
Talking about Money

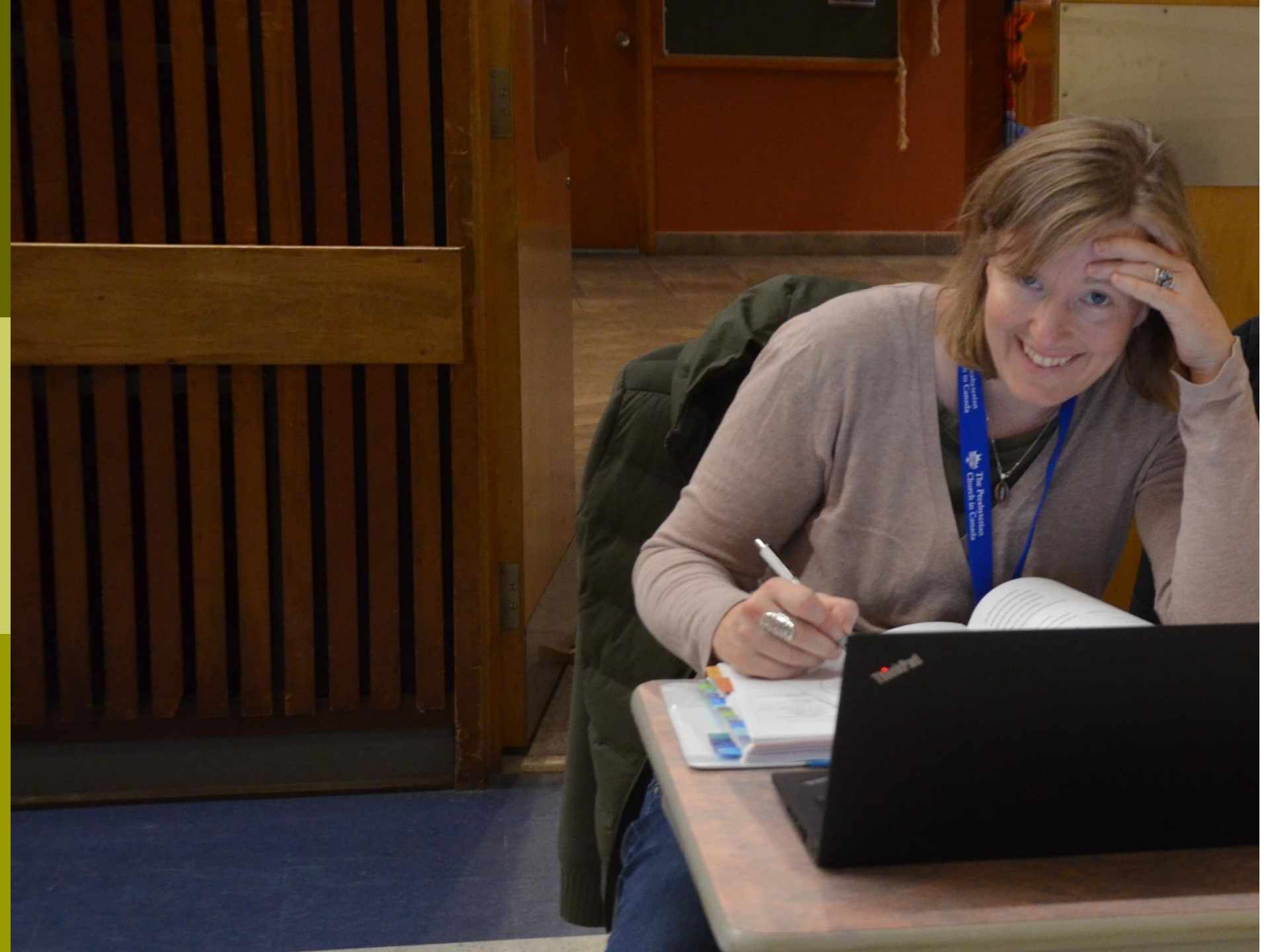
practical language for presenting
financial updates in your congregation

by Karen Plater



About Karen

- Associate Secretary for Stewardship & Planned Giving 2007 - 2018
- Communications Coordinator for PWS&D 1996 - 2007
- Writer
- Sheep farmer





Plan for today

- Talking about money in the church
- Understanding motivation
- Practical language for weekly/monthly reporting
- Practical language for a stewardship letter
- Practical language for saying Thank You

Common messages people hear

- We're behind on budget
- We need your money

Too often it's the only message they hear about money.

Stewardship is a spiritual discipline

Stewardship is not about giving to a church budget but **responding to the call of God in our lives with all our gifts – time, treasure, talent.**



There are 2,530 passages in the Bible dealing with money and material possessions -- that's more than on any other subject -- but it's the least talked about subject in the church.

Brian Sluth, [Christian Stewardship Association](#)

Bible talks about \$

- **Luke 10:29-37** The good Samaritan
- **Luke 7:36-50** Woman gives perfume
- **Luke 18:18-25** Sell everything, give to the poor and follow me
- **Luke 19:1-10** Zaccheus
- **Acts 4:32-37** Believers share all they have, Barnabas sells a field

Bible talks about \$

- **II Chronicles 35:1** Tithing first fruits
- **Mark 12:41-44** The Widow's Offering
- **Matthew 23:23** Our actions need to reflect where our money goes
- **Mark 11:15-18** Jesus throws the money changers out of the temple

Change the way we think

- ▶ Stop thinking it is not Christian to talk about money
- ▣ Start talking about money like Jesus does

Change the way we think

- Stop thinking we are poor
- ▶ Start thinking God will give us what we need to do what God wants done

Change the way we think

- Stop thinking people don't want to give
- ▶ Start thinking people will give generously when given the opportunity

Best Practice: Integrate stewardship into worship year-round

- Talk about stewardship throughout the year through preaching, bulletins and children's messages.
- Use offering invitations that invite people to give as one way to connect their lives with God's work in the world.

