

GENEROSITY

No More One-Size-Fits-All



The Rev. Karl Travis
Pastor, First Presbyterian Church
Fort Worth, TX

Generations Theory



4 Types of Generations

- ✓ **Civic** – a generation of cooperative leaders, team players, and institution builders. Work hard at developing collective unity and purpose.
- ✓ **Adaptive** – a generation of cooperative followers. Team players, but not leaders by nature. They maintain and support the institutions their parents have built.
- ✓ **Idealist** – a generation of prophets, committed to critiquing and reforming institutions and the broader culture. For idealists, individual identity comes before corporate belonging.
- ✓ **Reactive** – a generation of under protected children and youth, they react to the idealists' social critique and plot the course towards a new social cohesion.

Generations Theory



- ✓ 4 Types of Generations
 - ✓ Civic
 - ✓ Adaptive
 - ✓ Idealist
 - ✓ Reactive
- ✓ These types of generations have repeated in the same order, with one exception, through U.S. history.
- ✓ We develop natural ease with those who experience the same formative events at similar developmental stages.
- ✓ In understanding the past, we anticipate the future.
- ✓ Biblically, history is a line, and a circle -- a spiral.

The Living Generations

Generation	Birth Years	Generation Type
»GI Generation	1901-1924	Civic (hero)
»Silent Generation	1925-1942	Adaptive (artist)
»Boomer Generation	1943-1960	Idealist (prophet)
»Thirteenner (Xer) Generation	1961-1981	Reactive (nomad)
»Millennial Generation	1982-2004	Civic (hero)
»Homeland Generation	2005-present	Adaptive (artist)

Neil Howe and Bill Strauss, *Generations: The History of America's Future, 1584 to 2069*. Quill: New York, 1991, and <http://www.lifecourse.com/>.

What Formed Your Generation?

- ✓ Instinctively, we know the answer ...
 - ✓ Generations formed early in lifecycle
 - ✓ Generations formed by
 - ✓ historical events
Where were you when?
 - ✓ technological developments
Model Ts and The Walkman
 - ✓ cultural trends
sex, drugs, rock and roll

Generations Theory and Organizational Life

Assumptions

- There are certain tasks the church must simply do.
- The strongest churches maximize the number of people doing them.
- Different generations are motivated to do them in radically different ways.

	GIs	Silents	Boomers	13ers
	Duty	Obligation	Necessary evil	Uninterested
Committees				
Committee structure	Stable, consistent, traditional. New members encouraged to find their way in the existing system.	Stable, consistent. Again, newcomers mold themselves into the existing structure.	Impatient with institutional obstructions. Committee structure must be responsive and flexible.	Unmotivated to participate in existing structure; “fitting in” less important than discerning and offering individuals’ gifts.
Traditional organizations (mens/womens groups, Sunday school)	Participation counted as a significant measure of identity and faithfulness	Same as GIs, with a tinge of sadness if not guilt at watching them wither	Largely uninterested, even if organization withers and dies	Largely unaware that these organizations exist; unwilling to participate to perpetuate organizations they do not know or understand
Vestry	To be included is an honor and sign of prominence in church/community	To be included is an honor and sign of prominence in church/community	Cynicism of power structures brings critique to groups’ activities and tasks.	Rarely included and largely unaware except insofar as they secretly resent having to have permission to follow their own visions.

GI and Silent Generations

Early experiences of money and stewardship

- ✓ Trained from childhood
- ✓ Nickels/Dimes in the milk box
- ✓ Fruit Fruits givers
- ✓ Likeliest to be pledgers
- ✓ Likeliest to be tithers
- ✓ Giving is a public responsibility, a necessity



Baby Boom & 13er Generations

Early Experiences of Money

- ✓ Post war economic boom
- ✓ Upward mobility
- ✓ Television advertising
(redefined scope of
perceived affluence)
- ✓ Rapid growth of stock market
- ✓ Growing disparity between rich and poor



