The Nitty Gritty of Stewardship in the 21st Century – for not for profits and congregations.

**Day One:** Focusing on the Why of Raising Money and Energy. Note money is energy. Raising money is raising energy – both kinds, the kind that is currency and the kind that is spiritual. Stewardship is stewarding energies.

The work of Lynn Twist will be the main resource. I recommend the videos, attached, over the book.

**Day Two:** Best Practices. Understand how asking for advice is asking for money because it is asking for relationship. People love to think they know how to advise. Also people give to what they feel connected to. They don’t give when they feel disconnected. The art of developing relationships in a world where just about everybody feels manipulated by everyone else. The art of finding connections in a world so over-connected that it is disconnected. These are the best practices: they hinge on relationship, connection and engagement, the meanings of which are rapidly changing.

The role of the pastor and the role of the leader: they set the tone for engagement.

Donna Schaper’s *Altar Call* will be the main resource.

**Day Three:** Best Technologies: On line giving when replacing the offering plate usually results in triple the money. Understanding why and how is important. Also understanding how to transition is important. The answer is not all at once.

Turning your real estate into an asset as opposed to an albatross.

Christopher, J. Cliff. *Not Your Parent’s Offering Plate: A New Vision for Financial Stewardship* will be the main resource

**Day Four:** Standard Development practices enhanced by social media. If people don’t regularly and confidently know what you are doing – and trying to do – you can be sure they won’t be engaged and therefore won’t give. Paying maximum attention to printed and on line materials and web site is crucial. For many it is also boring. How to liven up the social media presence.

Elevator speeches, nuggets, case statements, and bullet points: how well do you this? What’s wrong with talking about the past: you don’t want to be just a memorial. You want to be a living memorial.

Adam Gopnick’s piece, “Stones and Bones” will be the main resource.

**Day Five:** Putting it all together: Working through an individual assessment: Where are you strongest? Where are you weakest? Is your “why” as strong as your “how” or vice versa? How to both follow your strengths and manage your weaknesses. This class will involve a final paper addressing its subject and will provide individual and mutual consultation. The paper will be 5 pages and distributed by Thursday night to all. Be prepared to come to class having read each other’s paper. Yes, this will take planning.
You will resource each other.

Bibliography

1. Assorted Studies comparing and contrasting on-line giving to offering late giving. Review of different mechanisms and practices, assets and deficits, especially transitional methodologies as congregations transition from plate to on line giving and record keeping. (Donna Schaper’s Compilation, also Luther Seminary Website on Stewardship.)


“One of the most important points that Christopher makes is that “people want to be a part of something that changes lives.” The competition for gifts is increasing as non-profit entities multiply rapidly. What the non-profit sector knows and practices—and the church generally does not—is that what motivates people to give is a desire to change lives. Changing lives is exactly what the church of Jesus Christ is all about—but we do not do a good job of explaining to others how our ministries are changing lives. In response to reading Christopher’s book, our church leaders reworked our stewardship campaign to highlight the ways our church ministries change lives, and we started a regular “good news” feature in the monthly newsletter to emphasize that theme every month. Both of these have proved very successful.

Another major argument of Christopher’s book is that the pastor must be involved in finances and in giving. His commitment to this point is strident and unrelenting, which caused some unease among both clergy and lay readers, but I think his argument is compelling. He argues that giving is a spiritual issue, and a pastor who is not aware of people’s giving cannot fully care for their souls. This sparked a major conversation among our lay leaders, because our church keeps all information on giving away from the pastor. Christopher’s argument was strong enough to convince us to try sharing information with me, as the pastor, for an upcoming capital campaign, so that I had the chance to write a personal note of thanks to all those who gave. Reading his book opened up the conversation for the first time in our church.

Christopher also discusses the importance of thanking people, how to handle major donors (including giving them special attention and appreciation), looking beyond earned income to capital and estates as resources for gifts and more.

Not Your Parents’ Offering Plate is full of information, provocation and practical advice on giving for the contemporary church.”  (From a local pastor)

2. Catherine MacDonald http://www.stewardshiptoolkit.ca/
Stewardship Toolkit
United Church of Canada stewardship resources for congregations
stewardshiptoolkit.ca


The Soul of Money: Reclaiming the Wealth of Our Inner Resources by Lynne Twist

Video Results

- 44:52

Lynne Twist: The Soul of Money
youtube.com
SCRIPTURAL SELECTIONS AND MATERIALS FOR REAL ESTATE PART OF THE COURSE

“…treasures in jars of clay…” 2 Corinthians 4: 17
“…your bodies are a living sacrifice…” Romans 12: 1

“…do you not know that your body is a temple of the spirit?” I Corinthians 6:19


Common Bond, the journal of the Conservancy’s Sacred Sites Program. Choose one issue to peruse. Journal is quarterly.

“Holy Stuff: What’s left when a church closes,” 3/19/2014, Christian Century