Best Practice: Teach about stewardship

- Create a culture of gratitude and generosity.
 - Bible studies
 - Sunday school lessons
 - personal-finance training and budget counselling.
 - major gifts and end-of-life gifts through planned giving.

2 Corinthians 8 & 9



II Corinthians 8:12

God's Grace

We want you to know,
brothers and sisters, about
the **grace of God** that has
been granted to the churches
of Macedonia.

II Corinthians 8:1

II CORINTHIANS 8:12

For if the eagerness
is there, **the gift is
acceptable
according to what
one has** – not
according to what
one does not have.

II CORINTHIANS 9:7



Questions?

Type your questions in the chat window and Janice will ask them for you.

Best Practice: Talk about Mission

Congregations were confident and clear about their **MISSION**;

Mission

“I want to make a difference.”

“I want God to use me.”

CONNECT MONEY TO MISSION

- Tell stories of mission

“money follows mission”
- Kennon Callahan

Change your language

Motivation

(from Dr. Callahan, Stewards by Design)

Six Motivations

Compassion

Community

Hope

Challenge

Reasonability

Commitment

Six Motivations

Compassion

Community

Hope

Challenge

Reasonability

Commitment

Challenge * Reasonability *

Commitment

- ❑ Thermometer – we've set a goal let's meet it
- ❑ We are behind on budget – can't you just step up
- ❑ It costs \$xxx to heat and light the church and \$xxx to pay the minister
- ❑ Expenses are going up, so we need giving to increase

Challenge * Reasonability *

Commitment

- ❑ You're a member of the congregation, as a member it's part of your responsibility to help pay the bills
- ❑ What you do with your money is a discipleship issue.

Six Motivations

Compassion

Community

Hope

Challenge

Reasonability

Commitment

Compassion * Community * Hope

- Elisa in our Sunday School is learning about Jesus
- Our lunch-time music ministry has provided a time of worship and encouragement for downtown workers
- Susan and James have been transformed in our bible studies
- We dream of . . .

Encourage Generosity

- People don't give their money TO the church...
- ...they give THROUGH the church to touch the lives of other people

People will give generously when they feel their money is making a difference

Encourage generosity

“scolding
does not raise giving
it raises fear and anxiety
people give less”

Dr. Kennon Callahan,
Stewards by Design 2017

Discouragement Letter

behind in our bills

utilities more

send a little money

Dr. Kennon Callahan, Stewards by Design 2017

Used with permission

Encouragement Letter

best Easter

many persons helped

thanks for your generosity

Dr. Kennon Callahan, Stewards by Design 2017
Used with permission

A few tips

- Make your case quickly

Share about your congregation at the top of the letter and get to the point right away. Where do you see God at work? What dream will these gifts fulfill? How will they share compassion?

A few tips

□ People give to people

A strong protagonist (person) brings your fundraising letters alive because people give to help people.

Most people don't want to read about programs and policies; they want to read about the people you help and the people doing the help

A few tips

□ Loose the hype

Don't exaggerate or over-extend yourself. Nothing will destroy your credibility faster than sounding like a used-car salesperson when raising funds for a good cause.

A few tips

□ Longer might be better

While most people won't read every word, the more you can tell the reader about the benefits of giving, the better response you will receive – people can skim – but **have good content.**

A few tips

Ask!

- ❑ Don't just tell them about your program, ask directly for their help.
- ❑ Give examples so they have an idea of what is needed.







A revised commitment message

We are grateful for the
compassion and generosity
of God's gifts in our lives.

We are thankful for the hope
with which God blesses us.

We generously pledge _____ to
advance God's Mission in 2019.

Stewardship is a spiritual discipline

Stewardship is not about giving to a church budget but **responding to the call of God in our lives with all our gifts – time, treasure, talent.**

Questions?

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Thank-you!

Thank the donor

Thank You for regular gifts

Thank You for special gifts

Thank You Statements

Encouragement Letter

Give regular feedback to the congregation

- Report giving regularly
- Report progress toward goals
- Use a stewardship minute weekly
- Use visual ways of reporting
- Provide regular updates in the church bulletin or newsletter

Bulletin Announcements

Needed **8,333**

Received **6,500**

Short **1,833**

Bulletin Announcements

Goal **6,000**

(based on previous giving patterns)

Given **6,500**

Well Done!

Bulletin Announcements

Goal **6,000**

(based on previous giving patterns)

Given **5,500**

Well Done!

Communication

Be caring of all members

Be sensitive to those who have little money to give by celebrating all the gifts that people give

Questions?

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Thank-you!

***Next Stewardship Webinar
Wednesday - April 4, 2018***

Narrative Budgets: Practical Tools

The Rev. Mark Tremblay will share some practical tools that Knox, Calgary has used over the years to construct their narrative budget. He will talk about what they have learned, what has worked, what has not worked, etc. This webinar builds on concepts introduced in a previous webinar, "Sharing your story in a way that inspires."