

LEADING STEWARDSHIP In The Local Church



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Do You Need A Change?

- **Is what you do now raising all the funds you need?**
- **Will what you do now raise more funds if you do it harder/better/more?**
- **Is giving as spiritually significant an act as praying or serving?**

What You Will Hear

We need to change!

So you suggest some changes ...

And ...

- **That won't work in our church**
- **We tried that once**
- **That's a lot of work**
- **We're just a small church**
- **Jim Bob/Betty Sue won't like it**

Crazy Things Leaders Believe

- **We can raise money by doing nothing**
- **Our members are giving all they can**
- **Asking for money will make folks mad**
- **Small churches don't need anything fancy or complicated**
- **Different generations all give alike**
- **We know as much about fundraising as those professionals do**

Be Aware, But Not Afraid

If you are going to foster any change

- Be aware of these feelings**
- Do not be afraid of these feelings**
- Keep focused on your goal**
- Take the long view**

Be Afraid of This

When lethargy sets in

When you just don't want to make the effort

When you aren't sure your church is worth it

This is spiritual warfare!

We will never do great work for God without
coming under assault.

“Greater is He who is in me than he who is in the world.”

(1 Jn 4:4)

The New Reality

There is a new reality of fundraising:

- **Churches must fundraise for non-capital needs**
- **Fundraising is competitive**
- **People are less motivated by duty**
- **Your members can (and do) give to God without giving to you**
- **Studies show the share of donations going to religion is declining**

Fundraising?

Which means – you must raise funds for your ministry

- **You MUST – not You “should”**
- **You will compete with direct mail, TV, email, etc. – all done by trained professionals**
- **Failure to fundraise is negligent leadership**

A close-up, grayscale image of several coins, likely US quarters, arranged in a pattern. The coins are slightly out of focus, creating a textured background.

Fundraising?

Key Thought:

NOBODY HAS TO GIVE TO YOU

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Fundraising?

Key Thought:

IF

Nobody Has To Give To You

AND

They Can Give To God Without Giving To You

THEN



Fundraising?

Key Thought:

**YOU MUST WOO DONORS TO GET
THEIR GIFTS**

**YOU MUST HELP DONORS DESIRE TO
GIVE TO GOD THROUGH YOU**

**DONORS MUST BELIEVE WHAT THEY
GIVE TO YOU WORKS FOR GOD**



Reality Check

You may be thinking, “But people **ought** to give to their church.”

That might be true

but the reality is

most people do not give

significantly to their local church.

Most are giving 2% total to **all** charities.

The top portion of the image features a close-up, grayscale photograph of several coins, likely US quarters, overlapping each other. The intricate details of the coins' designs, including the profiles of presidents and the word 'LIBERTY', are visible. The lighting creates highlights and shadows, giving the coins a three-dimensional appearance.

Reality Check

**It is time to deal with the reality of what IS,
rather than keep living in the dream world
of what ought to be.**

Wooing Donors

- **Your members are donors**
- **Donors must be motivated**
- **Donors are not all alike**
- **What motivates donors differs**
- **If you only do one thing to motivate donors, you will miss many donors**
- **You must develop your high-capacity donors**

Wooing Donors

- Some members will give from a sense of duty
 - But even they give more to have impact
- Fewer and fewer donors give out of loyalty
- People do not have a vision on their own – you must provide it
- Get this down –

Vision-casting is central to stewardship!

Wooing Donors

- The key word in fundraising is **IMPACT**
- If I give this money to you, what impact will it have?
 - Compassion International tells me \$38/month will do this for a child
 - The Food Pantry tells me 47 cents will buy a meal
 - The church says “We’re a little short, but if everyone will dig a little deeper...”

The top of the slide features a background of various coins, including US quarters and pennies, arranged in a pattern. The coins are slightly out of focus, creating a textured, metallic appearance.

Wooing Donors

TRUTH:

Right now

your members believe

they are giving an appropriate amount

for the impact you have.

Can you change their minds?

