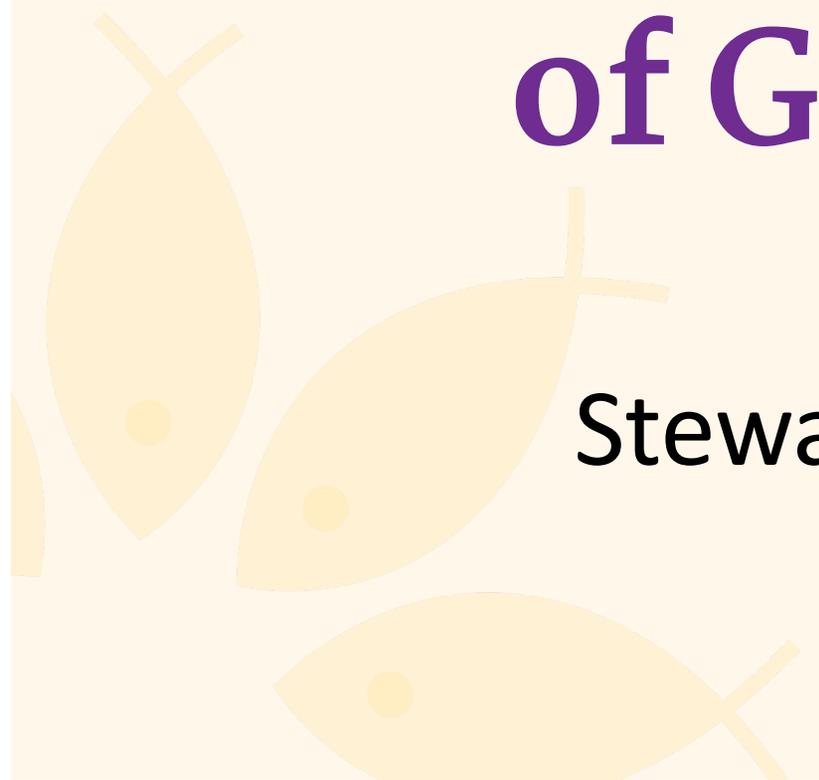




# Growing a Culture of Generosity

Stewardship & Planned Giving

September 18, 2019





# Karen Plater

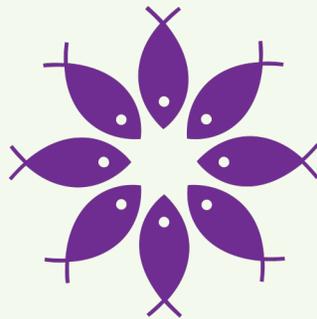
Associate Secretary,  
Stewardship & Planned  
Giving



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# A few instructions

- Type in your questions and the Moderator will read them out on your behalf when there is a break, or at the end of the presentation.
- The slides and recording will be posted at [presbyterian.ca/webinars/previous-webinars](http://presbyterian.ca/webinars/previous-webinars). Share them around!



# Stewardship

- Stewardship Sunday
  - Stewardship Campaign
  - Stewardship Committee
  - Stewardship Announcement
  - Stewardship Letter
- 



# Common stewardship messages heard in congregations

- We're behind on budget, if everyone gave \$xx more a week, we'd be back on track
- Expenses are going up, so we need giving to increase
- It costs \$xxx to heat and light the church and \$xxx to pay the minister – pay your fair share



# Common stewardship messages heard in congregations

Last Week

- Gave: \$1,3075
- Budget: \$1,800
- Surplus (Deficit): (\$425)



# Common Stewardship Messages

- We don't do that!  
... in fact, we don't talk about \$ at all.
- 



# Our webinar today

- Creating a culture of generosity in your congregation
  - Reclaiming stewardship
  - Tell stories
  - Say Thank you
  - Reporting back

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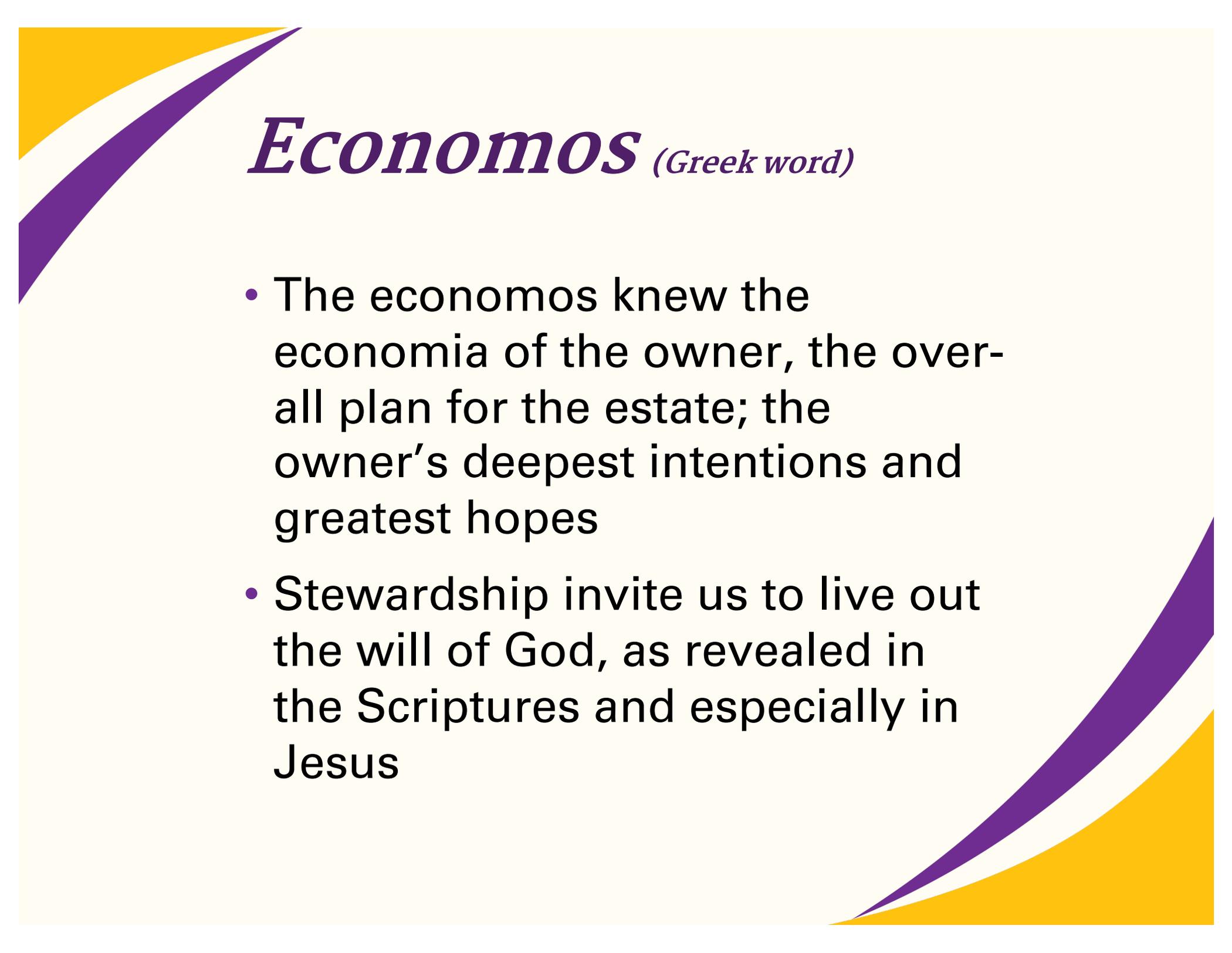




