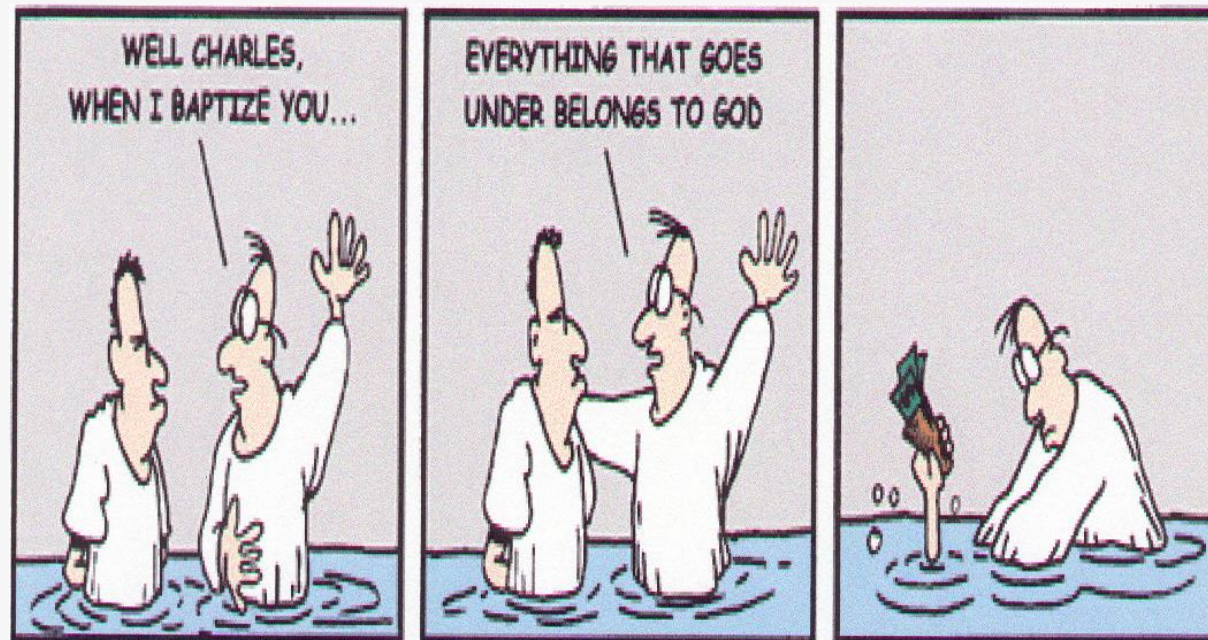
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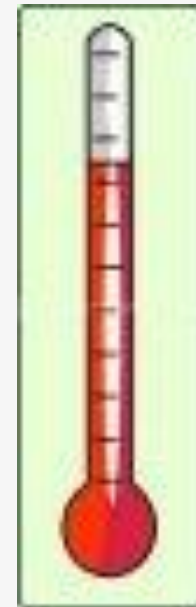
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# Christian Commitment



