



# **From Obligation to Inspiration: 8 Steps Towards Building Joyful Generosity**



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Presented by:

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## Nice to See You (Again)!

A bit about myself...

- ▶ 16 years experience as Director of Youth Ministries and Associate Minister for Emerging Generations
- ▶ 7 years experience on staff of the Florida Conference of the United Church of Christ
- ▶ Strategic planning and capacity building for local parishes
- ▶ Carter Global
- ▶ Local Parish Coordinator for One Mission Campaign





## What is Stewardship?

- ▶ Fuel for your ministry engine.
  - Human Power
  - Resources
- ▶ Faithful response to God's Goodness
- ▶ Transformative impact for the members of your congregations

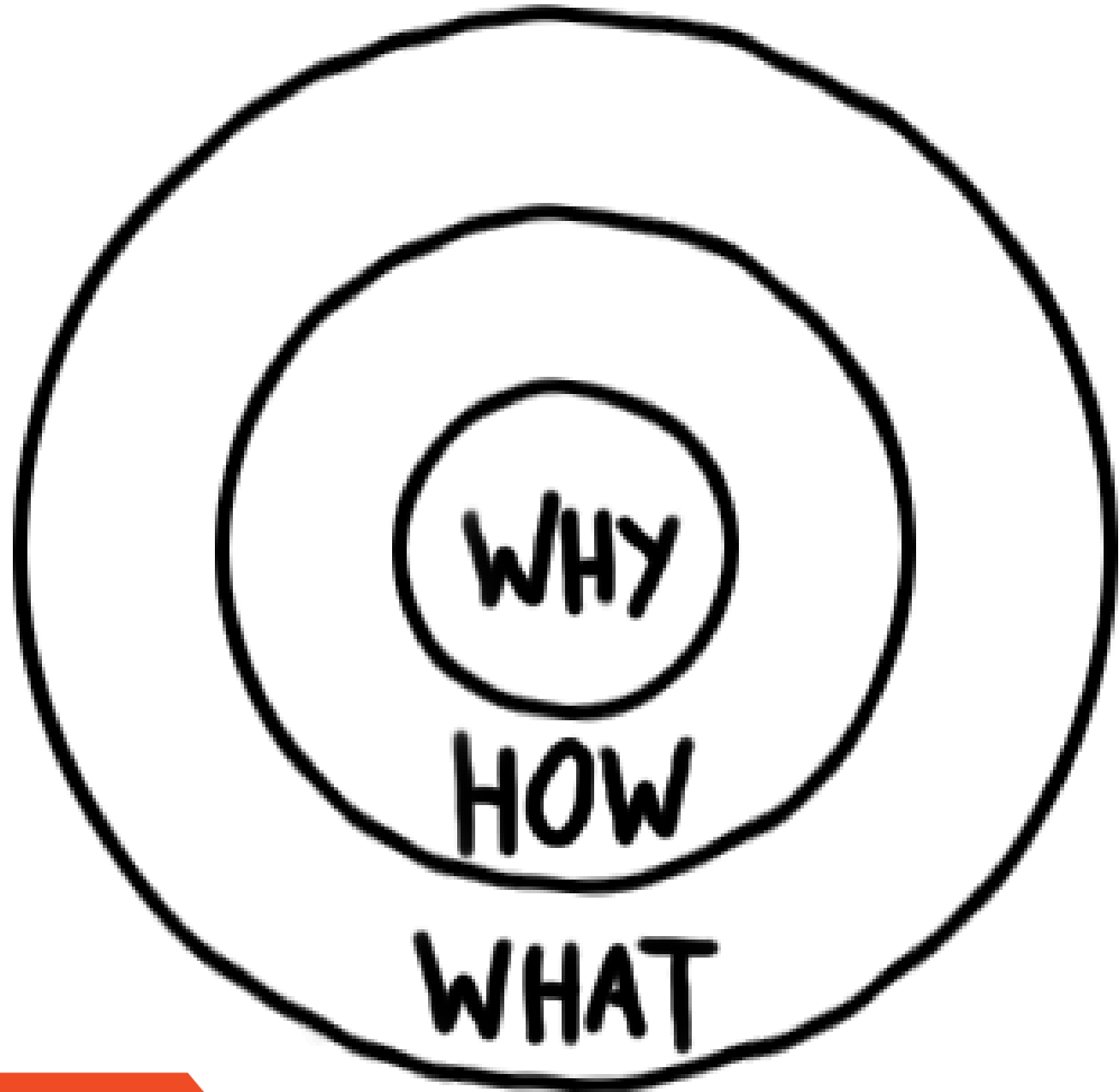


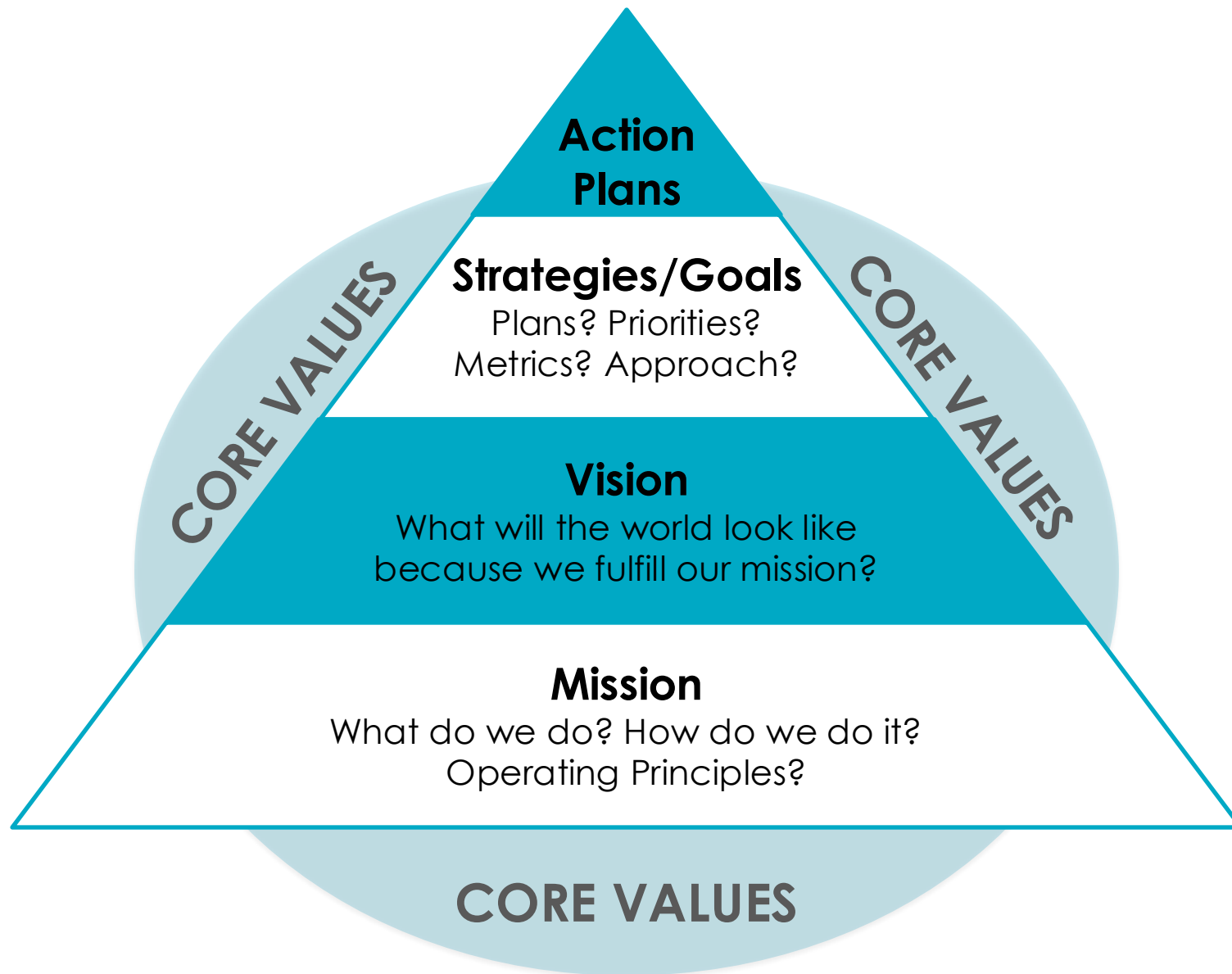


# What is Generosity?

“By ‘generosity,’ I mean the virtue of giving good things to others freely and abundantly. Generosity thus conceived is a learned character trait that involves attitude and action—entailing both the inclination and actual practice of giving liberally. Generosity is not a haphazard behavior but a basic orientation to life. It entails not only a moral good expressed but also certain vices rejected, such as selfishness, greed, fear, and meanness. Generosity also involves giving not just anything, but rather those things that are good for others. What exactly generosity gives can vary: money, possessions, time, attention, aid, encouragement, emotional availability, and more. But it always intends to enhance the true wellbeing of the receiver.”

- Christian Smith, [The Paradox of Generosity: Giving We Receive, Grasping We Lose](#)







