

Generosity Leadership: Where We've Never Been Before

East and Southeast Districts, Indiana UMC

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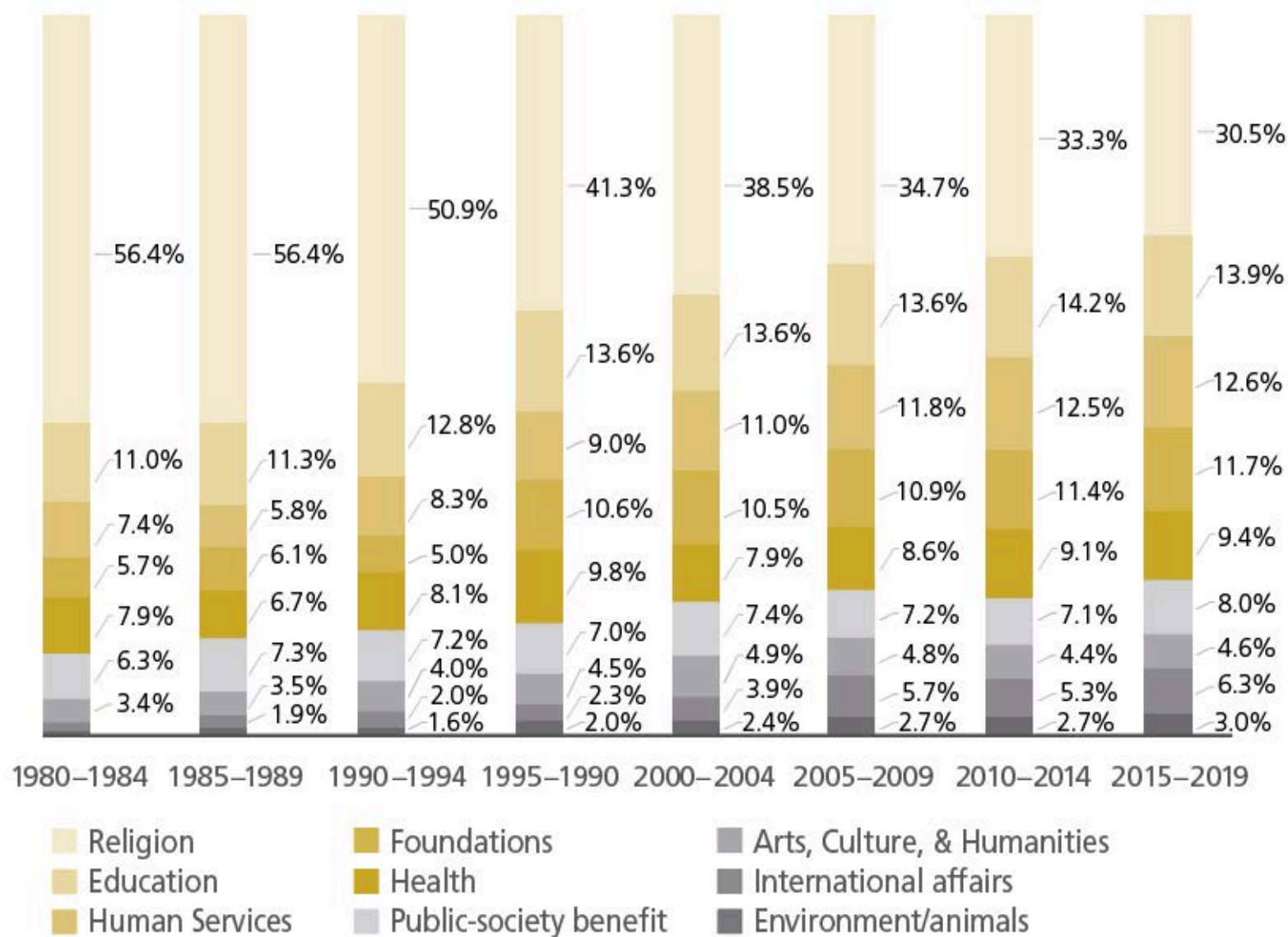




