

Creating a Culture of Generosity

Stewardship Kaleidoscope
September 13, 2021

Introductions



Olanda Carr, Jr.

Ministry Relations Officer
East Region
Presbyterian Foundation

Opening Prayer

*Blessed are you, O God, maker of all things
Through your goodness
you have blessed us with these gifts:
our selves, our time, and our possessions.*

*Use us, and what we have gathered,
in feeding the world with your love;
through the one who gave himself for us,
Jesus Christ our Savior and Lord. Amen*

(from the Book of Common Worship, 2018)

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.



What is Stewardship?

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



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)

Shared Vision

- Generosity Team
- Session
- Pastor



Generosity Team

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



Session/Congregational Council

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

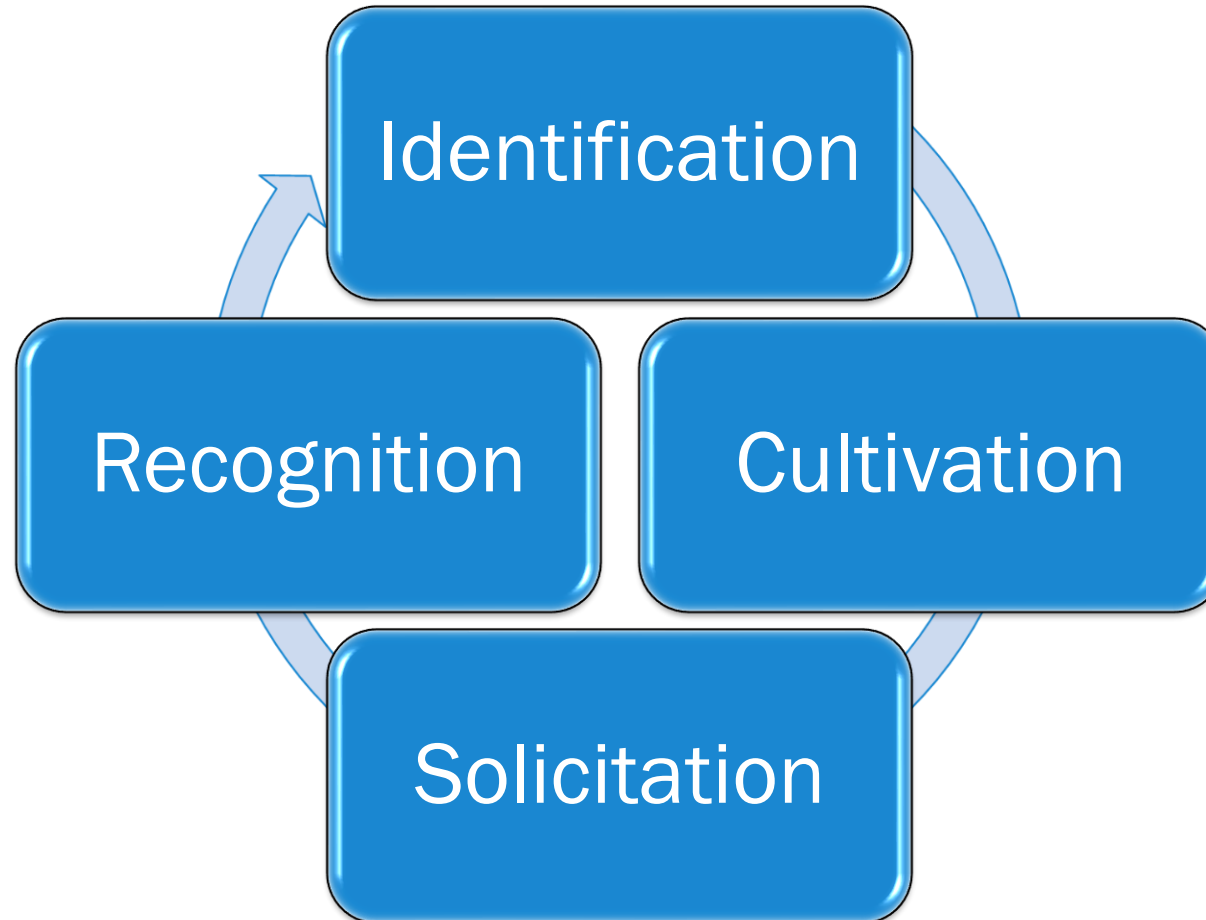


Pastor

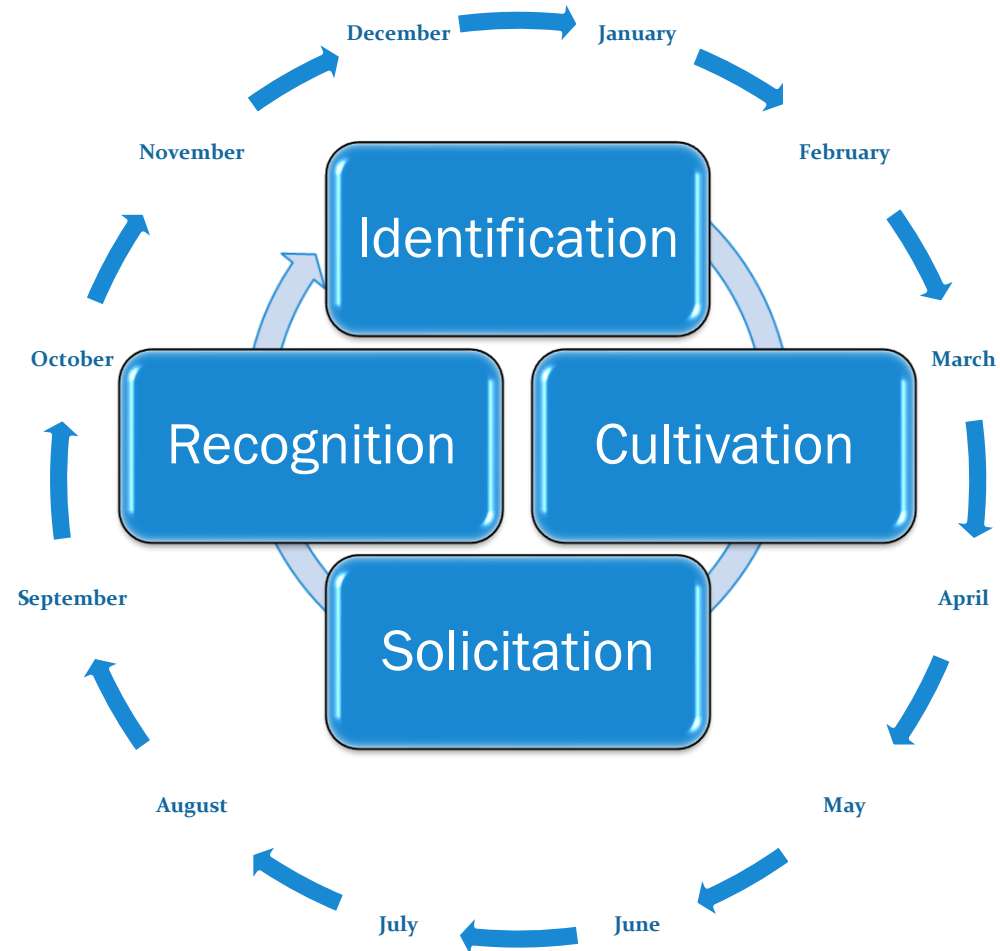
- Talk about their own stewardship
- Preach about generosity regularly (once a month)
- Be the storyteller; excite/energize people about all that the church is doing
- Invite/ask



Secular Fundraising Cycle



How do we do this?



Identification – WHO hears our story?

- Insiders
- Casual Members
- Visitors
- Users



Cultivation – WHAT is our story?

- What is it you do well? In your church, in your community, in the world?
- How are you participating with Christ?



Cultivation – WHY do we tell our story?

- Connect to the mission / 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

Cultivation – HOW do we tell our story?

