



# KAIROS

# *moments*

*Reflections and Resources for the Journey*



## SPARK A KAIROS MOMENT

Get the conversation about stewardship going in your congregation.

Ask:

*Why do you give to the church?*

*How do you give?*

*Who is the most generous person you know and what did you learn from him/her?*

*What is the most generous gift you have ever received?*

## KEEPING THE CONVERSATION GOING

**Whether your stewardship team's work primarily consists of the annual response campaign or you are veterans of year-round stewardship, here are some creative ideas to help you keep the generosity conversation going in a holistic way throughout the year:**

1. ***Experiment with Different Types of Messaging.*** We know that everyone in our church is not the same and that they do not have the same motivations yet we continue to send the same message to everyone. Why not try starting a conversation about generosity and gratitude on Facebook or Twitter? Consider starting conversations that are more geared towards specific groups, maybe across generational lines? For instance, you might lead a Bible Study about generosity with the retirees group and then you might reach out to the young adults by starting a conversation about why giving is important on social media. Find your own segments in your church and write different messages tailored to the different audiences.
2. ***Introduce a New Way of Giving.*** Be thoughtful that people give differently; some people take pride in writing their check every Sunday during the offering while others would prefer to have their offering automatically withdrawn from their bank account on a monthly basis. Ask the people in your congregation how they would like to give. Experiment with offering online giving through your website, automatic transfer, text giving, giving from accumulated assets or even using a product like **Square** to allow people to make credit card donations to your church on Sunday morning.
3. ***Start a Conversation about Money and Values.*** Get people talking about the ways that their use of money relates to their values. Ask people to discuss how and why they give to the church and other charitable organizations. You might begin this conversation in an adult forum, small group, on Facebook or even during the offering time on Sunday morning. Some great resources to get the conversation started are "***Writing A Money Autobiography***" and the book ***The Soul of Money*** by Lynne Twist.

## KEEPING THE CONVERSATION GOING, *continued*

4. **Tell Stories.** The best illustration of stewardship isn't a pledge card or a budget spreadsheet but rather a giver's transformative story of generosity. Find opportunities to share giver's stories throughout the year through temple talks, adult forums, the church newsletter, website or social media. Similarly, connect the generosity to the mission of the church. Tell stories of how your congregation is joining God's mission in your community and across the world.
5. **Try a Narrative Budget:** Congregants should always be encouraged to give to mission rather than a budget. Narrative budgets are a great way to make the connection between money and mission throughout the year. Narrative or missional budgets tie money to specific church mission and values rather than particular programs or staff. Instead of line items and numbers, this budget is full of stories and missional impact. For more information about narrative budgeting, check out [this link](#) from the [Center for Faith and Giving](#).
6. **Find New Ways to Say "Thank You":** Take time to write personal thank you notes especially to new givers and those who have increased their giving. Find creative ways to thank people for their gifts, monetary and otherwise, throughout the year. Random and unexpected notes of gratitude, phone calls, or personal visits can make a significant difference in someone's experience of giving to their church. Make saying "thank you" a habit.
7. **Cultivate Some New Stewardship Leaders.** Joining a stewardship team can be a bit daunting. Help people move from seeing the stewardship team as a money collector to one that lifts up the story of mission and the joy of giving yourself away. Instead of accountants and bankers look for writers, photographers, or graphic designers to be on your team. Stewardship isn't just for people who like numbers.
8. **Take Time to Learn Together:** To keep the generosity conversation alive in the congregation, you have to first keep it alive within the leadership, especially your council and stewardship team. Take time to learn together by reading a stewardship book such as [Ask, Thank, Tell, Giving to God](#) or [Stewards of God's Love](#), and discuss it. Create time in each meeting to discuss generosity and gratitude. You might discuss why giving is important to you, your favorite place to give to (outside of church), the person who was most influential in your generosity or what you are most grateful for.
9. **Look at the Big Picture of Generosity:** God calls us to be grateful, generous givers but that does not mean this happens only through our church. Remember that generosity is first and foremost about the giver's relationship with God and not their relationship with the church. Celebrate the ways in which congregation members are generous with organizations outside of the congregation.