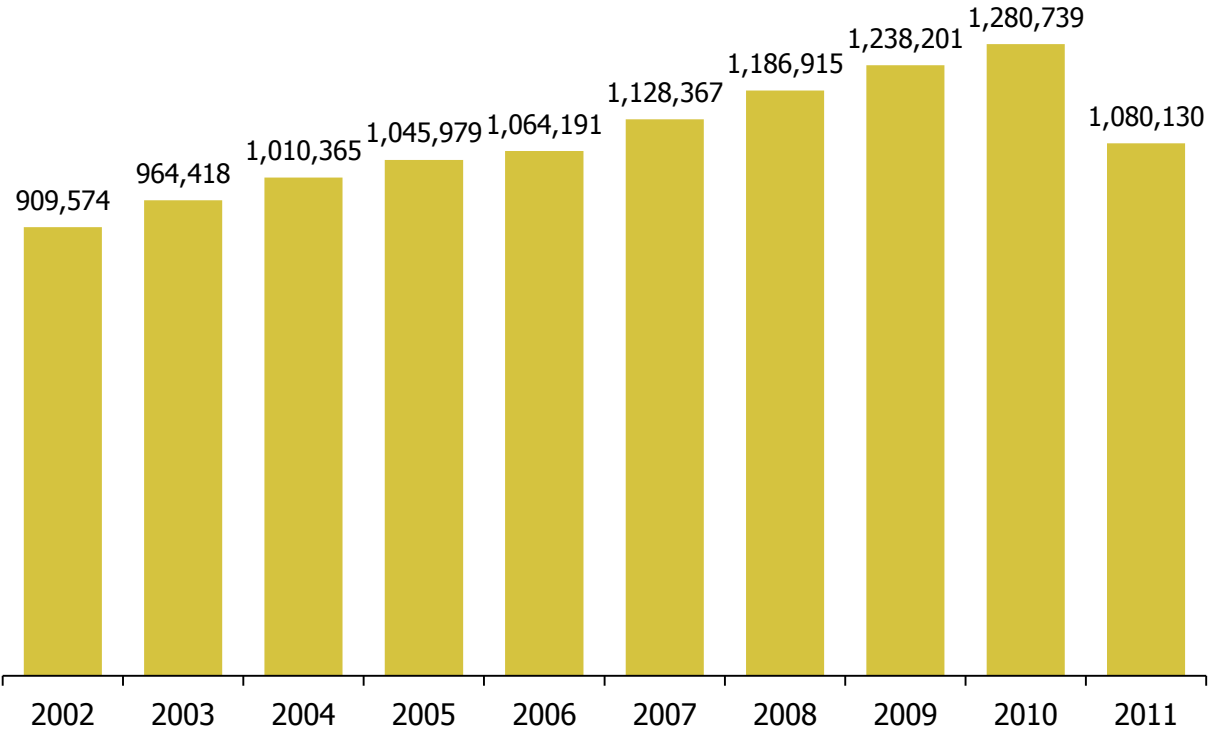
# Goal of the Seminar

- Develop new ideas on generosity
    - “Not Your Parent’s Offering Plate”
    - “Whose Offering Plate is It”
    - “Rich Church Poor Church”
- Rev. J. Clif Christopher



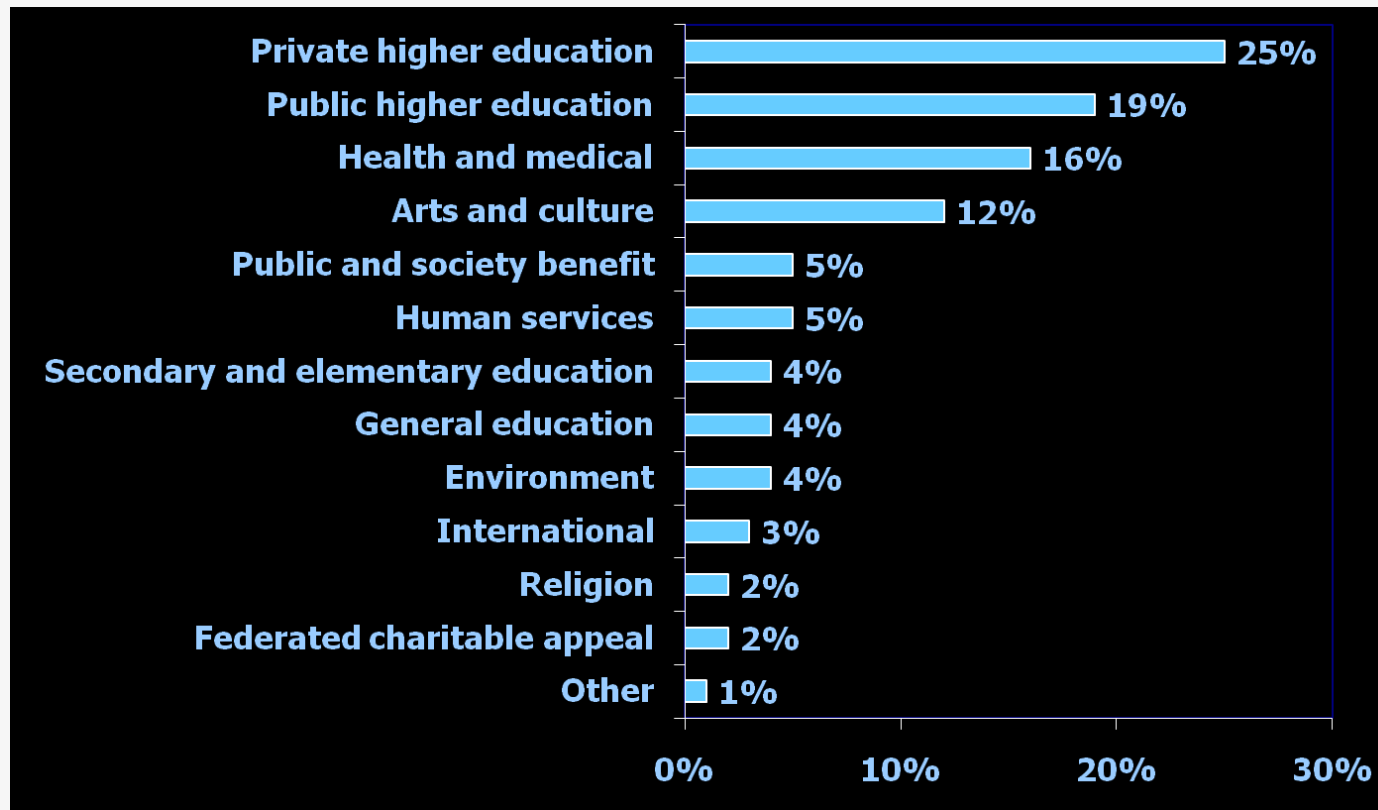
Question is  
NOT  
“Why Give?”  
BUT  
“Why Give To YOU?”

