

If anyone leaves this church with any money still in their pockets, we failed.



THE FORMATION OF GENEROSITY IN A LOCKED DOWN WORLD

APRIL 28, 2020

The Rt. Rev Gregory H. Rickel, VIII Bishop of Olympia

DIOCESE OF OLYMPIA

WHAT CAN I DO TO GET PEOPLE TO GIVE NOW?

- **the time to do this work really is when times are good. It is not at all impossible to do now but not nearly as easy.**
 - **the same practices that work during the good time, work now too, maybe better, depending on how you approach this**
 - **Be more transparent about your money, with your people**
 - **Begin now, teaching and forming your people into the reality that money is a spiritual issue, and that giving, a percentage of your income, is a Christian practice.**
-



***49% of all giving to churches is given with a credit card**

***8/10 people who give to churches have zero credit debt.**

***60% are willing to give to their church digitally.**

***Tithers make up only 10-25% of a normal congregation.**

***Churches that accept tithing online increase overall donations by 32%**

***Only 5% tithe, and 80% of Americans only give 2% of their income.**



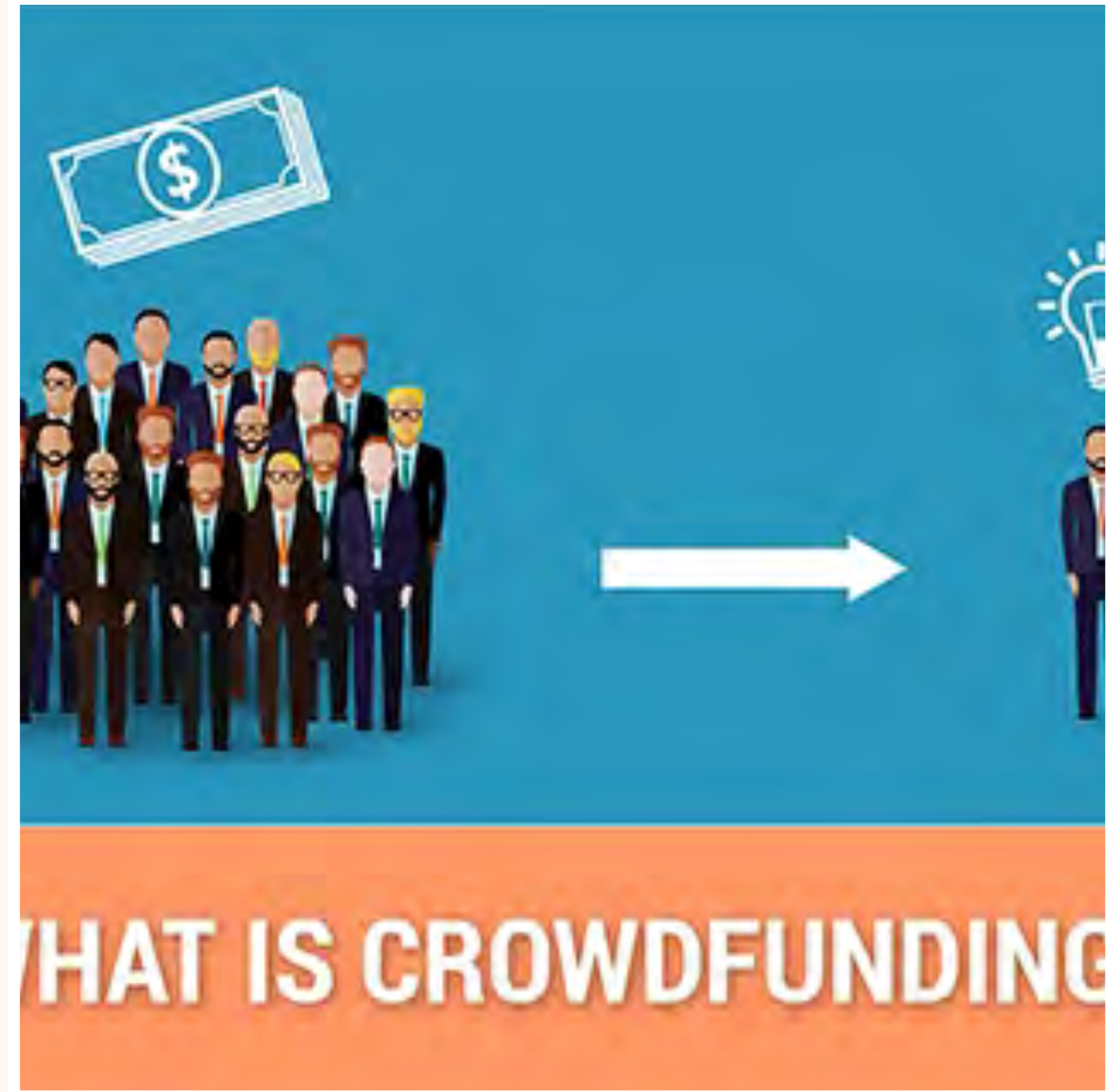
- **Christians are giving 2.5% of income; during the Great Depression it was 3.3%**
 - **Only 3-5% of Americans who give to their local church do so through regular tithing**
 - **When surveyed, 17% of Americans state that they regularly tithe.**
 - **For families making \$75K+, 1% of them gave at least 10% in tithing.**
 - **3 out of 4 people who don't go to church make donations to nonprofit organizations**
 - **The average giving by adults who attend US Protestant Churches is about \$17 a week.**
-