# Reclaim Stewardship

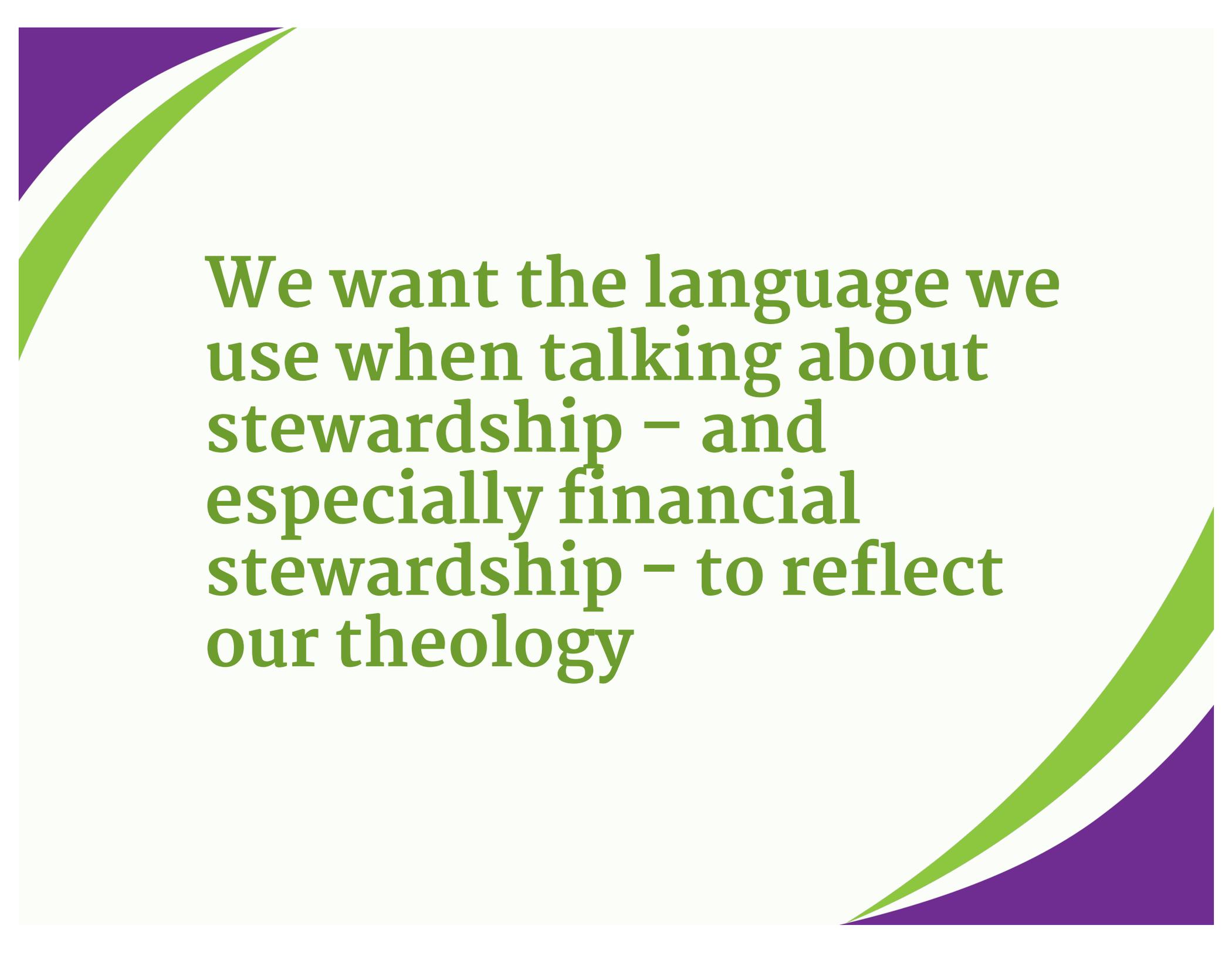
Stewardship is not about giving to a budget.

It's about responding to the call of God in our lives with all our gifts – time, treasure, talent.



# *Economos* (Greek word)

- The *economos* knew the *economia* of the owner, the overall plan for the estate; the owner's deepest intentions and greatest hopes
- Stewardship invite us to live out the will of God, as revealed in the Scriptures and especially in Jesus



**We want the language we use when talking about stewardship – and especially financial stewardship – to reflect our theology**