Baby Boom & 13er Generations

Early Experiences of Stewardship

- ✓ Spotty stewardship training in mainline congregations
- ✓ Many come from unchurched backgrounds, so stewardship is a new conversation
- ✓ Taught that giving is a personal option, personal possibility, not public necessity



GI and Silent Generations

Attitude Toward the Institutional Church

- ✓ High level of trust and participation
- ✓ Church mirrored, and symbolized, the established order
- ✓ Church is repository of inherited faith, entrance into social belonging
- ✓ Yet, in later years, the church was not above critique



Baby Boom & 13er Generations

Boomer Attitude Toward Institutional Church

- ✓ Distrust, if not disgust
- ✓ Skeptical of stewardship is presented about the institution's health. Money does not follow mission for Boomers
- ✓ Hold little denominational *loyalty*

Baby Boom & 13er Generations

13er Attitude Toward Institutional Church

- ✓ Not constitutionally anti-institutional
- ✓ Will trust a congregation if it “works,”
i.e. does what it says it’s going to,
and tells the truth
- ✓ Looking for a community,
not church, in which to
practice spiritual disciplines

GI and Silent Generations

Meaning of Money

✓ money = *security*

Stewardship Descriptor

✓ GIs: *sacrifice*

✓ Silents: *commitment*

Money Follows Mission



Baby Boom & 13er Generations

Meaning of Money

✓ Money = *tool*

Stewardship Descriptor

✓ Boomers: *distrust*

✓ 13ers: *ignorance*

Mission Follows Money



Baby Boom & 13er Generations

Making Faithful Boomer & 13er Stewards ...

- ✓ Earn trust
- ✓ Provide *control* in giving
- ✓ Provide *choice* in giving
- ✓ Educate: many Boomers began faith journey in a time when our congregations didn't teach stewardship



Baby Boom & 13er Generations

Making Faithful Boomer & 13er Stewards ...

- ✓ Reinterpret, reframe stewardship
 1. Make it holistic. Stewardship is a lifestyle.
 2. It's about individual's need to give, NOT church's need to receive.
 3. Stewardship is a spiritual discipline, alongside other disciplines: Bible study, worship, prayer, service.

Baby Boom & 13er Generations

Making Faithful Boomer & 13er Stewards ...

- ✓ Challenge the conflation of *want* and *need*.
- ✓ Model *sacrifice*. The congregation which doesn't give to mission off the top has no moral right to ask its members to



Millennials

Early Experiences of Money

- ✓ 9/11
- ✓ Perpetual presence of war
- ✓ Barrage of advertising (5,000 advertising impressions per day)
- ✓ Education debt larger than consumer debt
- ✓ Even greater disparity between rich and poor



Millennials

Millennial Impact Report (Case Foundation)

Millennials ...

- ✓ prefer to connect via technology.
- ✓ share in micro ways.
(Interactions are immediate and impulsive.)
- ✓ facilitate (and rely on) peer influence.
- ✓ volunteer along a continuum of support.
(They begin with single volunteer experiences and their support for the organization grows.)
- ✓ give to have an impact.
(Cause versus organization.)



Have we been doing
the *wrong thing*,
really well,
for the last 30 years?

Common Steps in a Stewardship “Campaign”

1. Session projects coming year's budget (may be rough draft)
2. Interprets budget to the congregation
 - ✓ Newsletter articles, Minutes for Mission, letters, brochures
 - ✓ Pastor preaches motivational stewardship sermon on single stewardship Sunday
 - ✓ Pledge Cards toward coming year's budget circulated by
 - ✓ US mail
 - ✓ Available in the Narthex
 - ✓ Pony Express or other house to house system
3. Pledge Cards returned by due date
4. Session totals pledge cards, adjusts budget, dedicates pledges in worship
5. Following year, process repeated

“Campaign” for Whom?