Hopes

Gratitude



Risks

Values

Philanthropy proceeds from the donor's

- Deepest Hopes
- Enduring Values
- Faithful Risks
- Heartfelt Gratitude



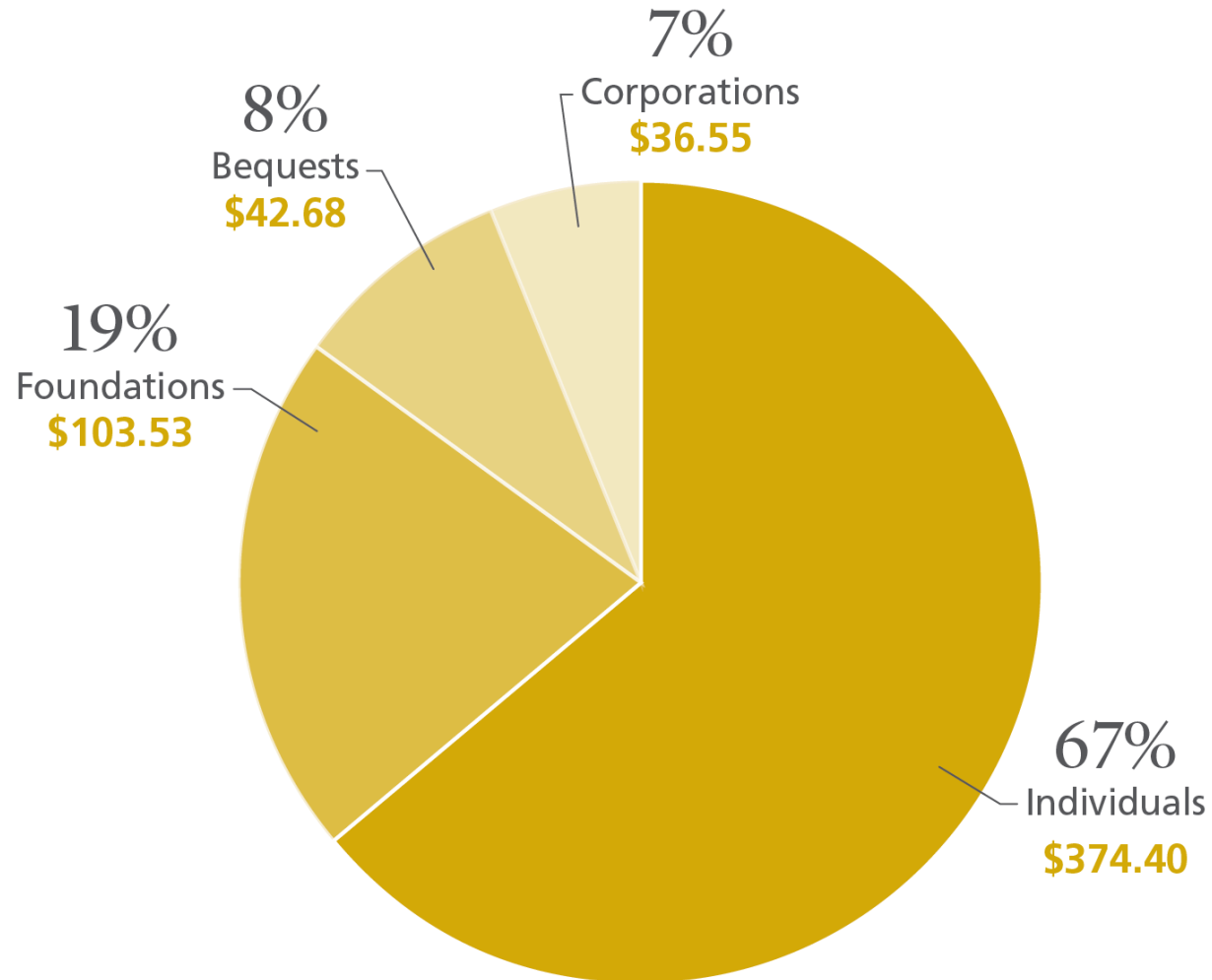
## Good Stewardship Demonstrates

- ▶ Reciprocity
- ▶ Appreciation
- ▶ Speaks to the social exchange/social norm
- ▶ Builds a relationship of mutual interest
- ▶ Helps donors know their gift was impactful



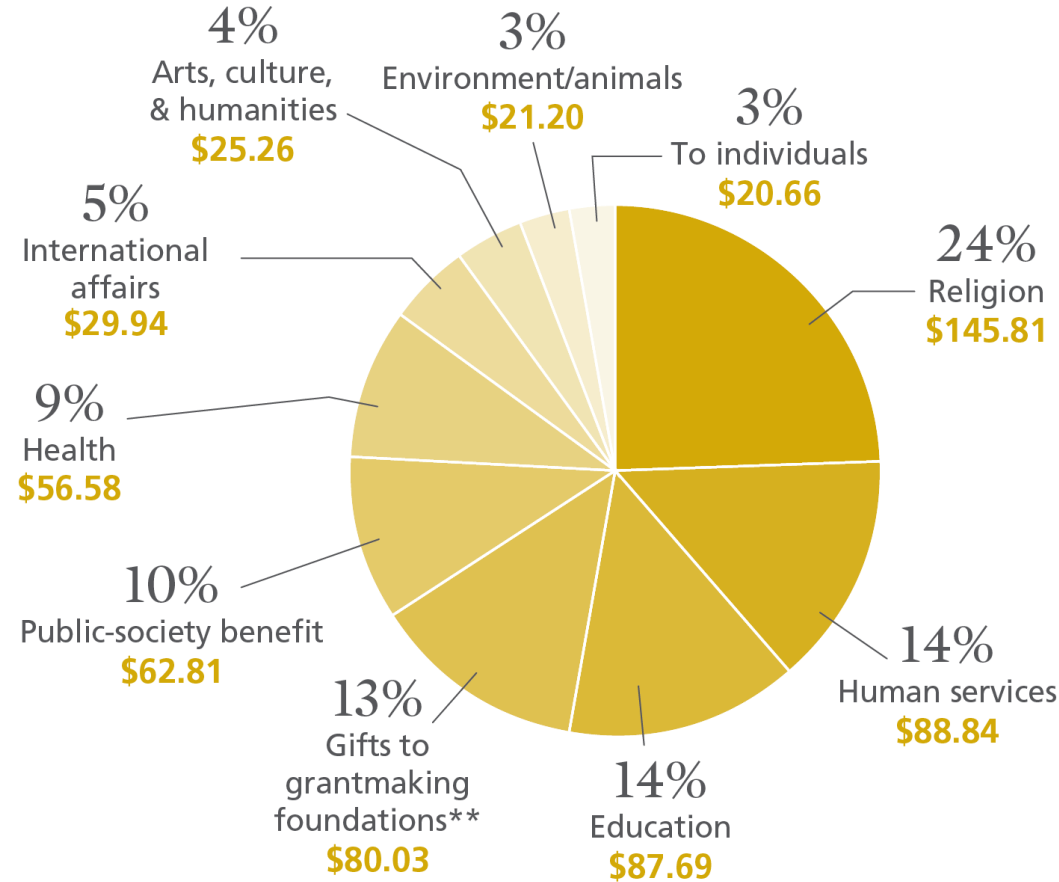
# 2023 contributions: \$557.16 billion by source of contributions

(in billions for dollars – all figures are rounded)



# 2023 contributions: \$557.16 billion by type of recipient organization\*

(in billions for dollars – all figures are rounded)



\* Total includes unallocated giving, defined as the difference between giving by source and recipient categories. Unallocated giving totaled -\$61.66 billion in 2023.

