

How Much Can We Afford to Keep?
with
Wayne B. Clark

General Assembly 2006

St. Louis, Missouri

Friday June 23, 2006 and Sunday June 25, 2006

Workshop Goals

- 1. New perspective for annual budget drives**
- 2. Fundraising and stewardship**
- 3. Giving as an act of worship**
- 4. Receiving precedes giving**
- 5. Questions and answers**

Workshop material is excerpted from

**©Beyond Fundraising:
The Complete Guide to
Congregational Stewardship
By
Wayne B. Clark**

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Accommodations?

Unitarian Universalist Association Congregational Fundraising Services

Wayne B. Clark, Director

Amanda Schuber, Administrator

Carole Czujko, NY

Rev. Tricia Hart, PA

Frankie Price Stern, NC

Aggie Sweeney, WA

Martha Easter-Wells, IA

Tamsin Kemos, ME

David Rickard, AR

Larry Wheeler, GA

Spiritual Stewardship

“While fundraising emphasizes the need of the recipient, stewardship addresses our spiritual need to give. Stewardship must precede fundraising.”

Wayne B. Clark

Spiritual Stewardship

“Healthy congregations see stewardship as a vital component of their ministry. Leaders understand that it has a definition much wider than the narrow definition of fundraising. They believe that giving is an act of worship.”

Wayne B. Clark

Gifts, Call, and Spiritual Vocation

Gifts: More than money

- **Aptitude is a quickness of understanding**
- **Ability is a skill or talent**

Call: Willingness to proclaim good works

Spiritual vocation: Willingness to take up the spiritual work of the faith community

Stewardship is the growing, nurturing, promoting, and building of the gifts, call, and spiritual vocation that have been given to us.

Everything Is on Loan

“The question is not how much can we afford to give, but how much can we afford to keep.”

Stephen Gray

Why Do We Give?

- 1. We give out of a sense of gratitude**
- 2. We give to add meaning to our lives**
- 3. We like to help people**
- 4. We give to people we trust**
- 5. We give when we believe in the mission**
- 6. We give to people who ask**

Learning to Receive

- 1. Allow someone to give without attempting to repay them**
- 2. Check the motives for giving**
- 3. Take people at their word**
- 4. Accept compliments**

“Until we are willing to initiate conversations and share stories about receiving and accepting, growing and investing, returning and restoring, and joyfully giving gifts, call, and spiritual vocation, we will be unable to change our culture of scarcity.”

Wayne B. Clark

Dispelling Myths About Giving

Myth 1. People in low-income households don't have money to contribute, so they offer their time instead.

Truth. People who give more time also give more money.

Myth 2. Baby boomers do not give much money and don't have the time to offer their call or spiritual vocation.

Truth. "Show me what difference my contribution will make."

Myth 3. During periods of economic downturn, we can't expect people to give as much to their faith communities.

Truth. We just choose more carefully.

Myth 4. We have decreased giving to our faith community because we disperse contributions among many organizations.

Truth. Disciplined stewards contribute to many organizations, including their faith community.

Myth 5. We do not want to know how the congregation is using our contributions.

Truth. We are well educated and a bit skeptical. We want to know that our contributions are making a difference.

Myth 6. Generous givers feel entitled to complain loudly when things do not go their way.

Truth. People who give the most complain the least; while those who give the least complain the most.

Myth 7. Donors want to make their contributions and not get involved in the messy decision-making process of the congregation.

Truth. For some, having an opportunity to provide decision-making input is a tangible benefit of giving.

Myth 8. If people only understood the dire financial straits of the church, they would feel guilty and increase their annual financial commitment.

Truth. In spite of Garrison Keillor's notion that "guilt is the gift that keeps on giving," nobody wants to throw money at a sinking ship.

Myth 9. The church newsletter is a good place to include the current financial-commitment fulfillment information.

Truth. A low fulfillment rate indicates a problem that won't be resolved in the monthly newsletter.

Myth 10. A beautiful brochure with a clever slogan and attractive logo will increase giving.

Truth. A beautiful brochure will add nothing to financial commitments unless a clear and compelling case has been made.

Myth 11. Because we don't like to talk about money, annual financial commitments must be sought in an indirect way.

Truth. If we are uncomfortable talking about money, the solution is to find ways to become more comfortable talking about it.

Myth 12. A financially healthy church is one that receives all of its operating income from annual financial commitments.

Truth. Not necessarily. The annual median commitment should be about the same as the average commitment.

Sample Quartile Analysis

Quartile	\$ amount	# households	% households	UUA guide
1 st	\$68,658	19	7.1%	10%
2 nd	\$70,068	33	12.4%	15%
3 rd	\$69,945	84	31.6%	35%
4 th	\$69,366	130	48.9%	40%
Totals	\$278,037	266	100%	100%

The Joy of Giving

- **Giving for the sake of the giver is a worthy goal**
- **Focus on self-giving rather than self-serving**
- **The purpose of stewardship is giving, not fundraising**
- **Stewardship provides a service to the giver**

New Sliding Fee Scale

Assessment Visit	\$900	\$1,500
Up to 100 members	\$760 per diem	
101 to 250	\$1,040	
251 to 550	\$1,120	
551+	\$1,200	

Questions and Answers

Review Workshop Goals

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For More Information

www.uua.org/cde/fundraising