

March 2007

Dear colleagues in ministry,

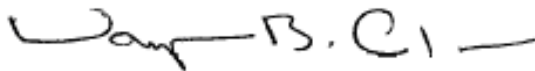
I am pleased to introduce *Beyond Fundraising: A Complete Guide to Congregational Stewardship*. The book is a coming of age story, moving us from a culture of scarcity to a culture that welcomes, and even expects, a focus on abundance. The book suggests that we diminish our focus on money by putting fundraising under the umbrella of stewardship. Stewardship is defined as the growing, nurturing, promoting, and building of our gifts, call, and spiritual vocation. Stewardship is the *spirit* that influences the things we do.

*Beyond Fundraising* contends that a new and comprehensive stewardship development program, "Forward Through the Ages", puts money in perspective by making it one of five components of stewardship (stewardship education, joyful giving, ministry and good works, annual budget drive and planned giving). Because money is presented as just one piece of a whole, it becomes a less emotionally charged issue. Money becomes just one stewardship tool to help accomplish the ministry of our faith communities, rather than a topic to avoid and a barrier to fulfilling congregational ministry.

To accomplish the transition from fundraising to stewardship, we need a new vocabulary. We need a vocabulary that emphasizes what we have instead of what we don't, that promotes gracious receiving as well as joyful giving. Yet, without significant changes in our congregational culture, the new vocabulary will produce nothing more than a futile semantic exercise. It will not grow our congregations, and without growth, our ability to make a difference in the world is greatly diminished.

I hope you will find this book helpful. I encourage you to share your stewardship experiences with others so we can build a set of best stewardship practices that can be shared with all our congregations.

I leave you with my fervent hope for healthy, vibrant religious faith communities.

A handwritten signature in black ink that reads "Wayne B. Clark" followed by a horizontal line.

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**Order *Beyond Fundraising* from the UUA bookstore at 800.215.9076  
or online at [www.uua.org/bookstore](http://www.uua.org/bookstore).**

## **Praise for *Beyond Fundraising*: A Complete Guide to Congregational Stewardship**

“*Beyond Fundraising* has everything your congregation needs to know about successful and meaningful stewardship. This invaluable resource is a must-read for every finance and stewardship committee, perhaps the only book you will ever need on the subject. I will definitely recommend it to my own congregation!”

—Harold E. Babcock, Minister, First Religious Society, Unitarian Universalist, Newburyport, Massachusetts

“More than a how-to guide to the many dimensions of supporting the mission and ministry of a religious community, *Beyond Fundraising* seeks to transform how congregations understand the connection between spiritual purpose and stewardship.”

—Burton Carley, UUA Board of Trustees, Southwest District

“Grounded in his own experience as a widely respected and successful fundraising consultant, and inspired by real vision rather than just wishful thinking, Clark’s comprehensive stewardship strategy will work for all congregations, irrespective of their size, composition or location.”

—Stefan M. Jonasson, UUA Director for Large Congregations

“*Beyond Fundraising* will be *the* essential manual for congregational leaders embracing a change in their stewardship culture. Clark is concise, clear and inspirational in laying out the steps for stewardship. Every board and finance committee member in my congregation will be receiving a copy!”

—Naomi King, Minister, Unitarian Universalist Church, Utica, New York

“Readers will come to understand a view of fundraising as stewardship rather than a necessary evil, a way for a congregation to fulfill its mission and increase its capacity to do something significant. I would recommend this book to the congregations that I work with that are not Unitarian Universalist as well.”

—Lawrence Peers, Consultant, The Alban Institute

“*Beyond Fundraising* transforms fundraising from a conversation about money into a process for spiritual health and congregational viability. This book can help your congregation search for and find a brighter, more meaningful future.”

—William Sinkford, UUA President

“Clear, systematic and relational. Clark offers what every congregation needs to know for successful fundraising.”

—Terry Sweetser, UUA Vice President for Stewardship and Development

“*Beyond Fundraising* challenges us to connect money, generosity and giving to the covenant that binds us together as communities of faith—to the very spiritual core of our relationships with one another.”

—Michael Tino, UUA Director of Young Adult and Campus Ministry