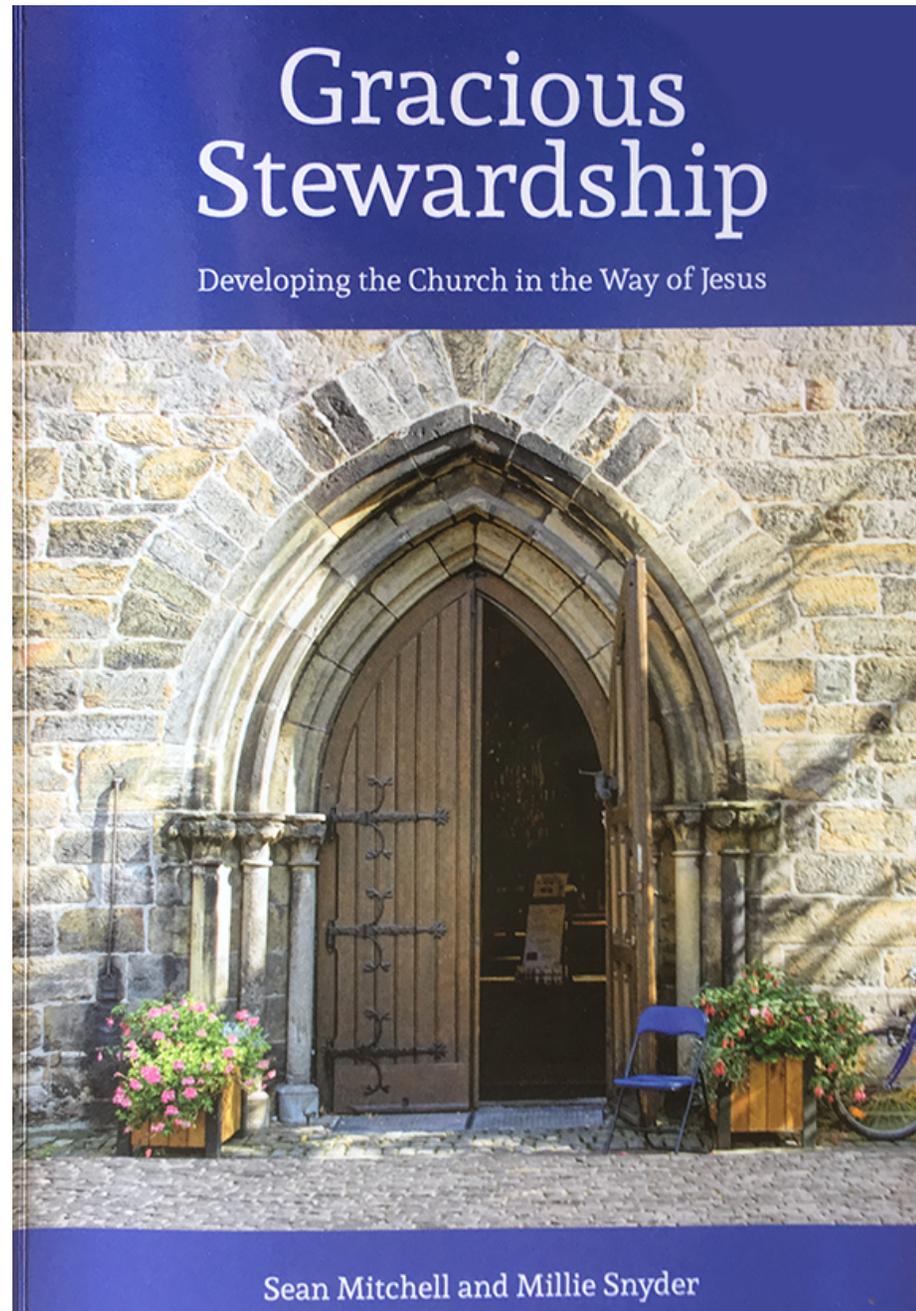
# It's about grace

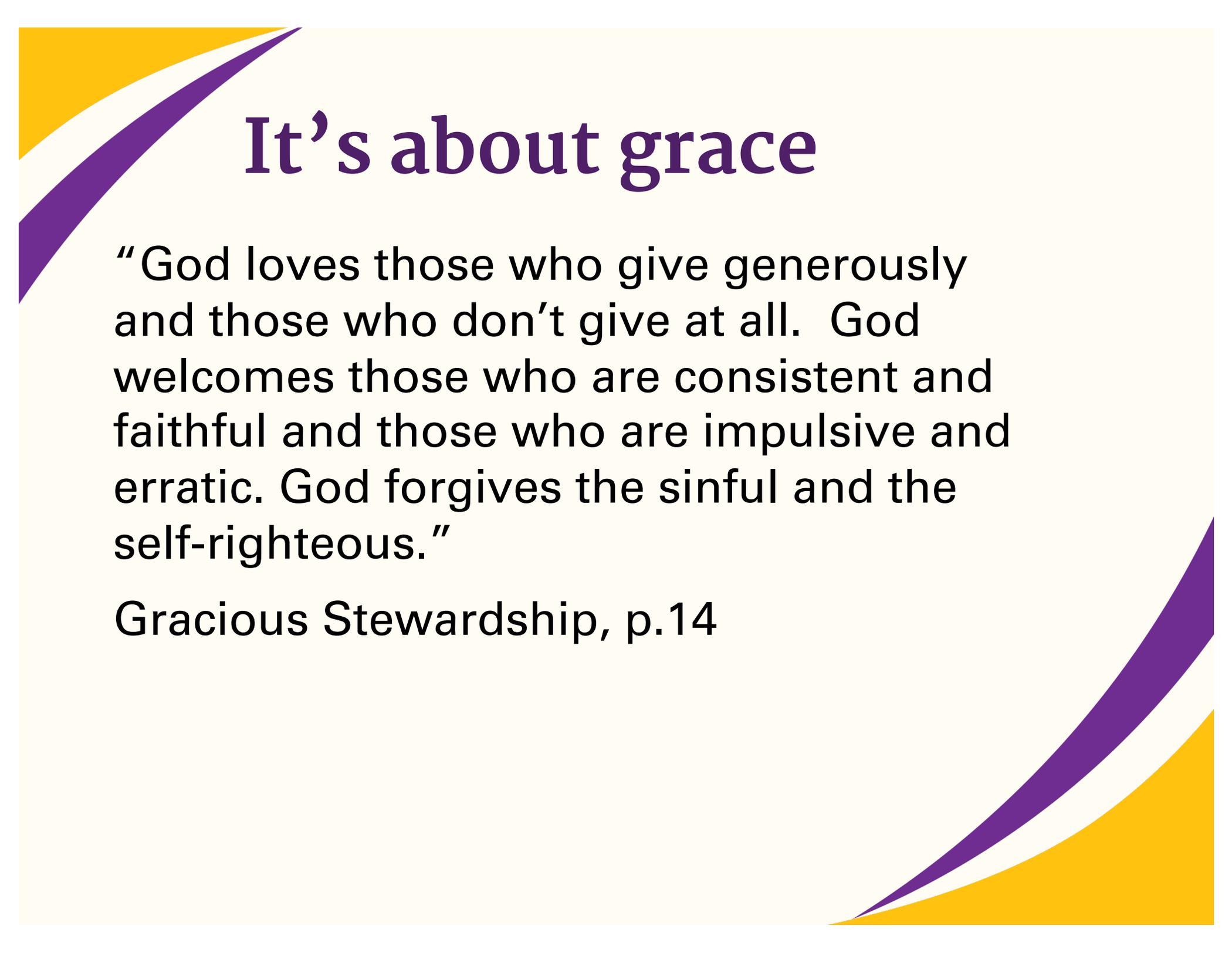
We want you to know, brothers and sisters, about the **grace of God** that has been granted to the churches of Macedonia.

II Corinthians 8:1

Luke 15:11-32  
The Parable of  
the Prodigal  
Son

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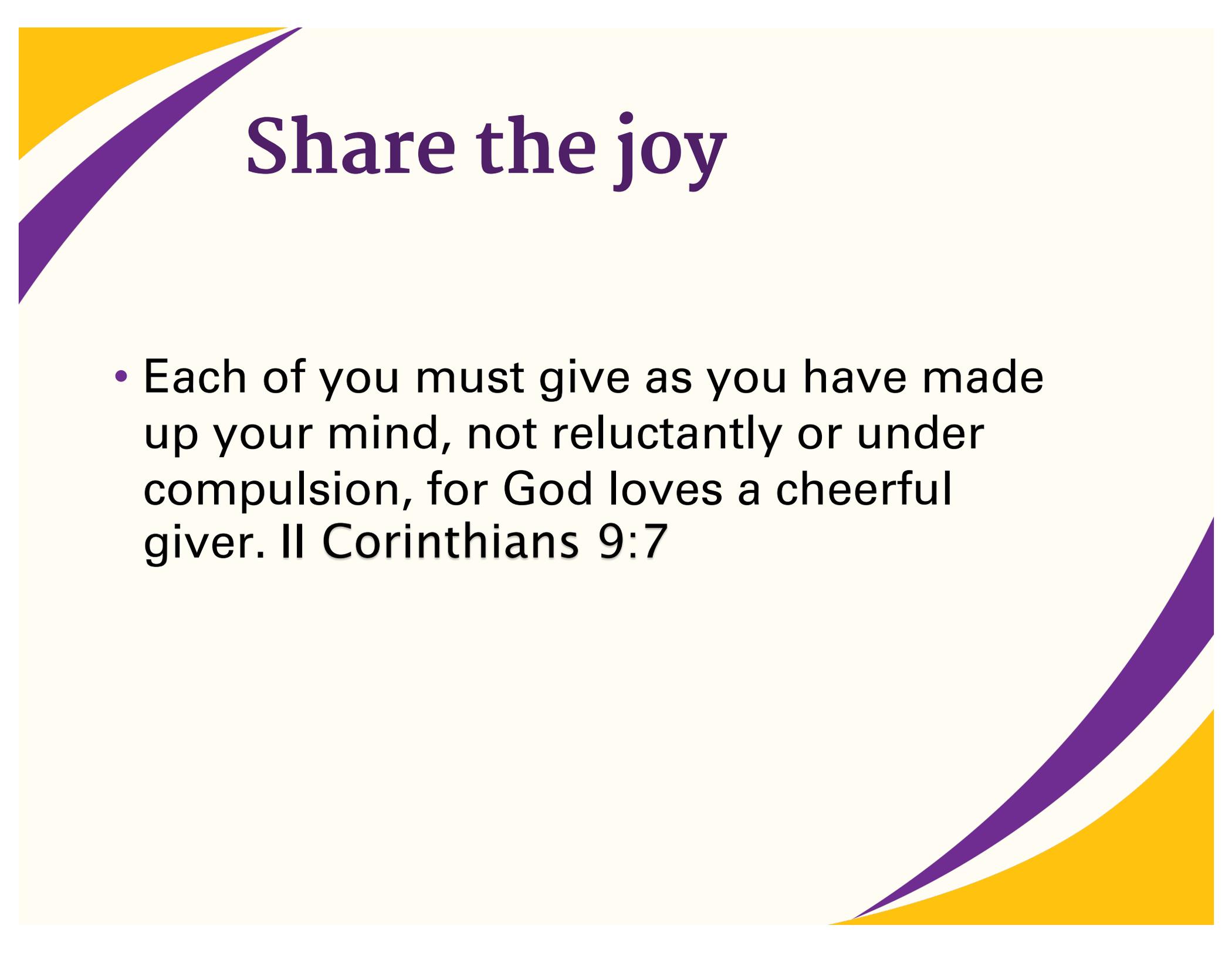