# The number of 501(c)(3) organizations 2002–2011



1,500,000  
501(c)(3)  
IRS Data Book 2012

# Where Gifts of \$1-Million or More Go



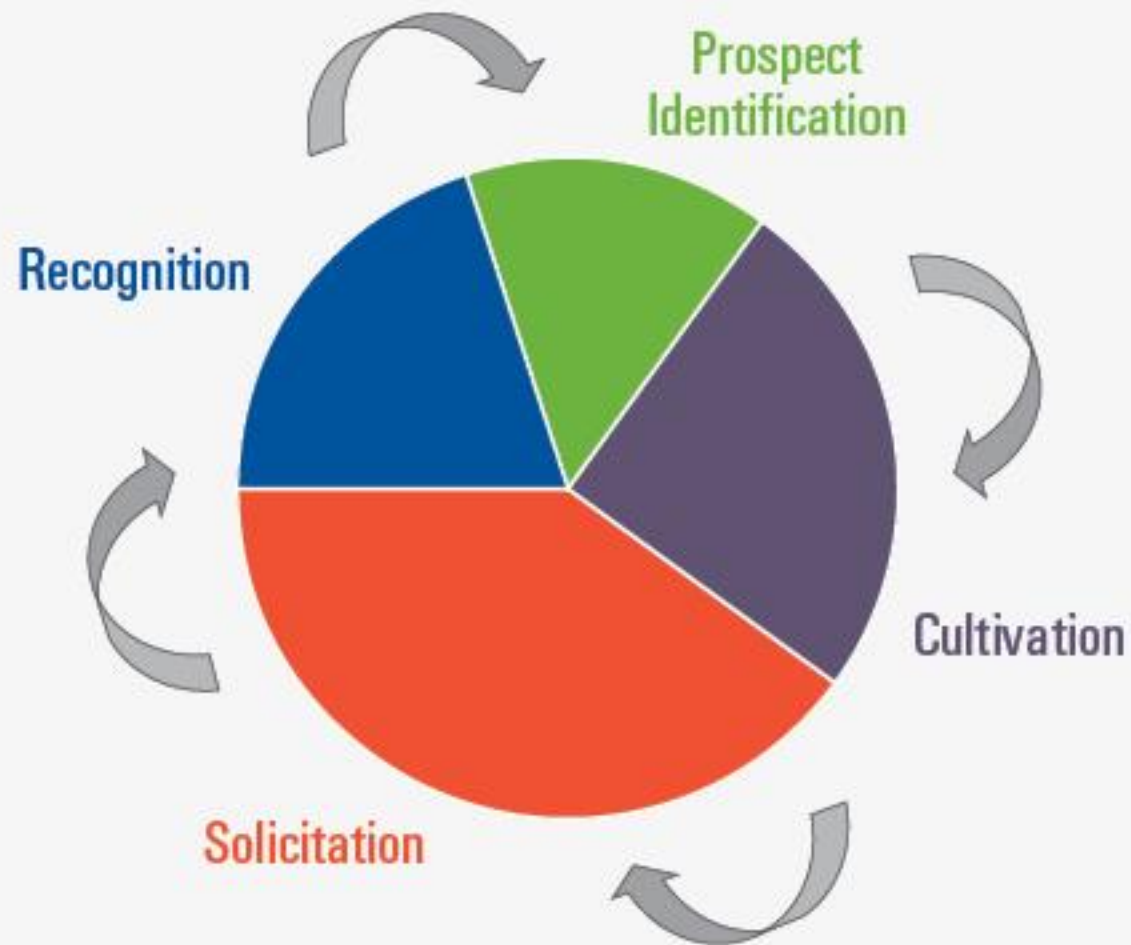