- **37% of regular church attendees and Evangelicals don't give money to the church**
 - **17% of American families have reduced the amount that they give to their local church.**
 - **7% of church goers have dropped regular giving by 20% or more.**
 - **About 10 million tithers in the US donate 50 Billion yearly to church and nonprofits**
 - **77% of those who tithe give 11-20% or more of their income, far more than the baseline of 10%**
 - **7 out of 10 tithers do so based on their gross and not their net income.**
-

CROWDFUNDING?

- **Crowdfunding is the practice of funding a project or venture by raising small amounts of money from a large number of people, typically via the Internet.^{[1][2]} Crowdfunding is a form of **crowdsourcing** and **alternative finance**. In 2015, over US\$34 billion was raised worldwide by crowdfunding. ("Cambridge Judge Business School: Cambridge Centre for Alternative Finance". jbs.cam.ac.uk. Retrieved July 24, 2015.)**



The Stewardship Committee's latest budget raising idea:
4-Channel headsets.





- **The average number of updates that a successful campaign owner posts is 4.**
 - **Crowdfunding campaigns get 126% more donations when owners update supporters**
 - **Campaigns that are shared fewer than 2 times have a 97% chance of failure.**
 - **Crowdfunding campaigns with personal videos raise 150% more than those that don't use videos**
 - **Over half of people who receive an email about crowdfunding campaigns make a donation.**
-

WE ALREADY HAVE THEIR ATTENTION!

- Historically, religious groups have received the largest share of charitable donations. This has been consistent over the years even with the decline in actual numbers in our churches. In most years, roughly 31% of all donations, or close to 130 billion goes to religious organizations. Most of this is accounted for by people giving to their local congregations.**



-
- **30% of annual giving occurs in December**
 - **10% of annual giving occurs on the last 3 days of the year.**
 - **77% believe everyone can make a difference by supporting causes**



Maslow Meets Jesus

This page is a summary of an adaptation of the psychologist Abraham Maslow's needs hierarchy of the members of a congregation. The adaptation was done by the Rev. J. Hugh Magers while Evangelism Officer of the Episcopal Church, assisted by the Ms. Terry Parsons, former Stewardship Officer of the Church.