		Inspires GIs/ Silents	Inspires Boomers/ 13ers/ Millenials
1.	Session projects coming year’s budget (may be rough draft)	✓	
2.	Interprets budget to the congregation		
✓	Newsletter articles, Minutes for Mission, letters, brochures	✓	
✓	Pastor preaches motivational stewardship sermon on single stewardship Sunday	✓	✓
✓	Pledge Cards toward coming year’s budget circulated by	✓	
✓	US mail		
✓	Handed out in church		
✓	Pony Express or other house to house system		
3.	Pledge Cards returned by due date	✓	
4.	Session totals pledge cards totaled, adjusts budgets, dedicates pledges in worship	✓	
5.	Following year, process repeated	✓	

Money Cross Talk for All Generations: A Miscellany



Talk about *God*,
then the *believer*,
then the *Church* ... *in that order*.

- Emphasize individual's need to *give*, not church's need to receive.
- Make it easy to give by receiving electronic funds transfers (and a word about credit cards)
- PPP: Publicly Promise to Pay mission commitments first

Components in an Intergenerational Stewardship Campaign



1. Session communicates a vision for ministry for the coming year, explaining in compelling, theological, and relatable ways the community's goals and any new initiatives, via
 - ✓ Newsletter articles
 - ✓ Bulletin inserts and announcements
 - ✓ Facebooks posts
 - ✓ Tweets from the Pastor and Session members
 - ✓ Group emails (Constant Contact for example)
 - ✓ Webpage updates
 - ✓ Pastor(s)' blogs

Components in an Intergenerational Stewardship Campaign



2. Stewardship Committee initiates a six week campaign on the Biblical theme of personal generosity, which includes
 - ✓ Newsletter(s) with personal interviews and bios, chosen from the different generations
 - ✓ Reminders, nudges, and infographs on the congregation's website, Facebook page, etc.

Components in an Intergenerational Stewardship Campaign



3. Stewardship Committee communicates with every generation individually, delivering a generationally appropriate message and a means to pledge, using a variety of delivery methods:
 - ✓ US Mail
 - ✓ Emails
 - ✓ PDFs of stewardship newsletters sent by group email, with hyperlink to pledge page
4. The Session and Clergy pledge early. Results are shared with the congregation, including the cumulative percentage increase.

Components in an Intergenerational Stewardship Campaign



5. Stewardship Committee engages every committee/ministry to design a symbol of its work for presentation to congregation in worship the Sunday before “commitment” Sunday.
6. Pastor(s) selects and Stewardship Committee coaches generational representatives to speak successive Sundays on subject of “Why I Give/Tithe.”

Components in an Intergenerational Stewardship Campaign

7. Pastor interviews a recipient of the congregation's mission contributions as a Minute for Mission (M4M) ... e.g. Habitat Homeowner, etc.
8. Pastor shares with the session and/or the congregation how much s/he is pledging towards the congregation's mission and ministry.
9. Following "commitment" Sunday, Pastor(s) and Ruling Elders write handwritten thank you notes to each pledger.
10. Session sets budget according to pledges and reports results to the congregation.
11. Final budget is made available for all to see.
12. Financial statements are posted monthly in public places.

A QUIET WITNESS

Keith & Rose Marie Jennings



Two long-time church members act as quiet witnesses to God's abundance through their years of generous giving of time and resources.

For almost forty years Keith and Rose Marie Jennings have been a quiet but vital part of the life of First Presbyterian Church. Since becoming members in 1973, they have been a part of so many of the programs that define who we are as a church. Sometimes they worked together. They are truly a team. Other times they were involved individually.

Rose Marie has been active in Presbyterian Women, both in circles and in the overall

Cover Photo: Church members of all ages gather to make blankets to the homeless and others in need.

group. Her love of history shows in her being on the History Committee. She works with Dan Goldsmith to present various displays of interest to our members in the display case in the hall north of the Sanctuary. One of her greatest joys has been taking Communion to homebound members, an activity she shares with Keith since they are both ordained elders.

Keith has volunteered at the Presbyterian Night Shelter since its beginning and counts that among his many blessings. He has delivered Meals on Wheels for years and now helps at Community Crossroads.

They are members of the Maj-Jo Sunday School class and have leadership roles in it. They were among the first members of the Muffin Ministry, Rose Marie baking and Keith helping with delivery. They helped with the food pantry in its early days.