Virtually

- Emails/e-newsletters
- Mobile Communication
- Website
- Video Testimonials
- Social Media
- Auto-Dialers
- During/before offering

In-Person

- Preaching
- Minute for Mission
- During/before offering
- Brochures
- Town Hall Meetings
- Testimonials
- Dessert & Dialogue

Narrative Budget

Narrative Budget

A **narrative budget** is a representation of the line-item budget in simple, easy-to-read descriptive terms. It transforms a line item of money and expenses into an exciting picture of ministries and missions of the congregation.

wumf.org/stewbudgets.html

Budget

Line Item

- Accounting Tool
- DOES NOT show how money is being invested
- DOES NOT show how volunteer time and talents are impacting the church
- Should be used by the session

Narrative

- Visioning Tool
- Shows the programs of the church having a positive impact
- Inspires and helps us see our gifts are really making a difference
- 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

Homework

1. Define your audience
2. Define the 5 “Ministry Areas” that you want your church to tell stories about (worship, mission, fellowship, music, etc.)
3. For each area, make a list of stories, who could share that story, and how you could share that story



Invitation

- Sermons
- Session testimonials
- Vision Sunday- Share the vision for the next year and invite people to support it
- 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. P.S. restate the theme

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

Recognition – Saying Thank You

- Thank You Notes
- Pastor
- Session
- Generosity Team
- Phone Calls
- Annual Dinner/Celebration



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

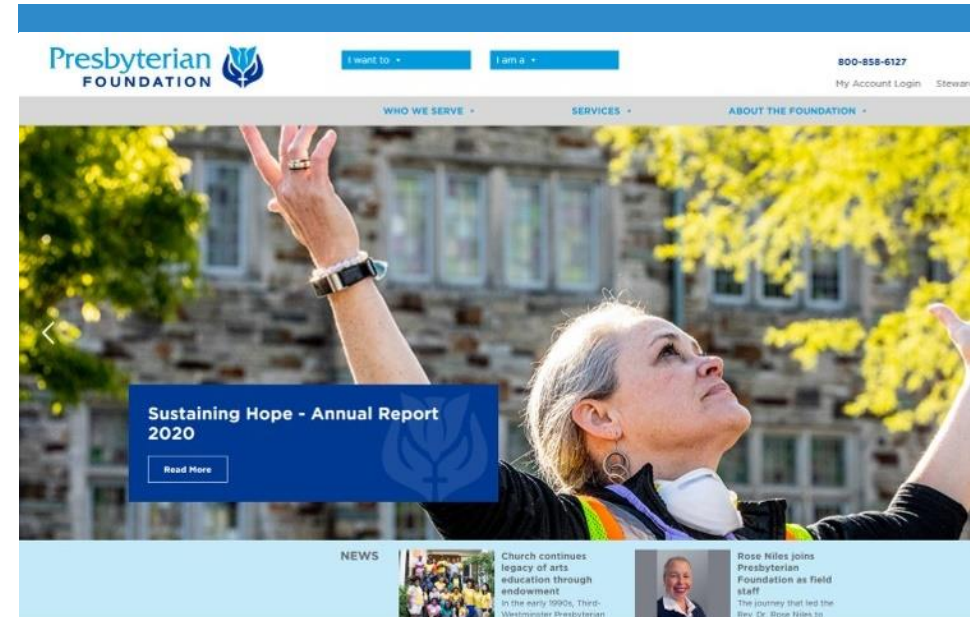
- Recruit and empower a Generosity Team
- Tell your story
- Develop a narrative budget
- Invite people to be a part
- Make it easy for people to give (ONLINE)
- Say Thank You a lot!

DON'T

- Do it yourself – you need a team
- Cut corners
- Be afraid to spend some money
- JUST use a “line item” budget
- Use a non-mission based mailing
- Put financial information in the bulletin

Resources

- Books
 - J. Clif Christopher
 - Henri Nouwen
 - Joan Gray
 - William Enright
- Presbyterian Foundation MRO
- www.presbyterianfoundation.org



Summary

- Questions
- Comments
- Closing Prayer



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Olanda Carr, Jr.
Ministry Relations Officer
East Region
Olanda.Carr@PresbyterianFoundation.org