# It's about grace

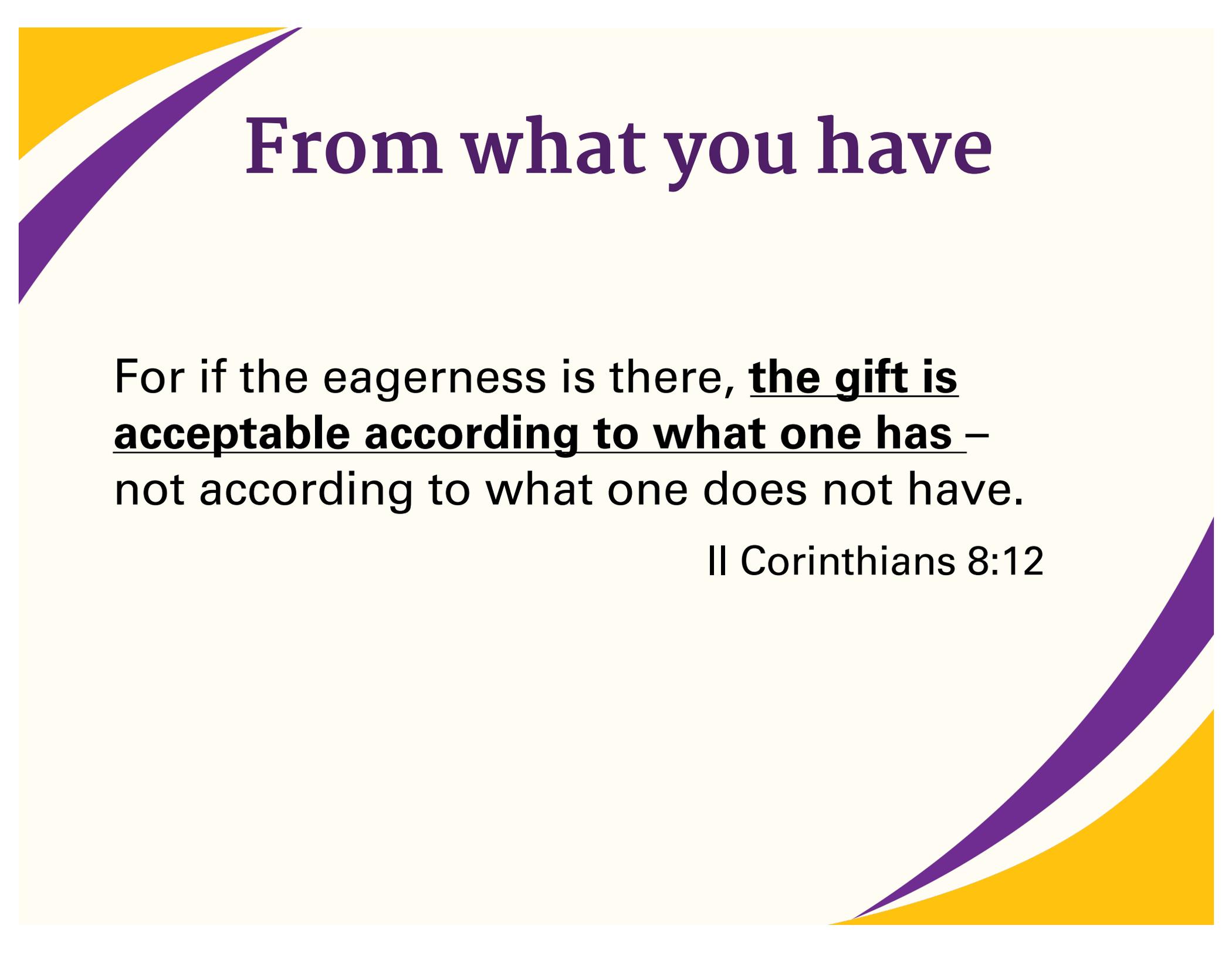
“God loves those who give generously and those who don't give at all. God welcomes those who are consistent and faithful and those who are impulsive and erratic. God forgives the sinful and the self-righteous.”

Gracious Stewardship, p.14



# Share the joy

- Each of you must give as you have made up your mind, not reluctantly or under compulsion, for God loves a cheerful giver. II Corinthians 9:7



# From what you have

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 8:12



# Abundance vs. Scarcity

- Move from being afraid of scarcity to trusting God's abundance
- 



# Stewardship

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- 

# Devoted to Generosity



A stewardship resource published by the [Ecumenical Stewardship Center](#)

In partnership with the [Center for Faith and Giving](#)

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All included Bible passages are from the New Revised Standard Version (NRSV) unless otherwise noted.