They count as blessings their association with the wonderful staff and church friends, the opportunity to participate in Bible study, and opportunities for helping.

When asked about the reason for their generosity of both time and resources, Rose Marie's answer was, "Well, we just always have."

A quiet witness to God's abundance worked out in two lives of faith.



"I Participate..."

in the Presbyterian Night Shelter's play group to focus on someone other than myself and to share my time playing with children who literally cannot wait for us to come play basketball, do arts and crafts, and play on the playground with them for one hour each week."

- Raley Taliaferro

Look for more "I Participate..." quotes throughout this newsletter from FPC members telling why participating in ministries the church supports is important to them. Why do **you** participate?

A FRONT PEW VIEW

Carol Sweeney

Carol Sweeney grew up in the church, and has been a Presbyterian over three decades. Like many, she has a favorite worship service and a favorite pew. First Pres is more than a place of security and comfort for Carol; it is family, and a caring one.

"It makes my heart happy to read or hear about a special ministry of First Pres. I am proudest that First Pres takes care of people in need, outside of our congregation and also those within it."

Carol has had a front pew – and a front row seat – to witness many of these ministries. Ordained an elder long ago, and having served on the congregation's Board of Trustees, Carol is a partner in ministry, and a decision maker. She has long been associated with Fort Worth's outreach to homeless people. Her care for this population has helped encourage First Pres to share with, and reach out to, this population. Carol's commitments to First Pres are but the beginning, too; she has been a long time supporter of the Presbyterian Night Shelter.

Thinking about her congregation's commitment to such ministries leaves Carol with "the feeling that our outreach is done with a generous heart and praise to God."

One senses within Carol a reluctance to speak about her generosity, too. She consistently reminds that the real focus is rightly upon God and upon those in need.

In addition to the Presbyterian Night Shelter, the Session and the Board of Trustees, Carol has served on many other committees and ministries at First Pres. Currently she is on the Planned Giving Task Force which invites members to consider long term gifts to the congregation.

Carol is convinced that generosity begins with gratitude. "God blessed me with so much," she observes. "God blessed me with parents who loved me and raised me in the church, parents who taught me right from wrong. I don't always do it, but I learned it!" she says with a wry smile. "Also, I was blessed with good health and a reasonably good mind. I've been blessed with many, many friends, and a good family. And, I have been blessed with plenty."

Also, Carol seems always connected to the church. "When I count my



"I am proudest that First Pres takes care of people in need..."



"I Participate..."

on the board of Habitat for Humanity because I know that Habitat changes the lives of families for generations; Habitat helps people help themselves while bringing together God's talent, time, resources and compassion."

- Jeff Bledsoe,
(pictured above at left)

blessings, I always remember that I have been blessed to be a part of the church."

Carol has two grown sons, both of whom live in Fort Worth. They have been particularly important to her since the death of Bob, or "Sweeney," Carol's husband, three years ago.

Thinking back, Carol notes perhaps her most important blessing. "I have been blessed with the knowledge that I am a child of God."

every blessing in ABUNDANCE

**"I Participate..."**

in the future of the exemplary Alzheimer's ministry at the James L. West Presbyterian Care Center because I think it's a natural progression for me. Not only has the center been a part of First Presbyterian Church since its inception, it has also been a part of my family."

— Ann McKinney

Cover Photo: FPC members gathered at the Chapel on the Hill at this year's All Church Retreat at Mo-Ranch where they celebrated ways we are all woven together in our faith experiences.

TO STRETCH & DREAM TOGETHER

Jay and Shannon Kizer

Jay and Shannon Kizer have, in a way, come full circle in their experience as members of First Presbyterian Church. The couple was both married and welcomed into membership at FPC in 1986. They became youth sponsors and enjoyed working with senior high students. Soon after, their children, Jenner and Abby, were born. As young children they attended the Day School and then participated in the many programs, trips and mission opportunities provided by the youth programs. During the first several years of being a family, however, the Kizers were not in a position to give much financially to the church. Jay shares, "Back when we didn't have any money or time, the church was a giver to us. The programming here is phenomenal — none of which comes free; the giving of those who gave ahead of us made those opportunities possible for our family. We were beneficiaries of the generosity of others."

