

# REASONS FOR GIVING

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Nothing (10-20%)

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**When I Come (15-25%)**

**Nothing (10-20%)**

# REASONS FOR GIVING

**When I Come (15-25%)**

**Nothing (10-20%)**

**Customers**

# REASONS FOR GIVING

**Dues Payers (15-30%)**

**When I Come (15-25%)**

**Nothing (10-20%)**

**Customers**

# REASONS FOR GIVING

**Fair Share (20- 40%)**

**Dues Payers (15-30%)**

**When I Come (15-25%)**

**Nothing (10-20%)**

**Customers**

# REASONS FOR GIVING

**Fair Share (20- 40%)**

**Dues Payers (15-30%)**

**Patrons**

**When I Come (15-25%)**

**Nothing (10-20%)**

**Customers**



# REASONS FOR GIVING

25 -35% of Giving

**Fair Share (20- 40%)**

**Dues Payers (15-30%)**

**Patrons**

**When I Come (15-25%)**

**Nothing (10-20%)**

**Customers**

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25 -35% of Giving

**Fair Share (20- 40%)**

**Dues Payers (15-30%)**

**Patrons**

**When I Come (15-25%)**

**Nothing (10-20%)**

**Customers**

External Motivation

# REASONS FOR GIVING

25 -35% of Giving

**Tithers**  
**Percentage** } (9-12%)

**Fair Share (20- 40%)**

**Dues Payers (15-30%)**

**Patrons**

**When I Come (15-25%)**

**Nothing (10-20%)**

**Customers**

External Motivation

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25 -35% of Giving

**Tithers**  
**Percentage** } (9-12%)

**Partners**

**Fair Share (20- 40%)**

**Dues Payers (15-30%)**

**Patrons**

**When I Come (15-25%)**

**Nothing (10-20%)**

**Customers**

External Motivation

# REASONS FOR GIVING

**Joyful Givers (1-3%)**

**Tithers  
Percentage } (9-12%)**

**Partners**

**Fair Share (20- 40%)**

**Dues Payers (15-30%)**

**Patrons**

**When I Come (15-25%)**

**Nothing (10-20%)**

**Customers**

25 -35% of Giving

External Motivation

# REASONS FOR GIVING

25 -35% of Giving

**Joyful Givers (1-3%)**

**Family**

**Tithers  
Percentage } (9-12%)**

**Partners**

**Fair Share (20- 40%)**

**Patrons**

**Dues Payers (15-30%)**

**When I Come (15-25%)**

**Nothing (10-20%)**

**Customers**

External Motivation

# REASONS FOR GIVING

65 - 75% of Giving

**Joyful Givers (1-3%)**

**Family**

**Tithers  
Percentage** } (9-12%)

**Partners**

25 -35% of Giving

**Fair Share (20- 40%)**

**Patrons**

**Dues Payers (15-30%)**

**When I Come (15-25%)**

**Nothing (10-20%)**

**Customers**

**External Motivation**

# REASONS FOR GIVING

65 - 75% of Giving

**Joyful Givers (1-3%)**

**Family**

**Tithers  
Percentage** } (9-12%)

**Partners**

Internal Motivation

25 -35% of Giving

**Fair Share (20- 40%)**

**Dues Payers (15-30%)**

**Patrons**

**When I Come (15-25%)**

**Nothing (10-20%)**

**Customers**

External Motivation



# REASONS FOR GIVING

65 - 75% of Giving