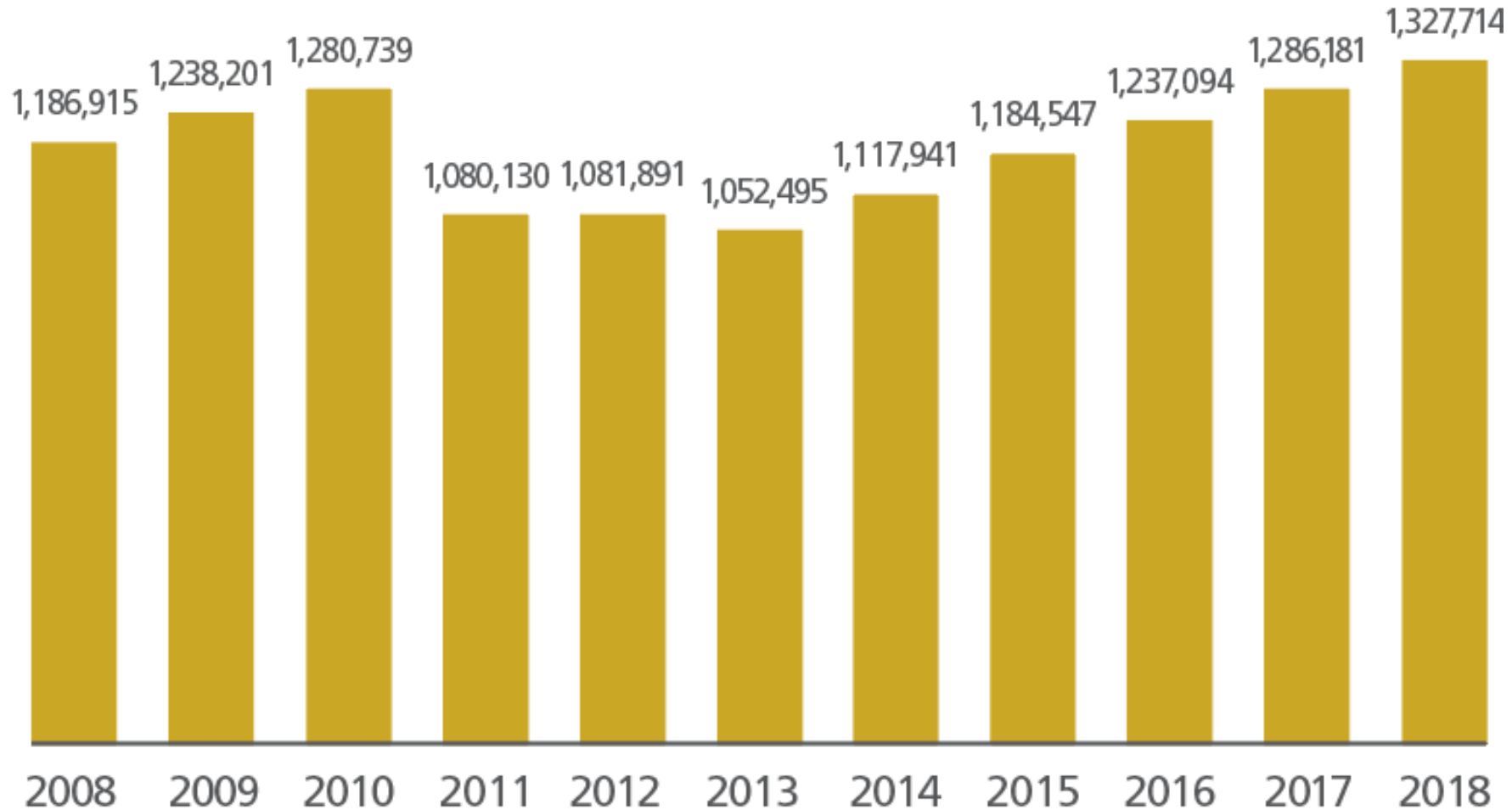
Where We Are

- The local church has changed
- Ministry needs and opportunities are increasing
- Thinking the same way is not an option
- Giving to religion is at an all-time low

Giving by type of recipient: percentage of the total in five-year spans, 1979–2019 (adjusted for inflation, 2019 = \$100, does not include “unallocated”)



The number of 501(c)(3) organizations, 2008–2018





What Remains True

- We were born to be loving and giving
- Generosity is an essential aspect of discipleship – an integral part of our journey as Christ followers
- Generosity is grounded in gratitude, revealed through prayer, and lived in faith