This is one of the many reasons why being faithful stewards to the church is so important to the Kizers. Jay and Shannon give of their time, both having served on Session. Jay has taught youth and adult Church School for several years and chaired the Personnel Committee

"We were beneficiaries of the generosity of others.... [Now] we feel a sense of responsibility to participate in the financial governance and good works of the church."



during the time many of our current pastors and program staff were hired. Shannon currently serves as a Trustee as well as a member of the Stewardship Committee. Now in a better position to also give of their resources, Shannon explains their outlook on pledging. "We feel a sense of responsibility to participate in the financial governance and good works of the church; it just feels good. Plus, we know that we can do so much more together with the rest of the congregation than we could ever dream of doing alone."

Church life has meant more to the Kizers than just a place to be involved. Shannon reflects on this, saying, "We feel like our family chemistry and family make-up is the way it is because of the church and how we bonded as a family over the many experiences centered on church activities." Over the years, Jay and Shannon recognized the importance of passing along their ideals of commitment and stewardship to their children. "We always encouraged Jenner and Abby to make a pledge and commitment to the church as well," says Jay. "It was never a significant amount, but when they were young it helped them experience giving. We couldn't have done that if we weren't also setting a good example ourselves. Now, we hope they will mimic that as they grow as adults."

Shannon concludes, "We always hoped that our kids would walk away with a sense of church family that will be important to them when they start their own families. We strive to pass along a legacy of giving — time and talent — as well as financially. Everyone has to give within their means and comfort level, but it's also good to go beyond that comfort level: **to stretch and dream together.**"

A TOP PRIORITY

Ted and Nancy Paup



Did you know...

"A small seed nourished by our Fellowship Committee over two years ago has grown into an annual church golf tournament conducted by the Presbyterian Night Shelter, proceeds benefitting the homeless in our community."

- Dave Durham

Nancy and Ted Paup vividly recall a summer evening in West Texas almost 30 years ago that had a profound influence on their spiritual journey as a married couple. Having just moved to Abilene, this young family was looking for a church home. Ted recalls, "Dr. Roy Zuefeldt, a Presbyterian minister, was making a home visit that evening. Nancy and I immediately had a bond with Roy!" Nancy adds, "Oh, yes – I remember that we were

on the back porch patio and Roy said a special and very meaningful prayer for us and our newborn baby."

Subsequently, the young couple joined First Central Presbyterian Church in Abilene and were active members for over 22 years. Nancy fondly recalls one of Roy's favorite sayings, "As Christians, we have been blessed to be a blessing to others." Coincidentally, the grandfather of Karl Travis was minister of this church in the late 1940's and Josh Stewart's father, Cliff Stewart, is currently serving as minister.

Nancy says, "The Presbyterian Church has been a constant source of support and encouragement throughout our 35 years of marriage." She adds, "Ted and I have said many times over the years that our closest friends are Presbyterians."

Ted says, "We've been blessed with two wonderful daughters who were reared in the Presbyterian Church. Both daughters are now married and actively involved in their respective churches."