# Reasons People Choose to Give

**IMPACT!**

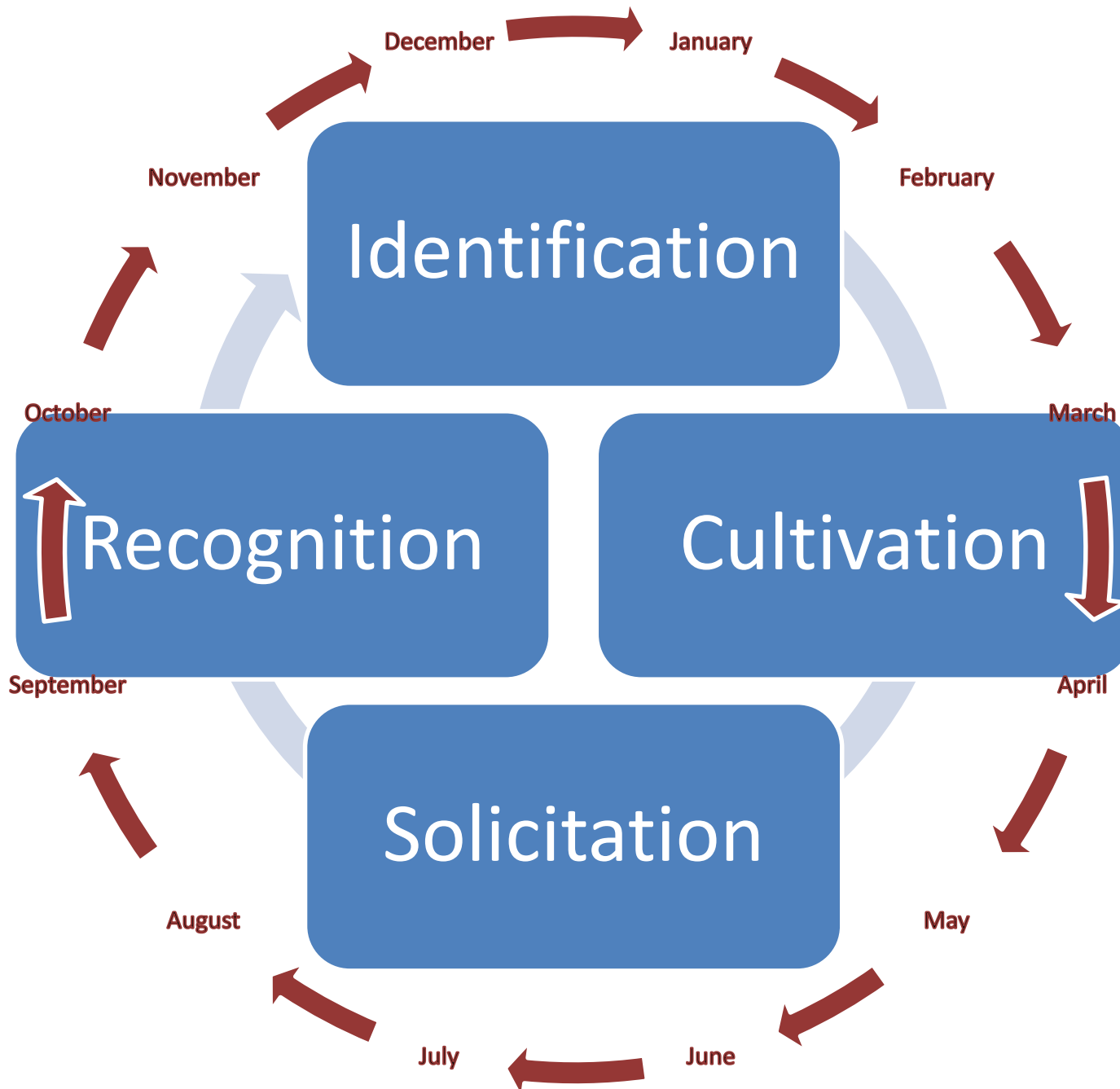
Belief in Mission  
Respect for Leadership  
Fiscal Responsibility