Five Disciplines for Growing Generosity





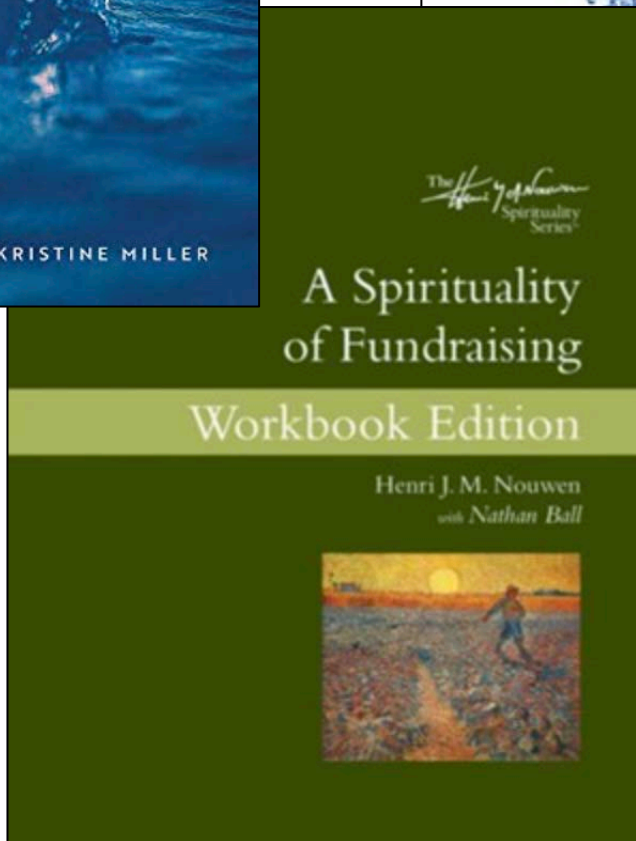
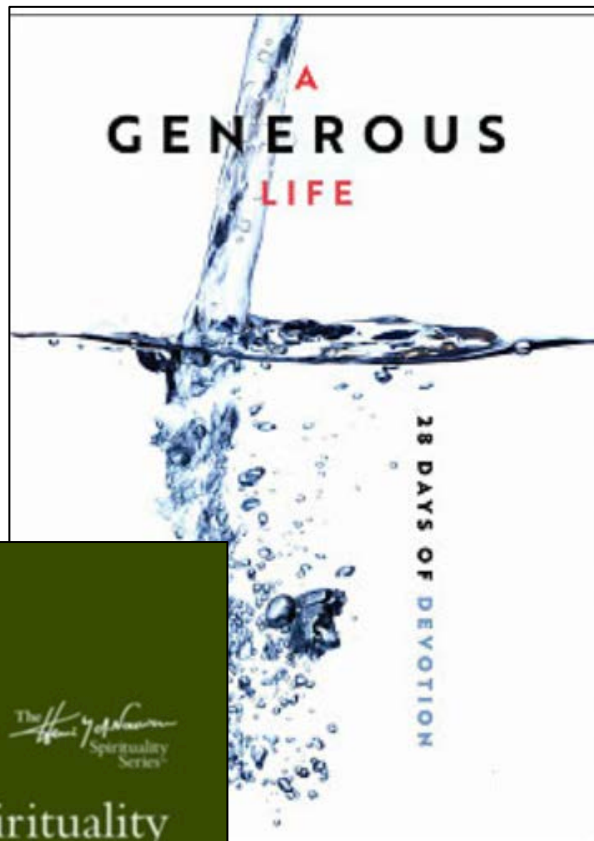
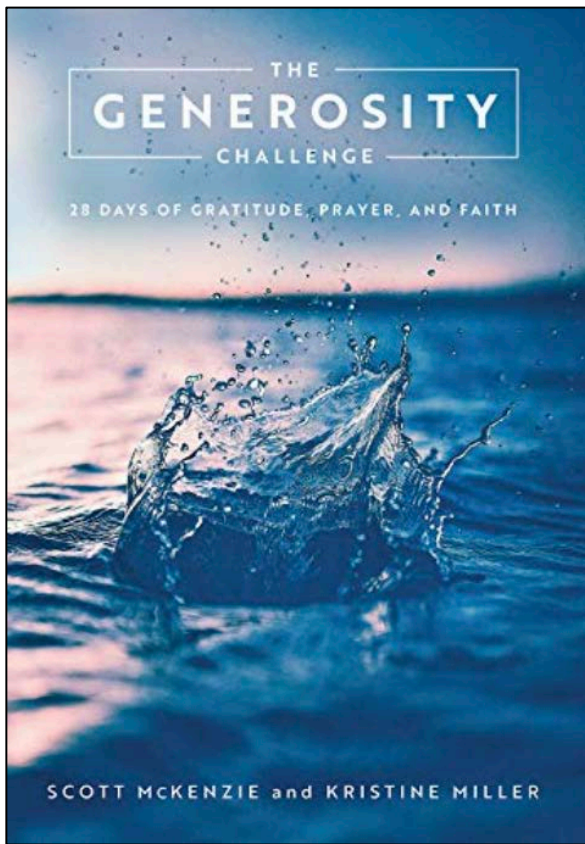
What are you
uniquely called
to do to
further God's
mission?