<u>Their Need</u>	<u>Their Time Horizon</u>	<u>% of Typical Congregation</u>	<u>Call Them to</u>	<u>Method</u>	<u>Comments</u>
Purpose	Eternity	1-3%	martyrdom	tell stories of lives saved	sacrificial givers; they give 75% of the \$
Meaning	Lifetime	9-12%	sacrifice	meaning education	not good vestry members because they are interested in meaning, not action
Identity	3-5 yrs	10-15%	conversion (Jesus is my Lord)	inductive bible study	fair share givers; make good vestry members; will rebel if no leadership role; want relationship with the leaders
Community	1 year	35-40%	leadership	leadership training; ask them to do / lead something	they pledge; they want info re what's happening (to see how they fit in)
Safety	1-3 months	30-35%	belonging	God's law (= security)	give \$5 when they come (don't pledge)
Survival	1-3 days	10-15%	prayer	meet the immediate need (food, clothing, shelter)	prayer leads to hope

MASLOW MEETS JESUS

SURVIVAL MODE

THEIR NEED.	THEIR TIME HORIZON.	% OF CONG.	CALL ON THEM.	METHOD.	COMMENTS
SURVIVAL.	1-3 DAYS.	10-15%.	PRAYER.	MEET IMME,.	PRAYER TO HOPE, TEACH THE TO PRAY
SAFETY.	1-3 MONTHS.	30-35%.	BELONGING.	SECURITY.	GIVE WHEN CAN, WHEN THERE
COMMUNITY.	1 YEAR.	35-40%.	LEADERSHIP.	TRAINING, ASK.	THE PLEDGE, THEY WANT INFO
IDENTITY.	3-5 YEARS.	10-15%.	CONVERSION.	BIBLE STUDY.	FAIR SHARE, VESTRY
MEANING.	LIFETIME.	9-12%.	SACRIFICE.	MEANING EDUC.	MEANING NOT ACTION
PURPOSE.	ETERNITY.	1-3%.	MARTYRDOM.	TELL STORIES.	SACRIFICIAL GIVERS, 75%

Reasons for Giving

<i>Metanoia/ Epistorphe</i>				
Customers	Patrons		Partners	Family

ONLINE GIVING

- **If you are not doing it, you should be. If you have not already put this on your website you should, in earnest, be working to choose a way to do this. There are many vendors to choose from. tithe.ly, Realm, Blackbaud, Stripe, Vanco.**
 - **Thanks to Kerry Allman and our Finance Department, we now offer a direct and easy way for you to offer this to your congregation on our diocesan website. <https://resources.ecww.org/give-church> Here you will find an unique link for your local congregation that you can use to have people make credit card and online offerings. Our office will send your congregation any we have collected. Quite a few are now using this format.**
-



The *Episcopal* Diocese of Olympia

The Episcopal Church in Western Washington

[Home](#) [Resources](#) [Forms](#) [Office of the Bishop](#) [Finance & Business](#) [Stewardship & Giving](#) [Governance & Convention](#) [Contact Us](#)

- [Diocesan Directory](#)
- [Office of the Bishop \(Diocesan House\) Calendar](#)
- [Liturgy and Arts](#)
- [Archives](#)
- [Diocesan Resource Library](#)
-
- [Log in](#)

Give to a Church

Donations can now be made to individual churches through the main Diocese of Olympia giving account. The diocese will manage sending each church whatever funds are donated to them along with a report of giver, amount, designation information and date of transaction.

Below are the list of churches and their links. Copy the particular giving link and use this on your website, email notifications, brochures, etc. to allow people to donate to your faith community.

Parish	City	Giving Link
St. Andrew	Aberdeen	https://resources.ecww.org/give-parish/st-andrew-aberdeen
St. Hugh of Lincoln	Allyn	https://resources.ecww.org/give-parish/st-hugh-lincoln-allyn
Christ Episcopal Church Anacortes		https://resources.ecww.org/give-parish/christ-anacortes

ONLINE GIVING

Let's outline a few key terms to make sure we are all on the same page:

- *Online Giving – This refers to the ability of a donor to complete a gift online.*
 - *Recurring Giving – This refers to the ability of a donor to set up their giving amount, frequency, and method (e.g. bank transfer, debit card, etc.) once with a consistent pattern of giving over time.*
 - *Home Page – This refers to the first page someone sees when they type in the central web address of your church's website.*
 - *Donation Page – This refers to the webpage where a donor is able to make a gift.*
 - *Mobile Giving – This refers to the ability of a donor to complete their gift on a mobile device and includes mobile-specific functionality such as text-to-give that is unique to mobile devices.*
-

