
Money, Stewardship, and Faith

with Wayne B. Clark

UUA Large Church Conference

Louisville, Kentucky

March 13-16, 2008

Workshop Goals

- 1. Fundraising and stewardship**
- 2. Debunking myths**
- 3. Giving as an act of worship**
- 4. Receiving precedes giving**
- 5. Questions and answers**

Workshop material is excerpted from

***©Beyond Fundraising:
A Complete Guide to
Congregational Stewardship***

**By
Wayne B. Clark**

800.215.9076

<https://www.uua.org/bookstore>



Accommodations?

Unitarian Universalist Association Congregational Stewardship Services

Wayne B. Clark, Director

Robin Nelson, Administrator

Carole Czujko, CA

Martha Easter-Wells, IA

Rev. Tricia Hart, PA

Tamsin Kemos, ME

Frankie Price Stern, NC

David Rickard, AR

Aggie Sweeney, WA

Larry Wheeler, NC

Barry Finkelstein, NH

Mary Gleason, WA

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. Successful 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

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

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**

**Why do *you* give of your gifts, call,
and spiritual vocation?**

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.



Questions?

Review Workshop Goals

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