Keep It Spiritual

Discipleship is the foundation of any generosity initiative.

- Preaching and teaching generosity year-round
- Stewardship, giving and generosity are an integral part of being a disciple of Jesus
- A clearly articulated Generosity Statement
- Prayer is integral to generosity emphasis
- Gratitude, Prayer, and Faith are cornerstones of the journey



- Prayer Emphasis
- Devotional Book
- Christian Formation classes
- Bible Studies



Tell Your Ministry Story

Effectively communicating how you are transforming lives cuts through what the culture has to say about money.

- Weekly Offering Talks
- Frequent use of storytelling in all church communication
- Focus on one life at a time
- Share the stories of those impacted by your ministries and those who are transformed because they shared their time and money

Inside this statement, there is love.

Inside this statement there are hundreds of stories. Inside this statement there are grandparents comforted, parents educated, children loved, families fed, faces covered, loved ones celebrated, neighbors surprised, strangers befriended, faith strengthened and HOPE poured out. Inside this statement is a list of your generous actions; actions that connect and care for this community every single day. Thank you.

- Worship
- Giving Statements
- Thank-you's
- Website
- Videos

More than 3,000
worshipped online
last week!





TRINITY EPISCOPAL CHURCH

Sunday, AUGUST 16, 2020

10:00am

MORNING DEVOTION

Faith



Build Donor Relationships

The church's relationship with its financial supporters is sacred and requires careful tending.


- Pastor uses donor giving records to cultivate relationships and invite into ministry opportunities
- Church thanks more than asks—Prompt, Personal, Powerful
- Donor-centric gratitude expressed to Ministry and Financial leaders
- Every gift counts. Every giver is important

In a you OR me world, reciprocity and collaboration don't fit. A you AND me world is full of collaborators, partners, sharing and reciprocity. In that world, our resources are not only enough they are infinite.

The Soul of Money
by Lynne Twist

Building Donor Relationships includes:

- Clergy knows the giving list, levels of investment and philanthropic objectives
- Financial and ministry leaders are engaged often in discussions and decisions around ministry opportunities
- Knowing the minds of your donors and what they want to accomplish through your church
- Writing prompt, personal and compelling thank-you's



