

Fall 2006

## STEWARDSHIP MESSAGE FOR YOUR CHURCH

Why do people give?

It may surprise you to know that over 90% of the people in the United States contribute to churches or charitable causes each year. So why do people give?

Typically our older members give out of loyalty and tradition of giving to their church. Younger donors aren't typically as loyal and often only give if they are active or feel connected to the church or a particular ministry of the church. There is some evidence to suggest the newest generation is moving back toward that loyalty giving, but what is your church doing to connect Baby Boomers and younger to be engaged or connected?

It is also the case that the older members will want to pay with checks. But the Boomers and younger may want to pay with electronic transfer or debit cards. Does your church have this option?

The one aspect the church and ministries of the church have that makes it different, is the spiritual component. We are giving to God through the church. The church or organizations like the Foundation are simply a vessel for the ministry to happen.

People have the need to give! Why else would over 90% of us give? Teach and talk about spiritual giving and then get out of the way of people's need to give.

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## HELPS FOR THE STEWARDSHIP COMMITTEE

Why do people give? By Andy Robinson

**Credibility.** Does it strike you as a well-organized, competent, legitimate (church/ministry)?

**Referral.** Do you know of this (church/ministry) through a friend, family member, or colleague?

**Enthusiasm.** Do these people really care about their work? Can you sense their excitement?

**Organizational history.** What has the (church/ministry) done in the past? How do those accomplishments reflect ability to get things done?

**Leadership.** Who's running this thing, anyway? Is the (pastor and lay persons or director) involved in leadership?

**Financial management.** Can the (church/ministry) handle money in a professional way? Will the group produce timely, accurate reports?

These are a few of the reasons people give to organizations. But most importantly in your church is the spirituality of giving. "God is the source and giving is rooted in God" (Reeves & Tyler). Ask people to move toward percentage giving. What percentage is God calling them to give? Then ask them to continue stepping toward the tithe and above. Teach and talk about spiritual giving.

Be a church of high expectations that expects members to uphold you by their prayers, their presence, their service, and their gifts. It is not a smorgasbord, it is all four!