# The Funds Development Circle



# How do we do this?



# Prospect Identification

- Database
- Information collected
- Pulling information
- Peer group prospect ID



# Cultivation

- Strategic plan
- Narrative budget
- Annual report
- Vision Sunday / 6-month update
- Education sessions / town hall meeting, small gatherings
- Teach financial planning and debt management.
- Offering time
- Preaching once per quarter
- Calendar



# Solicitation Annual Campaign

- Annual campaign tie to strategic plan
- Volunteers own budget and need for resources
- Narrative budget
- Ask for the investment not the gift
- Teach tithing



Photo by Erin Dunnigan



# Park Grove

Community Church

ANNUAL STEWARDSHIP CAMPAIGN

*God Knows What You Can Afford*



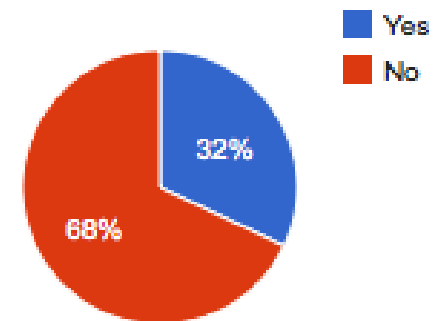
# Solicitation Letter

- Start with story, connect with narrative budget and strategic plan
- Next section, scriptural basis
- What investment will do
- Ask, by generational trends
- Thanks for consideration, how to reply
- PS restate the theme
- Response vehicle
- Ways to give

# Planned Giving

- Develop program, develop PG prospects
- Develop Planned Giving Society
- Planned Giving information
- Request for PG info
- PEER
- Presbyterian Foundation

U.S. Congregations whom  
received bequests in 2011





# Recognition

- Relationship between donor and God
- Update on success of campaign
- Thank you letters
- Thank you calls to people who made a commitment
- Youth class generosity presentations
- Testimonials
- Better use of Offering time
- Celebration Sunday

# Practical Ideas To Help Increase Stewardship

- Narrative budget
- Calendar
- Tell the story
- Preach and teach
- Ask for the investment
- Planned Giving program
- Celebrate

# Practical Ideas To Help Increase Stewardship

- Pastor must tithe, at a minimum, and testify specifically about it.
- Have high expectations and require them to be met for membership. Hold classes before joining.
- Have at least 25% of your worship attendance involved in 'hands on' missions.
- Report accurately regarding amount expected. Always talk ministry when talking money. Tell changing life stories.

# Practical Ideas To Help Increase Stewardship

- Don't publish financial information in the bulletin or website – only mailings that go to members.
- Pastors must know about the giving of their members. Lay leaders should also know.
- Seek gifts from all 'three pockets.'
  1. Annual
  2. Capital
  3. Planned (Estate)

# Practical Ideas To Help Increase Stewardship

- Enliven offering – Have staff or a lay person share a one minute stewardship witness each week (more effective than sermon). Make the presentations ‘personal.’
- Missional budgets not line item budgets.

# Practical Ideas To Help Increase Stewardship

- Make it convenient to give: Electronic funds transfer, brokerage accounts, online, kiosk.
- Don't engage members all the same way. Be mindful of motivations for giving by generation and giving patterns.
- Strongly encourage members to attend regular on-going Christian financial planning classes. Create a new tradition. (Crown Ministries, Ron Blue, Dave Ramsey, Good Sense)
- **START SAYING THANKS.**



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### MINISTRY RESOURCES

▶ Ministry Tool Box

Gift Annuities Program

Ministry Partnership Program

Print Resource Center

Sermon CDs

Wills Emphasis Program

### INDIVIDUAL RESOURCES

Gift Matrix

Forms

Help For You

Planning Tools

Financial Resource Center

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ENDOWMENT 

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EDUCATION



Bright Stars of Bethlehem



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# Wrap Up

- Did we reach our goal?
- Questions / ideas
- How to take this back to our Church
- Presbyterian Foundation Ministry Relations Officer program