A Typical Thank-You Note

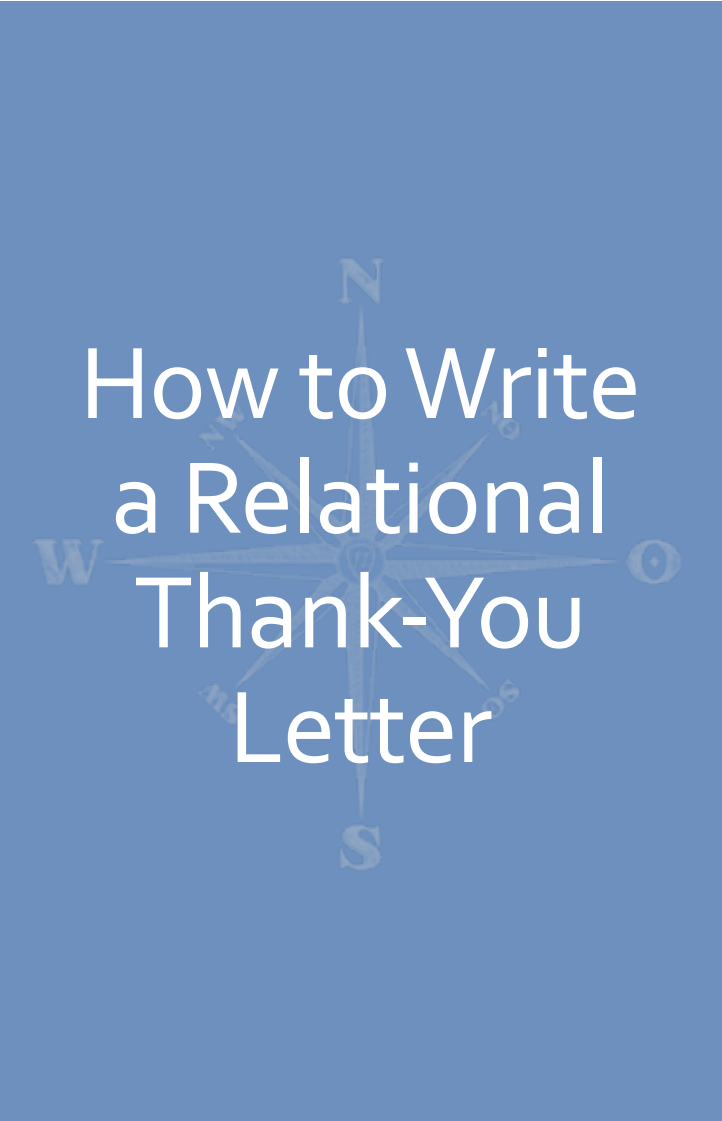
Dear Member,

Thank you for your recent pledge payment of \$1000. Support from donors like you is critical to our work.

This has been a particularly challenging financial year and we are running a deficit into the summer months. I hope you will consider participating in our special summer slump appeal to enable us to continue throughout the summer.

Sincerely,

Beverly Reid
Business Administrator



How to Write a Relational Thank-You Letter

Dear Kristine,

I wanted you to know how much St. John's youth group has meant to me. I was fortunate to be able to go on the Nicaragua mission trip. While I was there, I realized how God was nudging me to study medicine so I could help people in countries where medical help is needed. Because of St. John's, I am now entering into the pre-med program at University of Michigan.

Thank you for your generosity and support of the youth program. You have made it possible for me to find God's purpose for my life.

Sincerely,
Amy Logan

Thank you for your support of

Here are the details of the transaction for your records...

Amount: \$25.00

Transaction ID: 9249775

Date: April 13, 2020 at 9:19:11 AM (EDT)

Payment Type: Visa ending in XX00

Personal Information

Ms. KRISTINE Miller

24594 Redwing Drive

Novi, Michigan 48374 US

(248) 231-1158

kmiller@horizons.net

Anonymous: No

Billed Transaction Details

One-Time

Restriction: Annual Giving Campaign

Billing Information

KRISTINE Miller

24594 Redwing Drive

Novi, Michigan 48374 US

(248) 231-1158

kmiller@horizons.net

\$25.00

Thank you for your support of



notifications@accessacs.com <notifications@accessacs.com>

To: **Kristine Miller**

Your contribution has been processed!

Receipt #: 542717816

Contribution Date: 4/23/2020

Payment Amount: \$10.00

Account Description: Visa *9200**

Payment Type: Credit

Account Number: *9200**

Details:

Pledge/Operating Budget: \$10.00

Kristine,

I got notice of a gift from you to WCC!

That's amazingly generous of you to make a gift. Thank you.

It's been so meaningful to connect with new people from near and far—one of the few good things to come of this whole mess.

Consider joining my wife Sheila and me with other new friends tonight at 6:30 pm for a Quick Hello?

<https://zoom.us/j/145212957>

So, thanks again...stay in touch...be well...stay home...know that you are loved.

Peace,



Make the Ask

People are most likely to grow their generosity habits when they are challenged to take their next step.

- Multiple ways to give: Annual, Special, Capital, Legacy
- Effective portals for giving: Website, Text, App
- Be clear about what you are asking, what the next step is and when you will follow up
- Personalize communication when thanking and asking. No “Dear Member”



Henri
Nouwen on
making the
ask.