STRENGTHENING OUR WEBSITES

- **Make the “giving” button on your home page obvious-typically at the upper right corner of your home page**
 - **The “giving “ button should be only one click away from the donation page**
 - **Ensure your donation page is easy to navigate**
 - **Tell Stories of life change on your donation page**
 - **Check the default settings established by your service provide**
-

STRENGTHENING OUR WEBSITES

- **Adjust your options when it comes to giving type, frequency, and fund options**
 - **Have a gratitude plan**
 - **Make sure your website is optimized for viewing on tablets and phones too.**

 - **All from “How to Optimize your Church’s Donations page for Online Giving” by Kristine Miller and Richard Rogers, April 13, 2020. Horizons Stewardship.**
-

CLERGY ROLE IN STEWARDSHIP FORMATION

-
- **Lead by giving, openly and honestly**
 - **Be precise and clear. Take any abstraction out of it you can**
 - **Offertory**
 - **Vestry should lead with you**
 - **Study the tithe, make some theological argument one way or the other. Is this a Christian practice?**
 - **Don't fall victim to the "October Beg-a-thon"**

- **Don't be afraid to ask**
 - **Instead of running from money discussions look for ways to have them**
 - **Know what people give. It is spiritual malpractice not to. Also research shows clergy who are more involved with giving and know this information have much financially healthier congregations**
 - **One of Title IV offenses: not adequate overseeing finances**
-

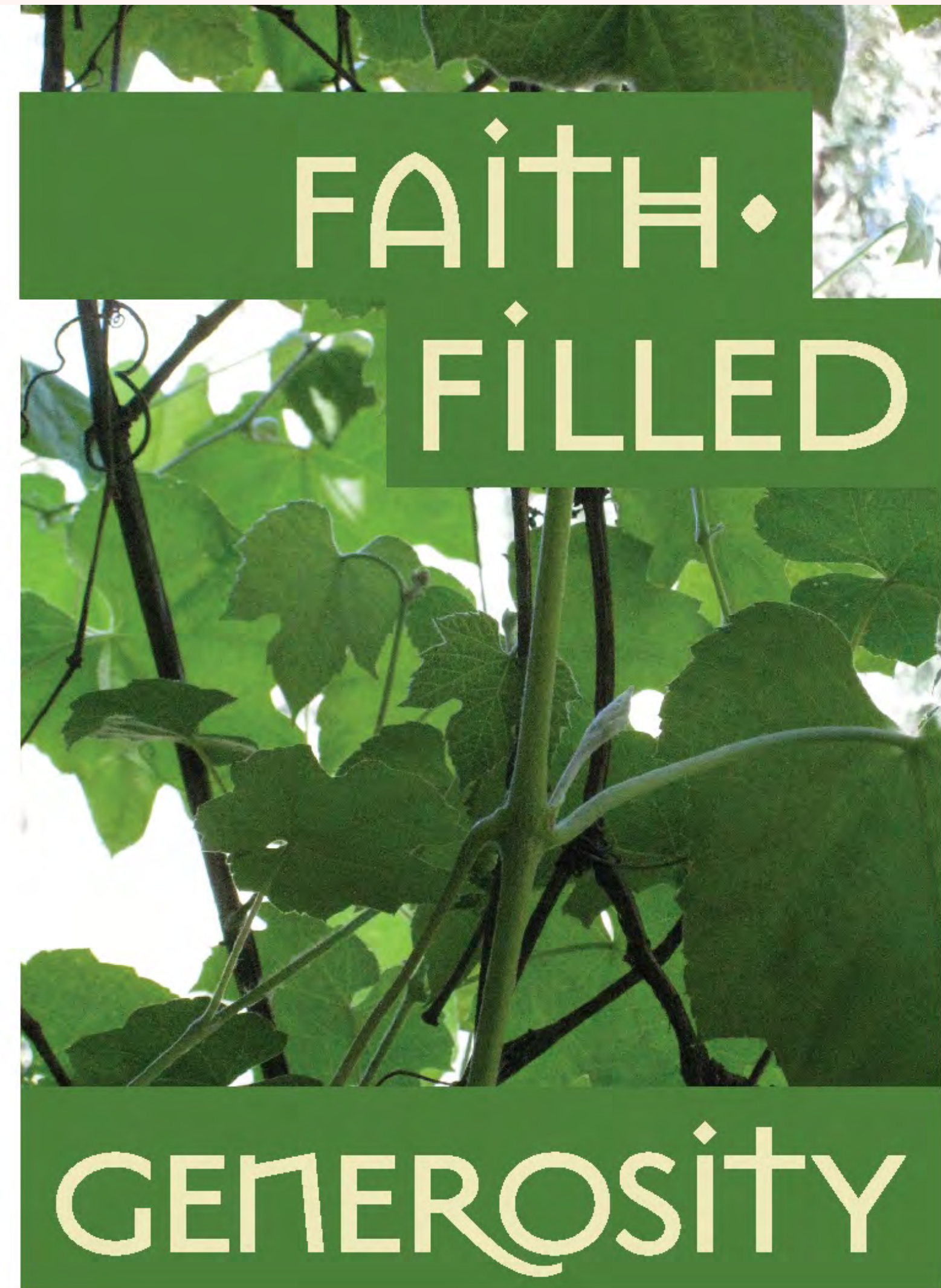
COVID-19 and Social Distancing Resources