\*\* Estimates developed by Indiana University Lilly Family School of Philanthropy using data provided by Candid.





FROM VARIOUS SOURCES





## Begin at the Beginning

What do our donors want?

- ▶ To learn about your church's good work
- ▶ To be confident their contributions make a difference
- ▶ To build their sense of personal connection.
- ▶ To interact with like-minded individuals



## Developing the Culture of Stewardship

Stewardship is about connecting people with opportunities to make meaningful impact.



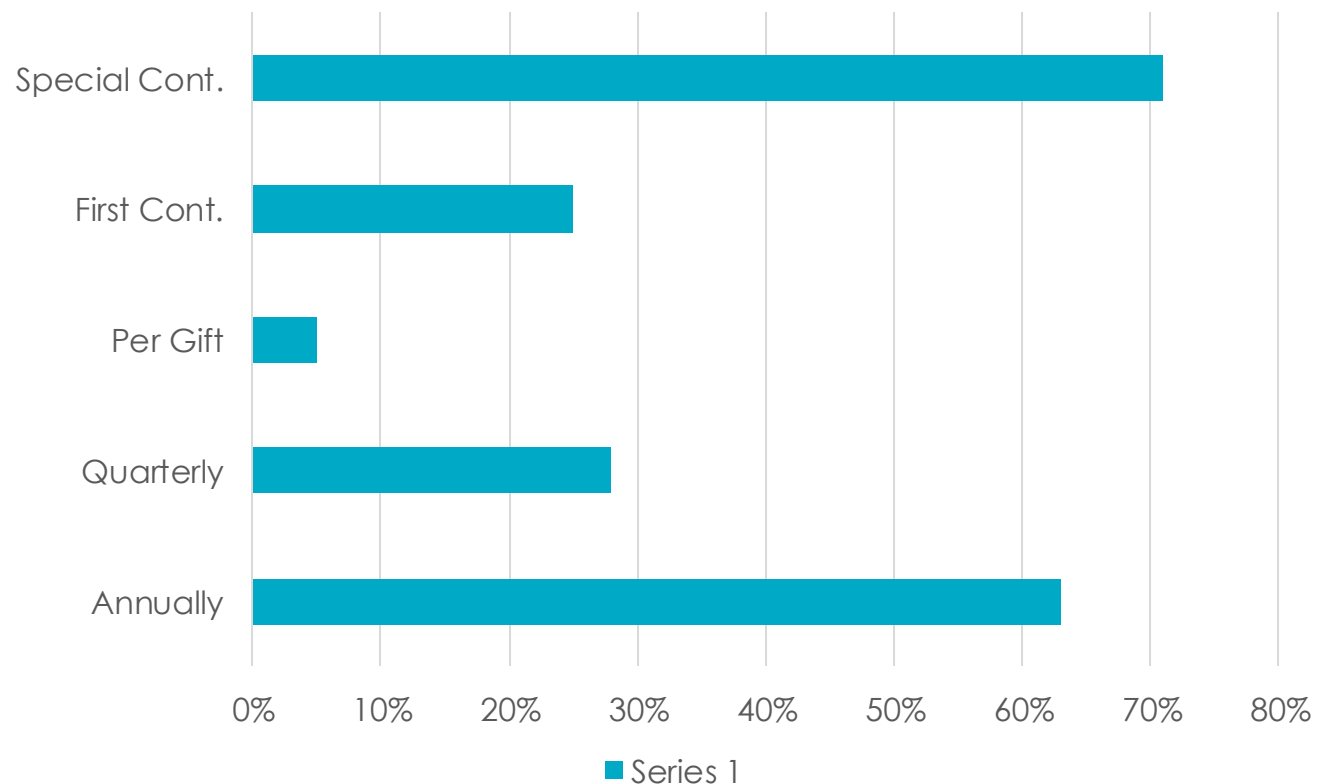


# #1: Be SURE to say thank you... OFTEN!

Gratitude Inspires  
Generosity

- ▶ Thank you notes (4-6 per week)
- ▶ Lay Leader "Thank You"s (2 per month)
- ▶ When pledge is received
- ▶ When pledge is completed.