- **A form of ministry.** It is a way of announcing our vision and inviting other people into our mission.
- **A call to conversion.** “So that you may know the will of God---what is good and acceptable and perfect.”
- **An invitation into a new way of relating to personal resources.** Asking people for money is giving them the opportunity to put their resources at the disposal of the Kingdom.
- **A radical starting point through prayer.** In prayer we slowly experience a reorientation of all our thoughts and feelings about ourselves and others.



Measure Effectiveness

Connecting every dollar given with impact will increase trust and encourage future giving.

- Key giving metrics
- First-time giver strategy
- Lapsed giver strategy
- Measure movement of parish giving levels

- Financial Dashboards (Tools4Church.com)
- Annual Markers:
 - Mean (Average)
 - Median
 - Mode
- Strategies based on donor behaviors such as first-time and lapsed givers



YTD Household L.A.R.C.
 (Loss, Acquisition, Retention, Change)
 Jan 1, 2019-Aug 19, 2019 vs. Jan 1, 2020-Aug 19, 2020



Prior Year

Next Year

Putting it all
Together

Gratitude
Offering Fall
Appeal

- **Challenges of this fall season**
 - Uncertainties re: school re-starts in pandemic
 - Loss of jobs/drooping economy
 - Very divisive national election
 - In-Person worship limited through Advent
 - Plate offerings may be limited with Christmas bills looming
- **Opportunity to Flip the Narrative and tell a positive story**



Gratitude Offering Fall Appeal


Keep it Spiritual—Gratitude is foundational to Generosity and integral to discipleship

Tell Your Story—Highlight internal ministry (calls to parishioners, online worship, etc.) and external (VBS, food drives, backpacks, etc.)

Build Donor Relationships—Personalized letter/email and donor-centered thank-yous

Make the Ask—Video and letter/email invites your members to make a special Gratitude Offering

Measure Effectiveness—Keep track of gifts received online and via USPS to determine effectiveness of your appeal



Gratitude Offering Fall Appeal Elements

Video

Relational video (3 min) reflecting on ministry—positive and uplifting

Testimonies of people expressing gratitude


Ask for a Gratitude Offering **in honor of friend, staff, or ministry**

Share with every household, in worship, and on website

Letter

From the Pastor with a self-addressed, *stamped* envelope

Ask people to **honor someone/something they are grateful for** through a gift to the church. Include Gratitude Offering as an online giving option



Gratitude Offering Fall Appeal Elements

Email

From the Pastor

Ask people to honor someone/something they are grateful for through a gift to the church. Include Gratitude Offering as an online giving option

Include a Link to the video

Include a Link to giving page

Follow-up Calls/Emails

*Recruit team to call every household (not to ask them to give) and hear their expressions of gratitude

Gratitude Celebration Sunday

Word cloud, List, Gratitude wall, etc.



Gratitude
Offering Fall
Appeal

A few more thoughts...

Timing—Launch no later than October 4

Complete by October 31 prior to election

Fall stewardship campaign—consider moving to early 2021

Remember to send thank-you notes

Don't forget to track effectiveness

Pathways to Generosity

Pathways TO GENEROSITY

A Proven Approach to Accelerate
Annual Giving and Build a Culture
of Generosity in Your Church



Generosity Matters Now More Than Ever

Churches Who Work with Horizons Have
Experienced a 16% Average Increase in
Estimates of Giving Year Over Year



What is Pathways to Generosity?

- Guided strategy to grow disciples and fund your 2021 ministry needs.
- Proven spiritual process to accelerate growth in personal generosity.
- Teaches the use of generosity disciplines key to growing and sustaining your church's culture of generosity.

Characteristics of Working with Horizons

- Proven fundraising experience.
- Spiritual growth and gratitude, not guilt or pressure.
- Online or in-person counsel.
- Web-based client resources and project management tools.
- Measurable results.

What Does Horizons Provide?

- An experienced guide and trained coach who provides personalized attention resulting in maximum ministry impact.
- A framework that has been refined over decades of work in local church ministry.
- A contextualized experience that blends seamlessly with your current culture.
- A clear definition of effectiveness and impact to validate a shift in the generosity habits of your church.

Horizons.net

horizons
STEWARDSHIP



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giving365

www.giving365.com