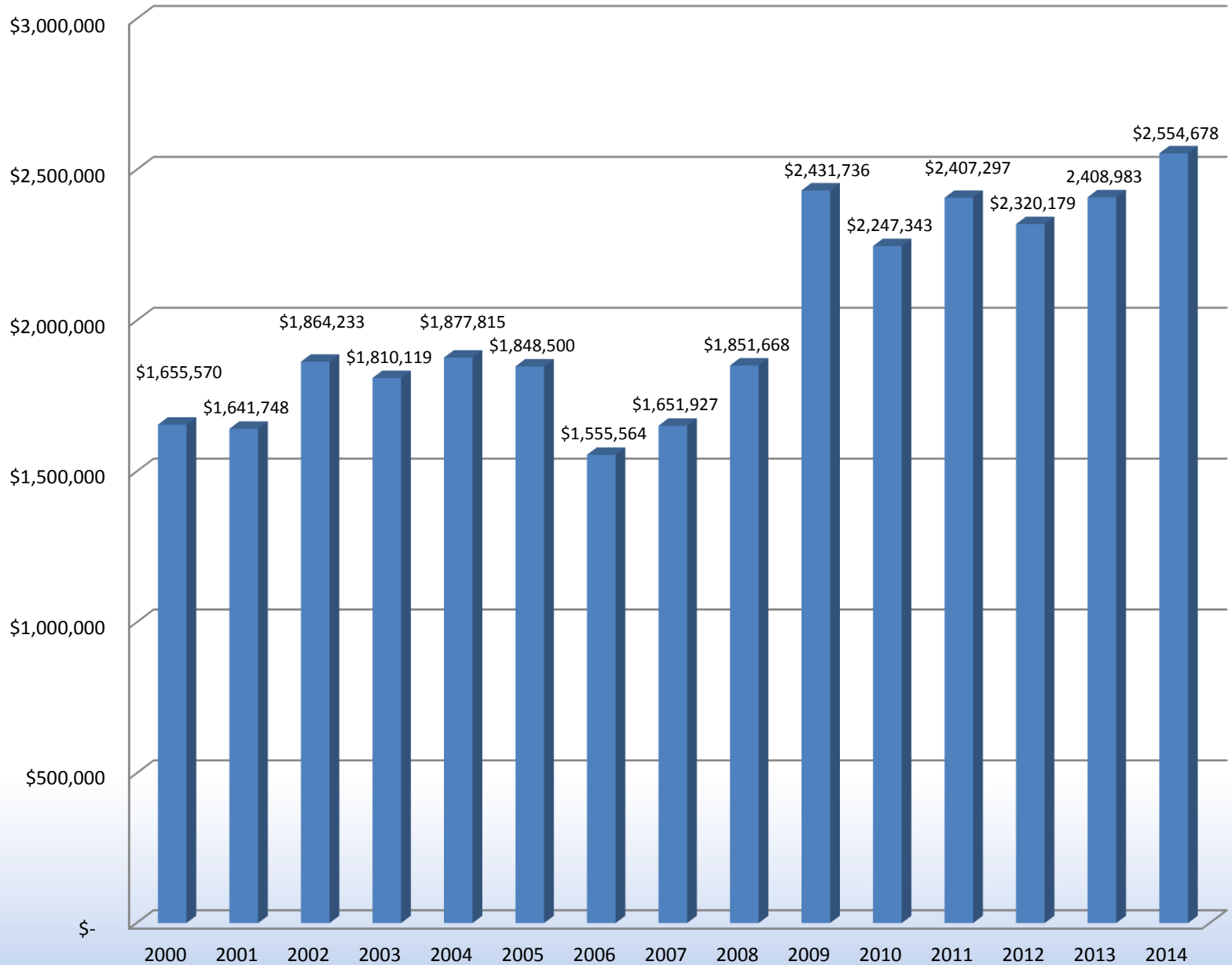
Involvement for Ted at FPCFW includes having served in positions of leadership as an Elder and Chairman of the Board of Trustees. Currently, he is serving on the Board of the Texas Presbyterian Foundation and Treasurer of Presbyterian Children's Homes and Services. Ted says, "It has been so rewarding to serve with Presbyterians from all over the Synod. I'm constantly reminded of all the exciting and outstanding ministries of our church in Fort Worth."

Nancy's leadership involvement in the larger Presbyterian Church includes serving on the Board of Trustees of Schreiner University in Kerrville. She says, "It's been a blessing to have the opportunity to meet and work in Higher Education with Presbyterians throughout Texas and the U.S."