How often do we say "Thank You!"?





## Beyond the Thank You Note

- ▶ Seek advice on a program of interest
- ▶ Develop small group mission immersion events for donors at a certain level
- ▶ Invite donor to volunteer, be involved
- ▶ Create impact reports through publications, digital messaging
- ▶ Just check in!!



## #2: Increase Your Giving Methods

How  
Congregations  
Accept Gifts  
During Services



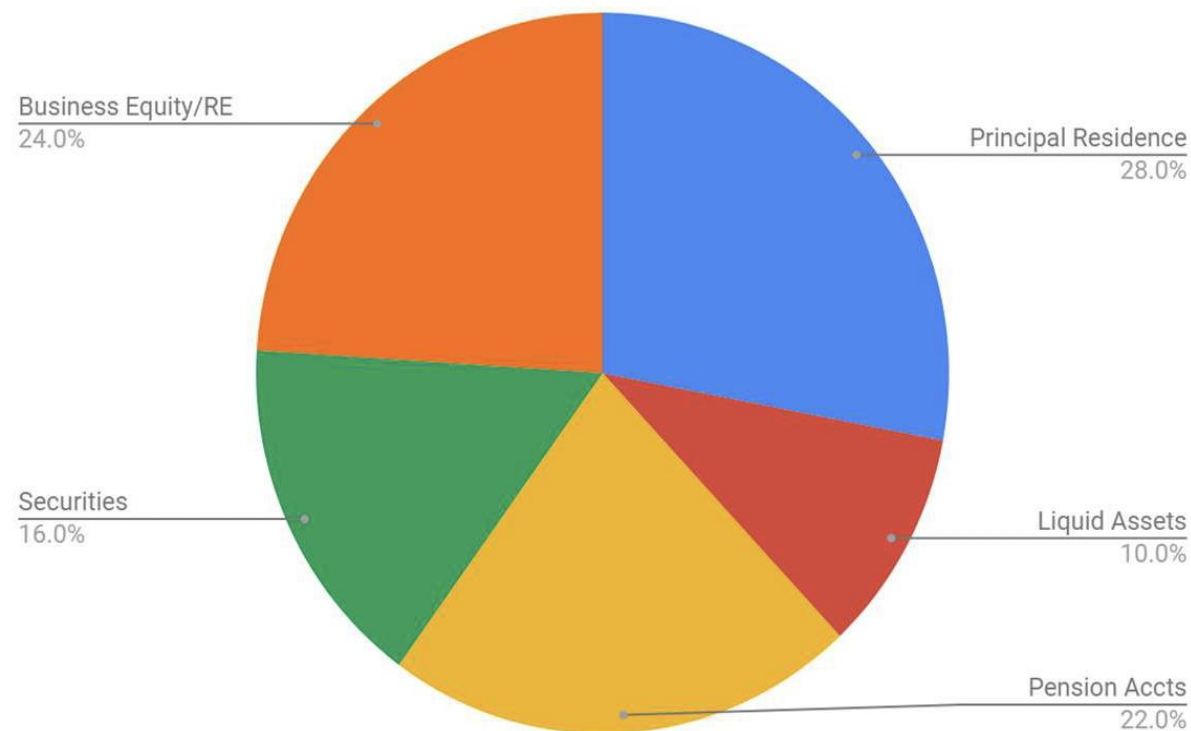




## #3: Increase Your Giving (Source) Options

Don't want to catch a baseball with an oven mitt.

- ▶ A lot of “wealth” is not “liquid”
- ▶ Provides opportunity for less affluent to make transformation
- ▶ Requires prayer and planning
- ▶ Community grant partners





## #4: Provide Impact Events for Members/Donors

- ▶ Translate the impact of ministry into transformation
- ▶ Engage online community of worshippers
- ▶ Videos/Cards from those impacted





## #5: Develop the Plan. Share the Plan.

- ▶ Taps into the “why”.
- ▶ Contextualizes the giving
- ▶ Contextualizes your church’s existence
- ▶ Articulates God’s existence