IMPACT

- People will give “nice” amounts to “nice” organizations
- People give significant amounts to impact lives
- If you want to capture significant gifts – you must demonstrate significant impact
- NOTE – not so much *widespread* impact, nor *huge* impact – but significant impact
- Local Impact Counts!

How Do You Show Impact?

You should talk about impact regularly – not just at stewardship time.

- **Who are you feeding?**
- **How are you helping lives with altar fund?**
- **What shut-ins are you connecting?**
- **Short videos are GREAT – you can tell a lot in a single minute.**

Mission-based Fundraising

No one gives to a balanced budget

People give

- **to meet needs**
- **to change lives**
- **to make dreams come true**

If they give to your church – will any of that happen?

How are you telling them it happens?

TESTIFY

**Use Testimony in communicating
Testimony makes impact personal**

- **Shut-in telling how they feel cared for when visited**
- **Single mom saying how church helps her raise her kids**
- **Serious illness recoveree saying they needed the prayer**
- **Widow/widower telling how the church helped them get through grief**



TESTIFY

The role of Testimony in communicating

Testimony makes impact personal

- **Pastoral prayer can pray for greater impact**
- **Budget time can ask about impact**
- **VBS – impact?**

You should think of 26 ways to share impact, and have one every other week for the next year.



If you are faithful in communicating the impact of your ministry – fundraising will be a VERY DIFFERENT task.

CAMPAIGN

EVERY CHURCH should have a time when they ask people to commit to giving to God.

- You'll hear gripes
- Ask why they'll commit to the mortgage, car payment, club dues but not to God?
- Tell people they don't have to commit to God if they don't want to
- Then move ahead

CAMPAIGN

Campaigns are very good for raising commitments

- **Do not confuse commitments with giving**
- **Do not minimize the role of commitments and decision in giving**
- **The Bible says we have not, because we ...**

SO ASK!



ASK

Make it a simple ask

- Don't beg or plead
- Don't guilt people
- Just ask –

**“Will you commit to giving
a part of your income to God
through this church?”**



ASK

- Don't tie giving to budget needs – tie giving to discipleship and to impact
- Allow people to say “no” – and find a way they can say no without being wicked (don't make them burn the bridge). Sometimes they say no from fear or financial pressure.
- Use testimonies from givers about how giving makes them grow

The top portion of the slide features a background of various coins, including US quarters and pennies, arranged in a dense, overlapping pattern. The coins are rendered in a dark, monochromatic style, likely grayscale or a very dark color, which makes the white text stand out.

ASK

- Don't be embarrassed to ask people to commit to God
- Before you ask – the ground has been broken by discussing impact
- Don't over-emphasize amounts – especially small amounts. Focus on the simple ask – “Will you commit to give to God through this church?”

Words Create Worlds

- Replace “ought” with “may”
- Replace “should” with “allowed”
- Replace “budget” with “ministry impact”
- Change “have to” to “get to”

Ways To Give

- Be sure to include various ways to give
- How do they give if they are not present?
(Mail checks may be better than online gifts
– provide envelopes)
- Don't force electronic giving
- Can you receive stock gifts?
- IRA Charitable rollover for RMD at 72

Final Thoughts

You will have to raise funds

You will have to ask for gifts

People give to impact

Divorce the budget from fundraising

Campaigns raise pledges; impact raises \$\$

Do not let the yo-yo's pull the church's string!

Bring In A Speaker?

For some churches, having an outside speaker can be helpful – but no outside speaker can take the place of local church pastors and leaders developing the impact of their local church ministry.

Outside speakers raise pledges – inside work raises funds. **Both are needed.**

RESOURCES

Clif Christopher and Horizons Stewardship (a company he founded) do a great job of easily explaining the new reality of church fundraising.

J. Clif Cristopher books –

- **Not Your Father's Offering Plate**
- **Whose Offering Plate Is It**
- **Rich Church, Poor Church**

Horizons Stewardship website – good resources

<https://www.horizons.net/>