

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