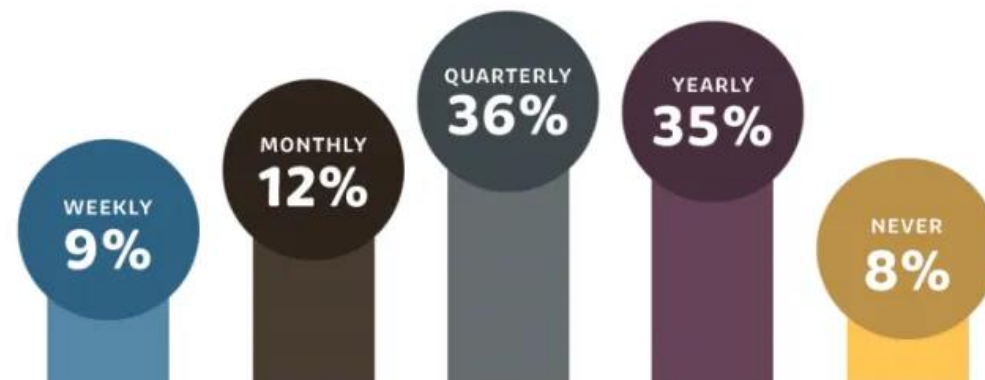




## #6: Be intentional about generosity in worship

- ▶ Don't just ask. Teach. Model.
- ▶ Celebrate gifts to other partners
- ▶ Share the pride and blessing of giving. From the giver's perspective.

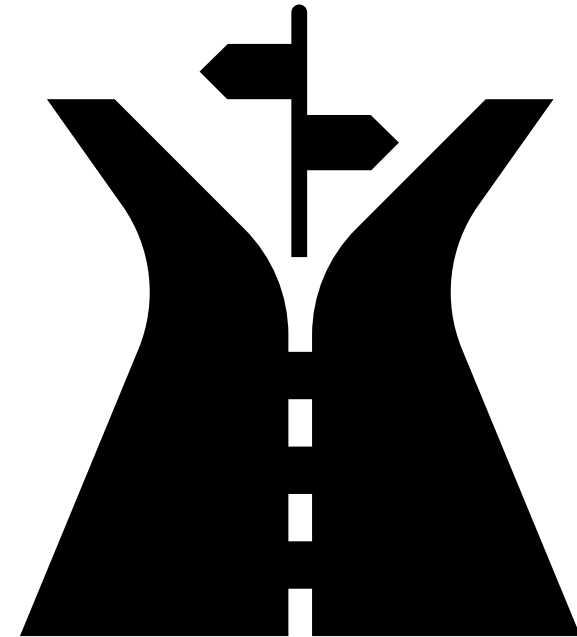
FREQUENCY OF TEACHING ABOUT GIVING





## #7: Don't be afraid to stop... and shift

- ▶ Grace abounds. It can be shared. It SHOULD be shared!
- ▶ Co-create with the God who is still creating.
- ▶ Share the pride and blessing of giving. From the giver's perspective.





## #8: Join the One Mission Campaign

- ▶ Build alignment amongst your church's leaders as to direction you are going.
- ▶ Frame your church's why.
- ▶ Short-term program, long-term giving.
- ▶ Share your church's narrative





# The One Mission Campaign

“Answering the Call to Serve Our Changing World”

- ▶ Racial Reparations
- ▶ Episcopal Ministries
- ▶ The Cathedral of the Incarnation/Pro-Cathedral
- ▶ Mercer School of Theology
- ▶ Local Parish Support





# One Mission Campaign at your church?

- ▶ Plan for the future.
- ▶ Launch a new ministry.
- ▶ Rehabilitate infrastructure.
- ▶ Train/Support stewardship leaders.
- ▶ Diocesan Connections







## Back to the WHY? (We're here to help!)

- ▶ What matters most to the members of your church?
- ▶ How can the Diocesan covenantal partnership strengthen the vitality of your church's future?
- ▶ Why does God need your church in your community?

**People don't buy what you do; they buy why you do it. And what you do simply proves what you believe.**

SIMON SINEK



## Potential Next Steps

NONE of this is required... and none of this is "extra"

- ▶ **Please call or Email!**
- ▶ A Visioning Retreat
- ▶ A Plan for future Stewardship
- ▶ Assist with Printed Materials, Timeline, Training, and Facilitation

ONE SIZE  
DOESN'T FIT ALL