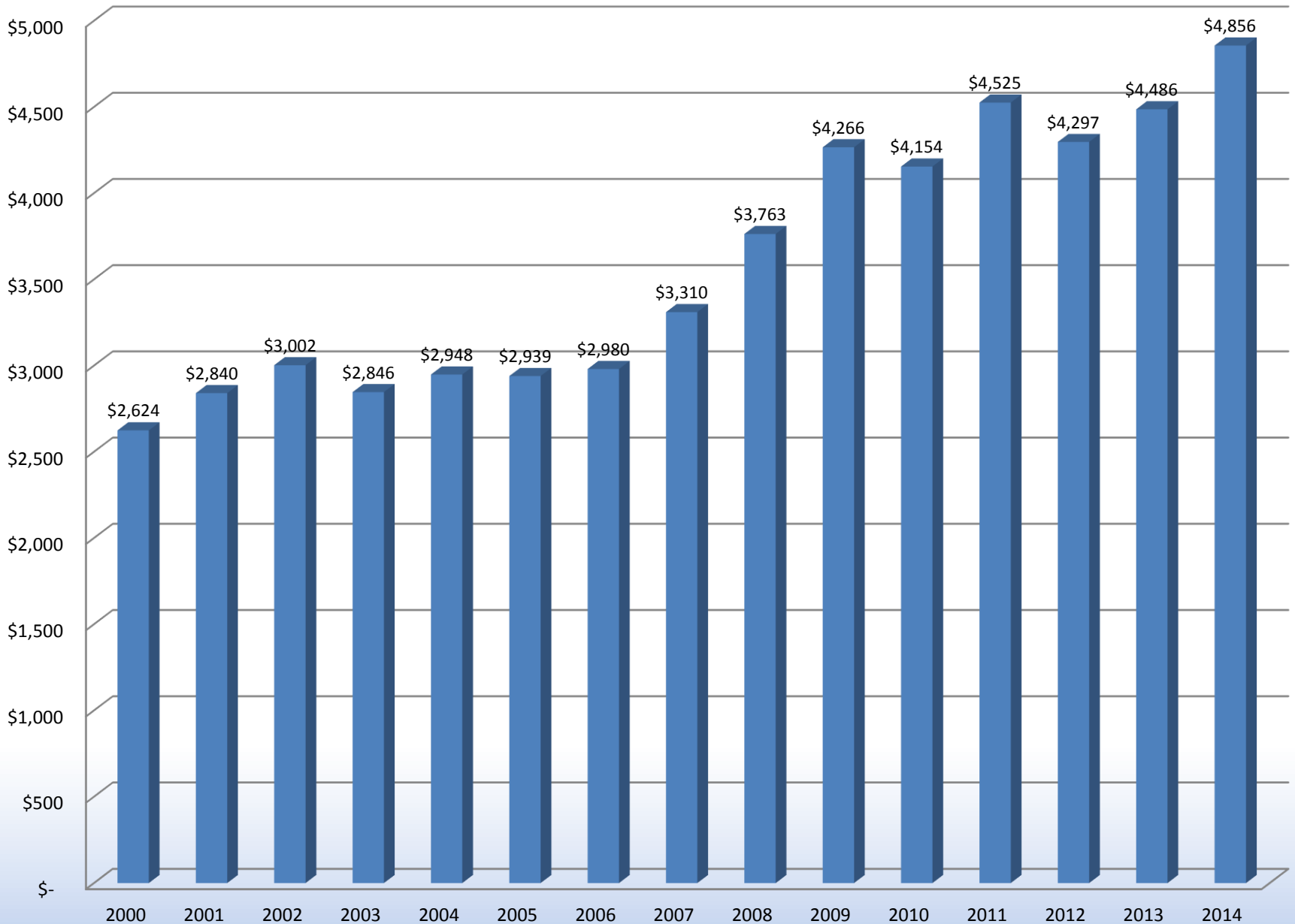
In addition, Nancy has served on various committees at FPCFW, including Evangelism and Communications. She currently serves on the Worship and Music Committee.

Church stewardship for Ted and Nancy has always been a top priority in their marriage. Ted concludes, "We truly believe as a family that all our earthly resources belong to God. As faithful servants of the church, it's our responsibility to give back as a cheerful giver to further the Work and Kingdom of God."