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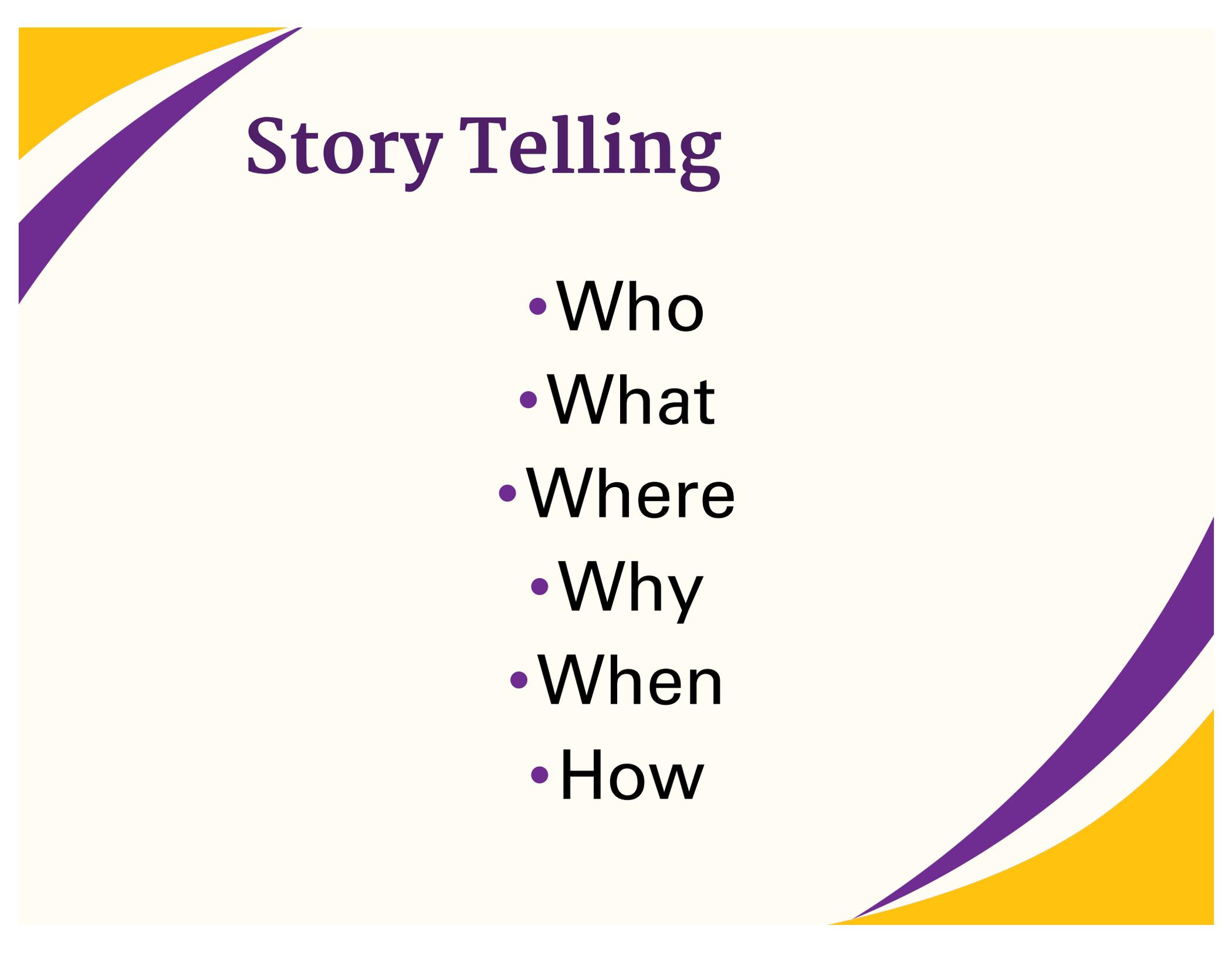
# Change the narrative

- Thank you for your gifts!
  - You are enabling vibrant worship in our community.
  - You are making a difference in our community.
  - Share the story of a life transformed.
- 



