

7 Proven Ways to Increase Giving

- Stewardship must be a year-round process! Choose one area to focus on every 6 months
- Credit: “Growing Generosity: Identity as Stewards in the United Church of Canada,” Barbara Fullerton, D.Min. Project, Wesley Theological Seminary, 2009

Mission Clarity

- Are we clear what we are about, in six words or less?
- Can we name our top three mission priorities?

Communicate a Compelling Case for Giving

- Narrative Budget: Does our budget tell the story of living out our mission?
- Vital Story-Telling: Do people hear every week how the church impacts the lives of people and the community? Testimony: “I love (or give to) this church because...”
- Website: Is our website up-to-date and focused on visitors?

Organize an Annual Giving Campaign

- Do we have and follow a plan that asks our people to thoughtfully and prayerfully consider their financial investment in the church for the year to come?
- Do we follow up with phone calls or visits?

Provide Multiple Opportunities for People to Give

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| <input type="checkbox"/> Electronic Giving | <input type="checkbox"/> Planned Giving | <input type="checkbox"/> Loose Change |
| <input type="checkbox"/> Credit Cards | <input type="checkbox"/> Capital Campaigns | <input type="checkbox"/> Offering Boxes |
| <input type="checkbox"/> Special Offerings | <input type="checkbox"/> Mission Giving | <input type="checkbox"/> Special Events |
| <input type="checkbox"/> Immediate Needs | | <input type="checkbox"/> Matching Gifts |

Tell People You Appreciate Their Giving

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|--|--|
| <input type="checkbox"/> Thank You Notes | <input type="checkbox"/> First-time Givers |
| <input type="checkbox"/> Volunteers | <input type="checkbox"/> Stories of Impact |

Integrate Stewardship with Worship

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| <input type="checkbox"/> Bulletin Inserts | <input type="checkbox"/> Minute for Mission |
| <input type="checkbox"/> Regularly Preaching Stewardship | <input type="checkbox"/> Offering Celebrated as High Point |
| <input type="checkbox"/> Stewardship Stories | <input type="checkbox"/> Nurture Young Stewards |

Intentionally Form Stewards & Create a Culture of Generosity

- Move from consumer to steward
- Sunday School, Bible Study, Confirmation, New Member/Seeker Sessions
- Gift Planning/End-of-Life Workshops
- Personal Finance Seminars/Classes & Budget Counseling (*most impact in this section!*)
- Leadership Education: staff, council, committees, leaders
- Social Action/Justice: Involvement with and giving to community

UCC OPTIC (Office of Philanthropy, Technology, Identity & Communication)

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Trends in Giving...How Churches Can Respond

1. Engage with People who Are Giving

- Socially Engaged:** Be involved in the larger community, especially around issues of justice. Studies show that this inspires giving. It also invites people to give who are not a part of your church because they like what you are doing.
- Volunteering:** Most of us have this down. However, ask how knowing who gives generously might impact what they are asked to do. Also, thinking more broadly, invite members and their friends to engage in *meaningful* volunteer opportunities.
- Tell Stories:** Every week you must be telling stories of the great work you are doing in the lives of individuals and the community, through a variety of channels that may include worship, bulletin, email newsletter, Facebook, local media, website, etc. People need to know the impact their gift is making in the world.
- Report Back:** Closely connected to “Tell Stories.” This is especially true if the giving is for a specific objective – building, mission trip, family in need, etc. Crucial to getting another gift later is letting people know how their gift made a difference.
- Thank People All The Time:** And in all ways. In worship, bulletin, giving statements, personal cards, and more. Especially for first-time gifts.
- Hold a Fundraising Event:** The possibilities are endless. But ask people to bring friends and focus on telling the stories of great work you are doing. May use it as a way to honor others in the community. May split benefits between church and a nonprofit.

2. Use Technology Well

- Electronic Giving:** You must offer ways for people to give electronically – automatic debits or transfers, button on website, card reader in church, QR codes in bulletin, text to give during offering, pay directly from phones, etc.
- Website:** Be sure that it is up-to-date; this is where most people first visit your church.
- Social Media:** Regularly post stories about your church, conference, and the UCC. Support and share the good work of others. Post sermons. Create and post short videos (simply use your phone!)

3. Practice Smart Stewardship

- Planned Giving:** Ask people to remember the church in their will, start now.
- Financial Transparency:** Be very clear and open about what money you have and how it's being used, from annual budget to special funds to endowments.
- Diversify Revenue & Donor Base:** Be creative about how you can use your resources to raise funds and new friends
- Financial Workshops:** There are few things more needed in our churches and our communities today more than personal financial workshops and budget counseling
- Year-Round Stewardship:** It isn't just one month a year. Something every week.
- Narrative Budget (or Missional Budget):** Instead of a line-item budget, create one that shows how your money is being spent to accomplish your mission

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