Horizons Stewardship is praying and standing with you in this season of social distancing. Our goal is to provide you with practical ideas and updates to help you lead well during this crisis. The church building may be closed, but the church is alive, well, and on the move. Click [HERE](#) for the latest resources.

TENS

The Episcopal Network for Stewardship
www.tens.org

Olympia credentials
USERNAME: 1PETER
PASSWORD: FOUR:10





Davey Gerhard Named TENS New Executive Director

[more](#)

- [Stewardship](#)
- [Movement](#)
- [Education](#)
- [TENS](#)

BLOG POSTS

Stewardship Begins with God's Abundance & Our Response to It

How to Raise Children to be Kind

Living Wisely Coming to DVD!





The *Episcopal* Diocese of Olympia

The Episcopal Church in Western Washington

[Home](#) [Resources](#) [Forms](#) [Office of the Bishop](#) [Finance & Business](#) [Stewardship & Giving](#) [Governance & Convention](#) [Contact Us](#)

Google Custom Search

Search

Stewardship & Giving

[Annual Campaigns and Pledging](#)

[Environment](#)

[Giving and Appeals](#)

[Planned Giving](#)

[Stewardship Presentations](#)

[Stewardship Resources](#)

[Tithing](#)

[Year-Round](#)

Stewardship & Giving

The Stewardship and Development Office provides resources to congregations around year round stewardship, annual campaigns, and planned giving. The focus is on a theology of abundance, understanding that all we have are gifts from God, so Christian Stewardship is our reflection of giving back to God in gratitude for all that has been given to us.

The diocesan stewardship program operates on a holistic approach, with resources and efforts aimed at the Four Fields of Giving: Annual Giving; Legacy Giving; Capital Giving; Mission Giving. Stewardship of the environment and year round stewardship are also emphasized in partnership with other program groups in the diocese.

Stewardship is key to congregational development, it is not just about money, but about integrating stewardship into one's life as a Christian, giving back to God from all the gifts God has given to us.

The Stewardship and Development office sends weekly Steward Stirrings: and periodic

**[HTTPS://RESOURCES.ECWW.ORG/
STEWARDSHIP-AND-GIVING?
PAGE=0%2C1](https://resources.ecww.org/stewardship-and-giving?PAGE=0%2C1)**

WAYS I CAN HELP

- **Stewardship speaker, for Vestry, Congregation, Stewardship Team**
 - **Planned Giving presentation and Bishop's Society Initiation and/or reinvigoration**
 - **Consulting on plans for campaigns, liturgical questions, etc.**
-

Q AND A