# The Power of Story Telling





# Story Telling

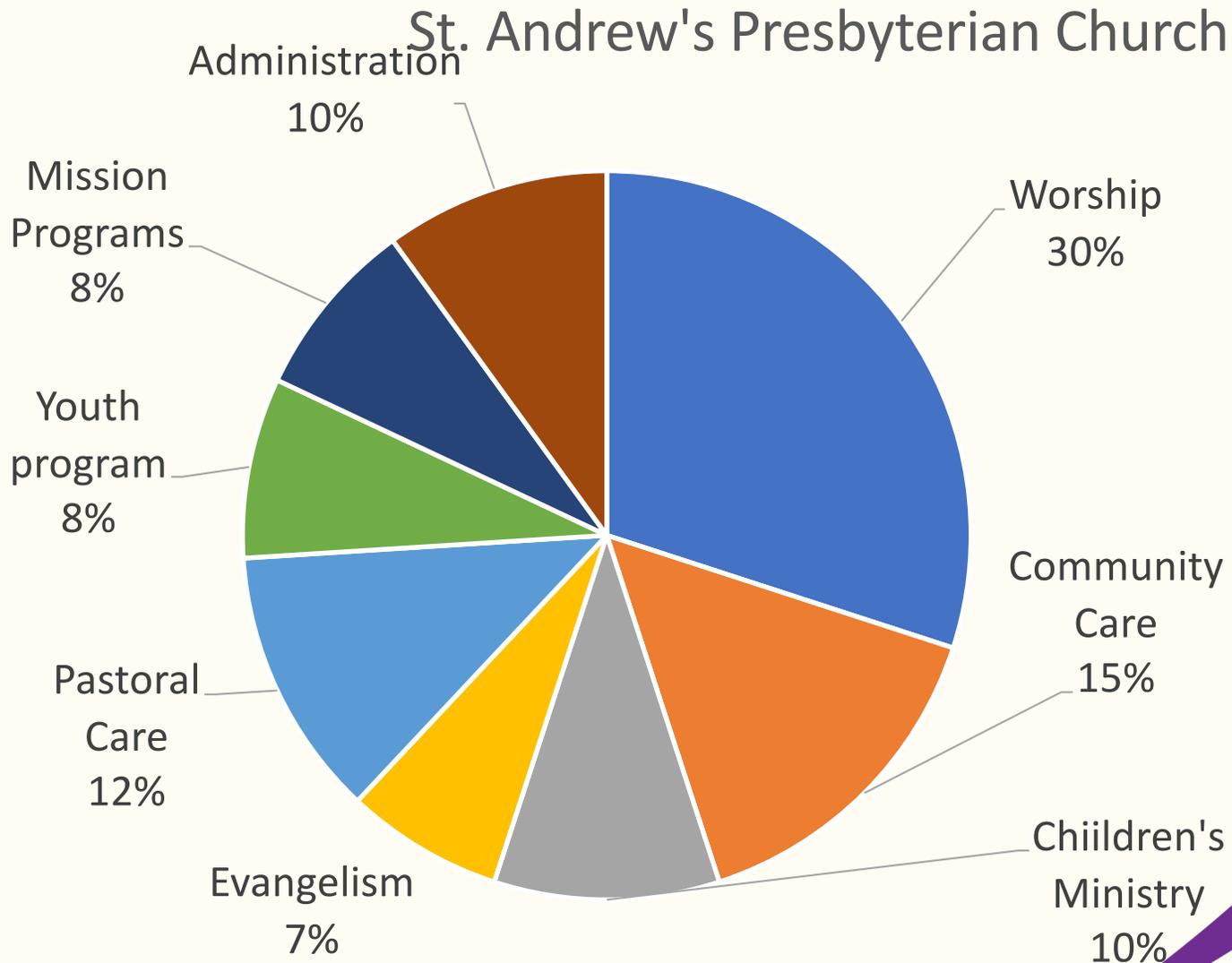
- Who
- What
- Where
- Why
- When
- How



# Story Telling

- Human stories
- Real
- Compelling
- Diverse
- Different

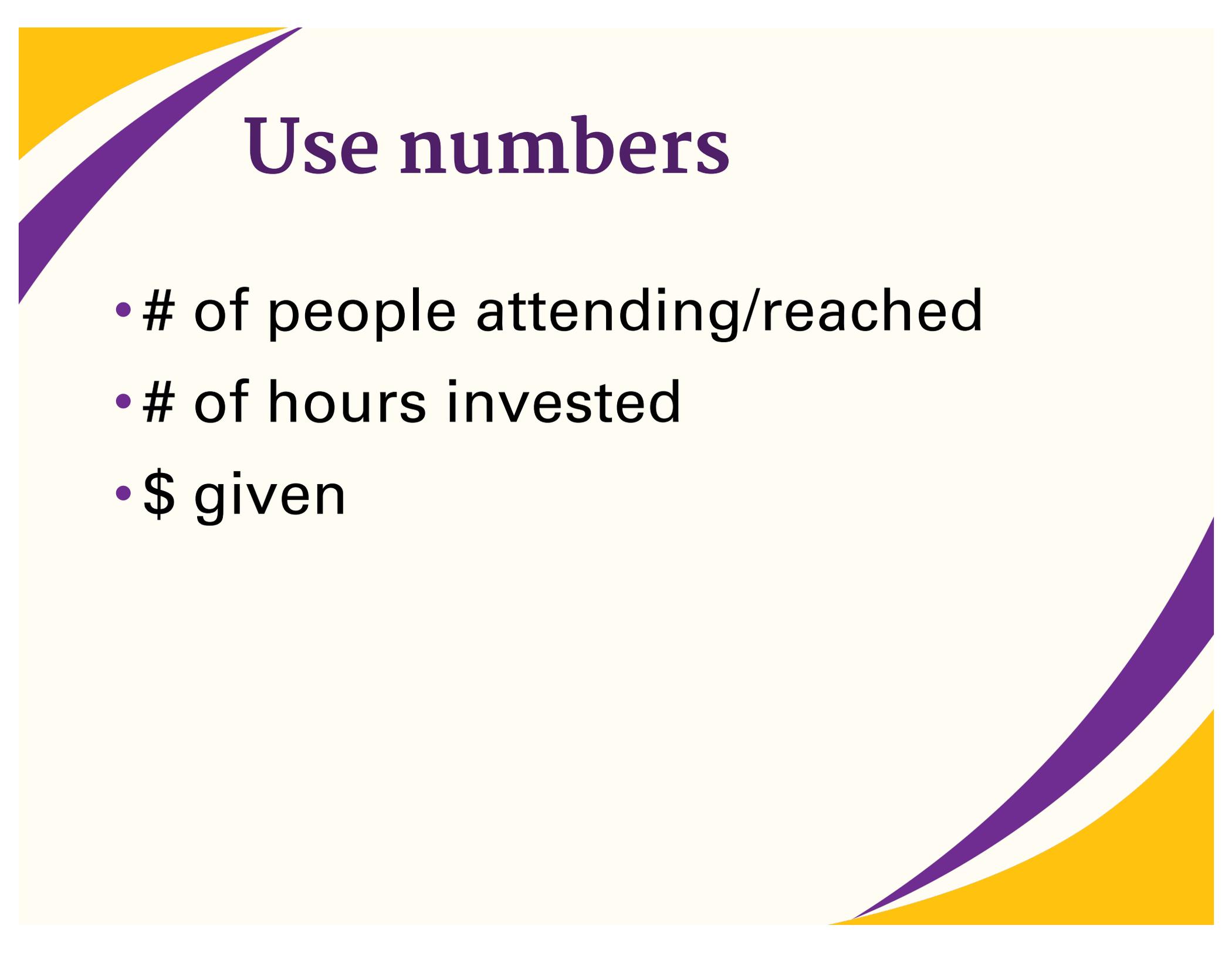
# A Narrative Budget





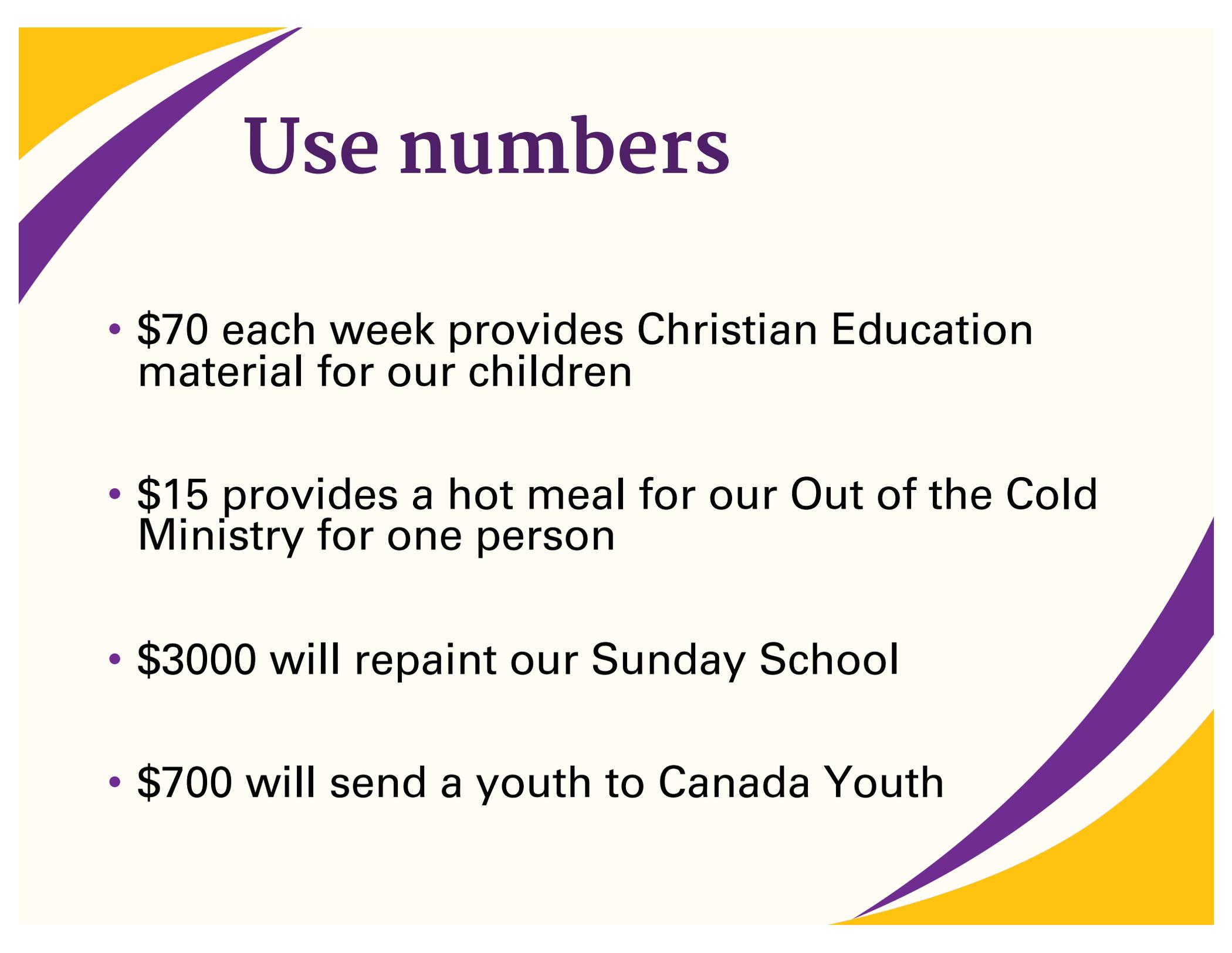
# A Narrative Budget

- Combines allocated costs, ministry descriptions, and future plans
- It's meaningful, motivating, and inspiring
- Helps you talk about the impact you are having
- See previous webinars at [presbyterian.ca/webinars/previous-webinars](http://presbyterian.ca/webinars/previous-webinars).