**Joyful Givers (1-3%)**

**Family**

**Tithers  
Percentage** } (9-12%)

**Partners**

*C O N V E R S I O N*

25 -35% of Giving

**Fair Share (20- 40%)**

**Dues Payers (15-30%)**

**Patrons**

**When I Come (15-25%)**

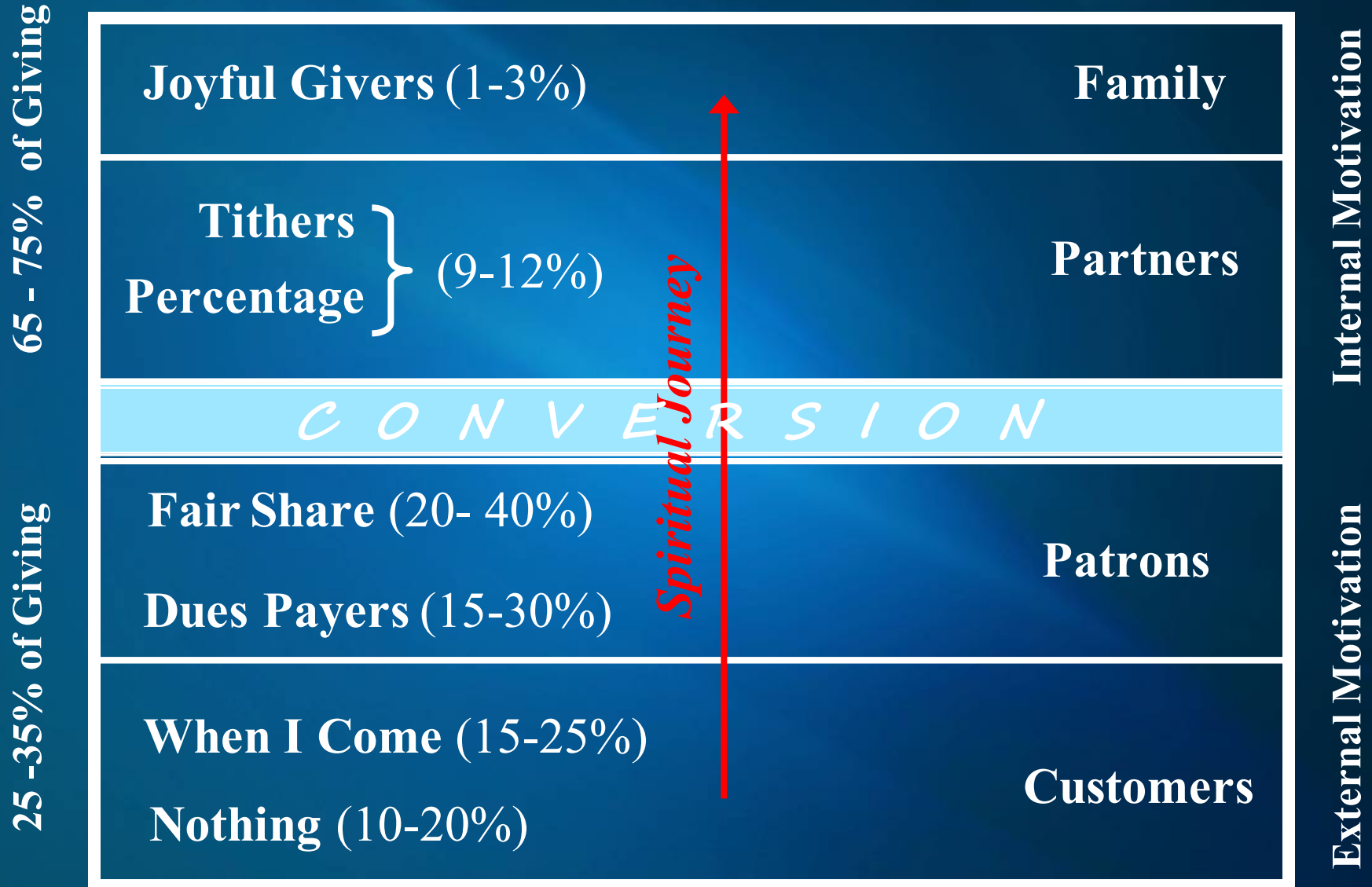
**Nothing (10-20%)**

**Customers**

Internal Motivation

External Motivation

# REASONS FOR GIVING



	Giving Attitude	Considerations for Stewardship Education and Pledge Programs
Family	Joyful Givers beyond Tithe	<b>Provide</b> Stories of how lives are being saved and hearts are being changed (in a God-ward direction) by the ministry of the people of God "in this place."
Partners	Tithers  Percentage Giver	<b>Effective Pledge Programs</b> <ul style="list-style-type: none"><li>•A personal message from the Rector - handwritten note or a personal visit.</li><li>•The Parish Narrative with very good anecdotal stories: "This church saved my life."</li><li>•They give money to God through the Church to see lives changed. <i>They won't give money if you don't do outreach.</i></li></ul>
	Conversion	

	Giving Attitude	Considerations for Stewardship Education and Pledge Programs
Patrons	<p>Fair Share</p> <p>Dues Paying</p>	<p><b>Provide</b></p> <ul style="list-style-type: none"> <li>-A role in decision making</li> <li>-A relationship with the decision makers</li> <li>-Need to feel a "parental concern" from the leaders</li> <li>-Want to see budgets (want lots of information)</li> <li>-Education that includes Inductive Bible Study</li> <li>-An open "system" - no secret meetings</li> <li>-A church that looks good in appearance and has status in the community</li> </ul> <p><b>Effective Pledge Programs</b></p> <p>Banquets, Cottage Meetings, In-Home Visits, Personal Mail (preferable handwritten)</p>
	<p><b>Developing a sense of "belonging" is critical to moving beyond "safety issues"</b></p>	

	Giving Attitude	Considerations for Stewardship Education and Pledge Programs
	Developing a sense of "belonging" is critical to moving beyond "safety issues"	
Customers	<div>When I Attend</div> <div>Give Nothing</div>	<div><b>Provide</b> Meet the immediate need Teach them to pray Invitation to belonging Encourage regular prayer</div> <div><b>Effective Pledge Programs</b> (for non-pledgers)<ul style="list-style-type: none"><li>• Disposable, non-threatening impersonal mail: "You're not buying something ... Jesus already paid the price."</li><li>• Send quarterly requests like a college alumni association.</li><li>• Computer generated, not personal. The message: Please give: __\$50 __\$100 etc.</li><li>• Separate out the pledgers and those who give regularly without pledging. When they respond and make a significant gift, change the way you treat them.</li></ul></div>

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Questions or  
Comments?