# Use numbers

- # of people attending/reached
- # of hours invested
- \$ given



# Use numbers

- \$70 each week provides Christian Education material for our children
- \$15 provides a hot meal for our Out of the Cold Ministry for one person
- \$3000 will repaint our Sunday School
- \$700 will send a youth to Canada Youth



# Story Telling

- Sermons
- Mission Moments
- Stewardship Moments
- Newsletters
- Web
- Social Media



# Live it out

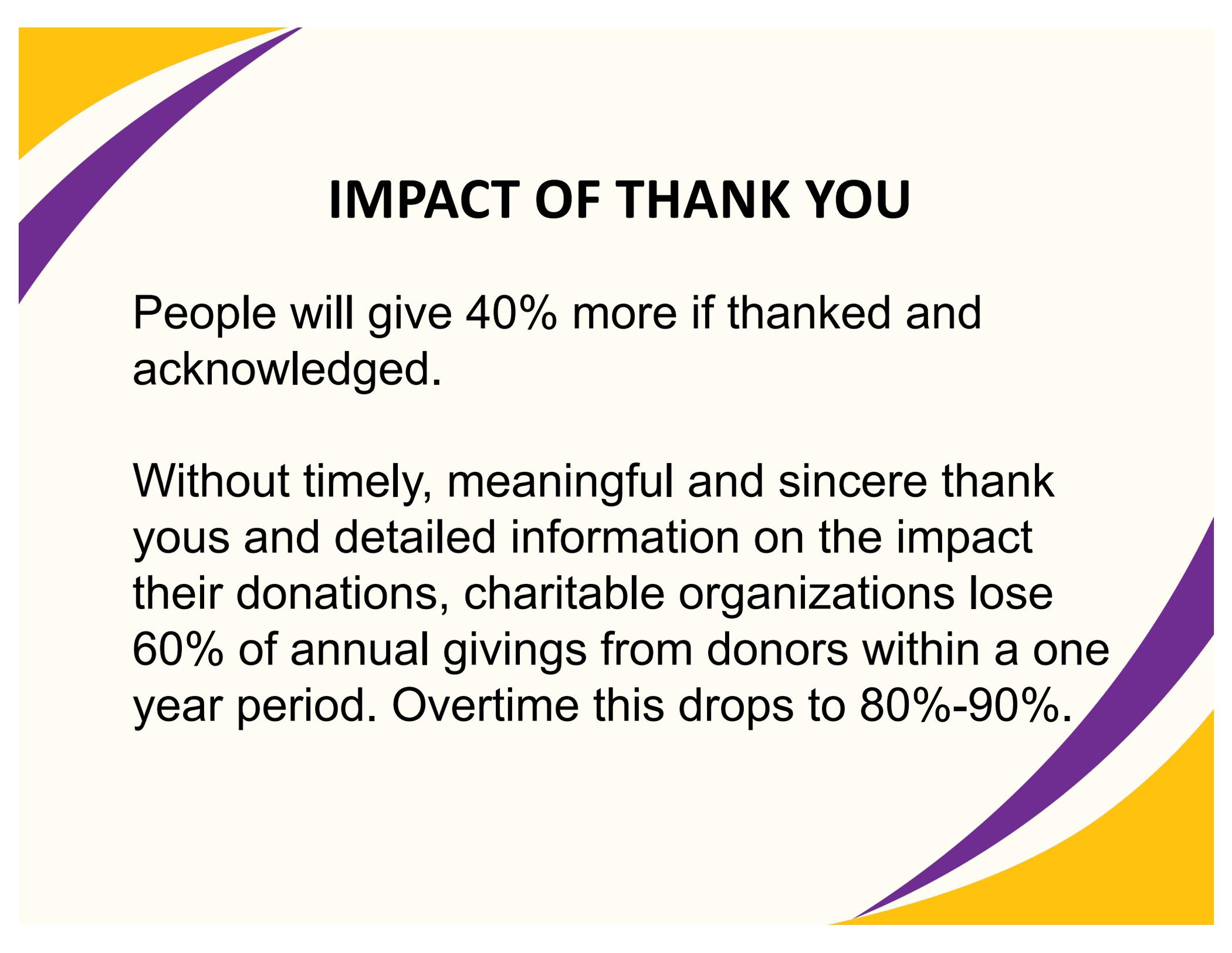
- Transparency is key
- Good financial management means people know that you will use their gifts well



**Express Gratitude**

**Thank-you!**

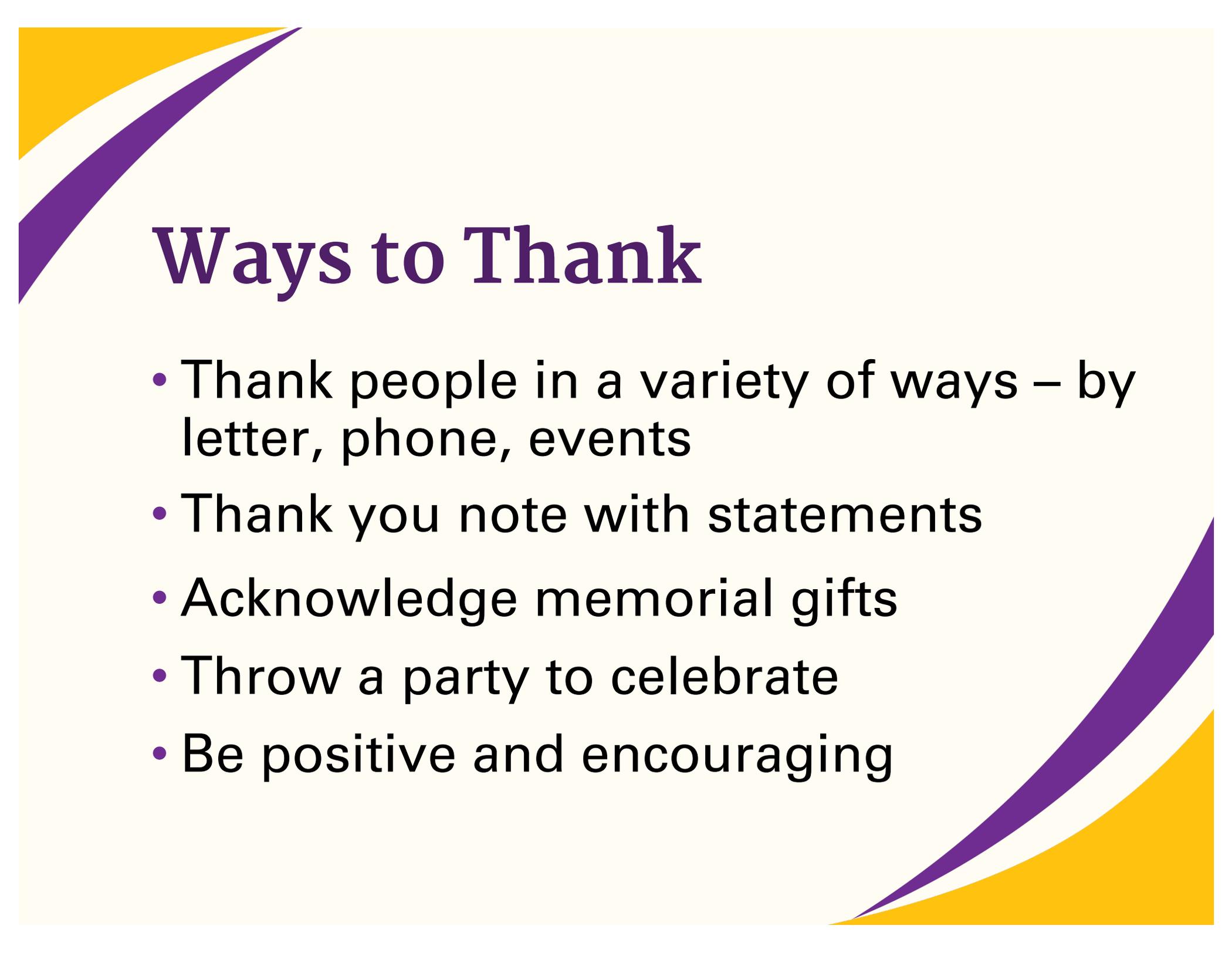




## IMPACT OF THANK YOU

People will give 40% more if thanked and acknowledged.

Without timely, meaningful and sincere thank yous and detailed information on the impact their donations, charitable organizations lose 60% of annual givings from donors within a one year period. Overtime this drops to 80%-90%.



# Ways to Thank

- Thank people in a variety of ways – by letter, phone, events
- Thank you note with statements
- Acknowledge memorial gifts
- Throw a party to celebrate
- Be positive and encouraging



# Give regular feedback

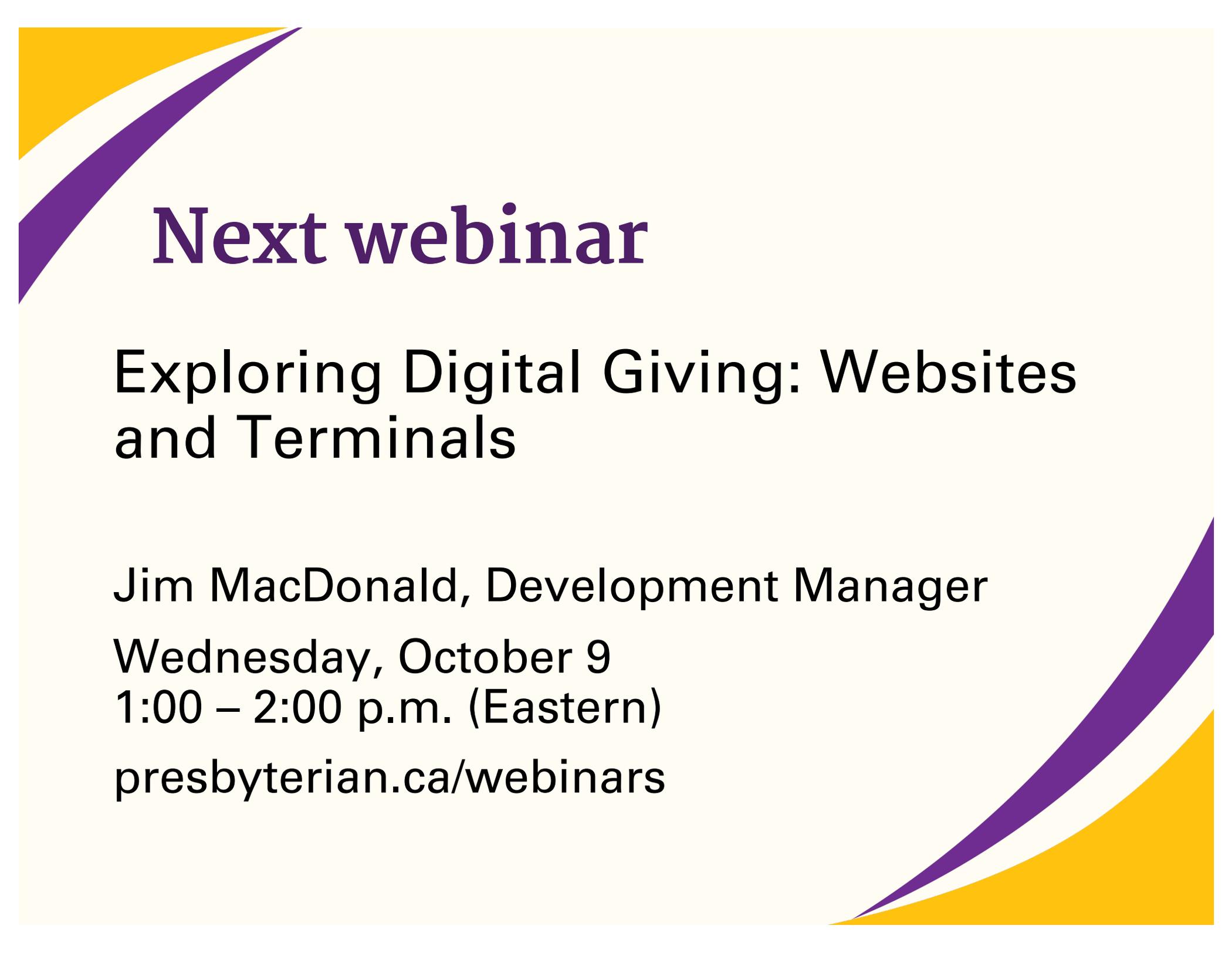
- Report progress toward goals
- Use visual ways of reporting
- Provide regular updates via newsletter or e-news



# Stewardship Committee

- Have fun
- Gather and share stories
- Change your language
- Say thank you
- Report back the impact
- Have fun
- Make it easy to give . . .  
our next webinar topic





# Next webinar

## Exploring Digital Giving: Websites and Terminals

Jim MacDonald, Development Manager

Wednesday, October 9

1:00 – 2:00 p.m. (Eastern)

[presbyterian.ca/webinars](http://presbyterian.ca/webinars)



# Questions?!

Moderator will read  
questions out on your  
behalf.



# Contact Us

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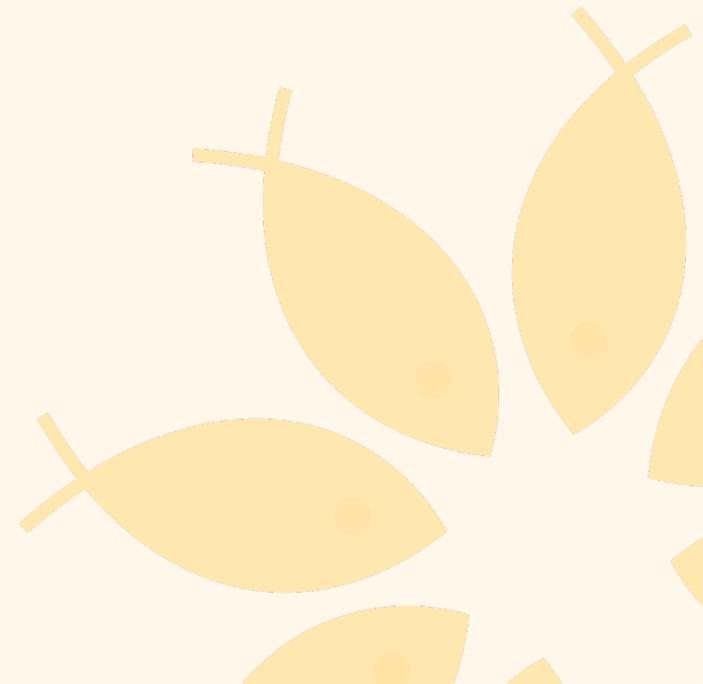
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# Recording

[https://presbyterian.ca/webinars/  
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**THANK YOU!!!**