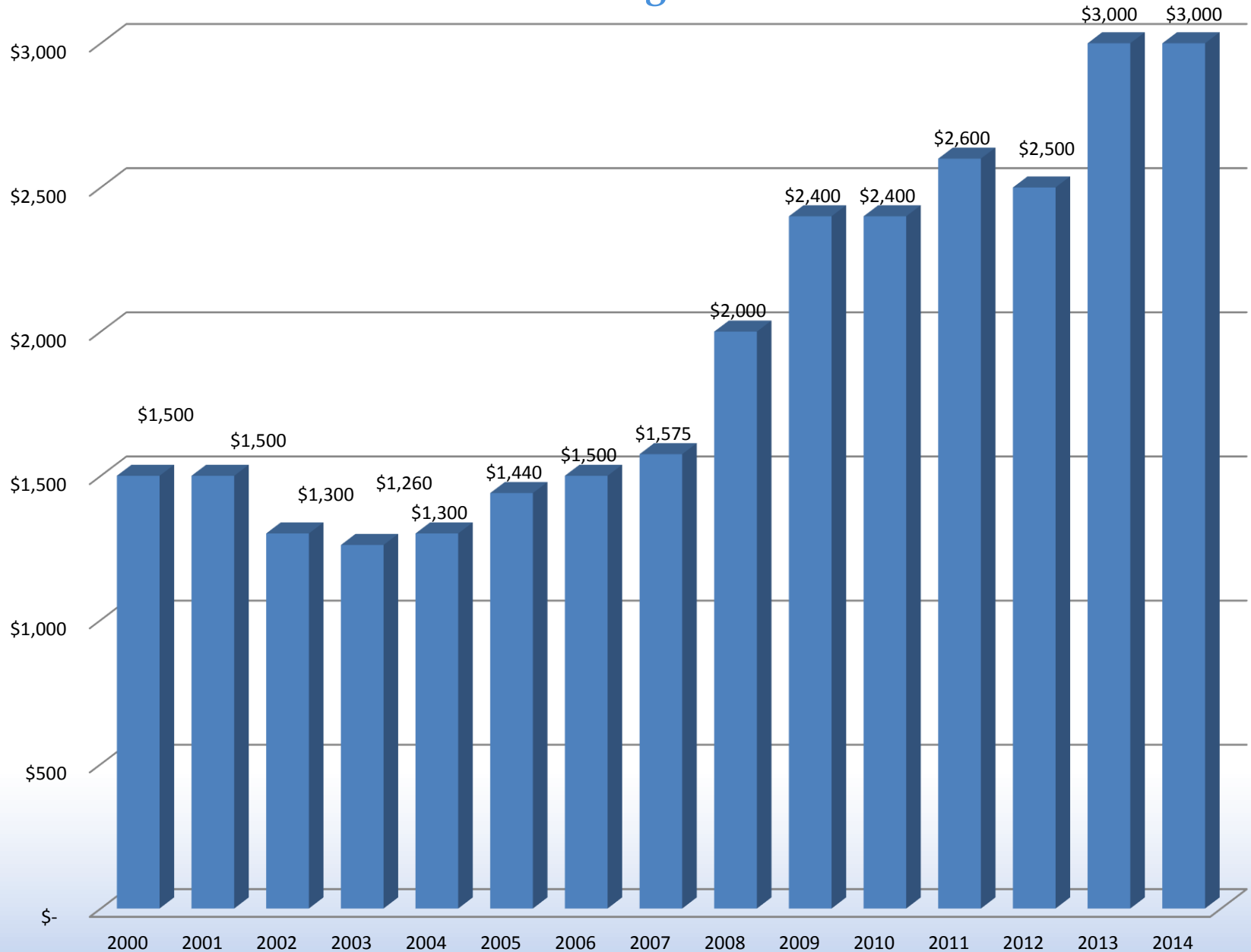
First Pres/Fort Worth Annual Pledges 2000-2014



First Pres/Fort Worth Average Pledge 2000 - 2014

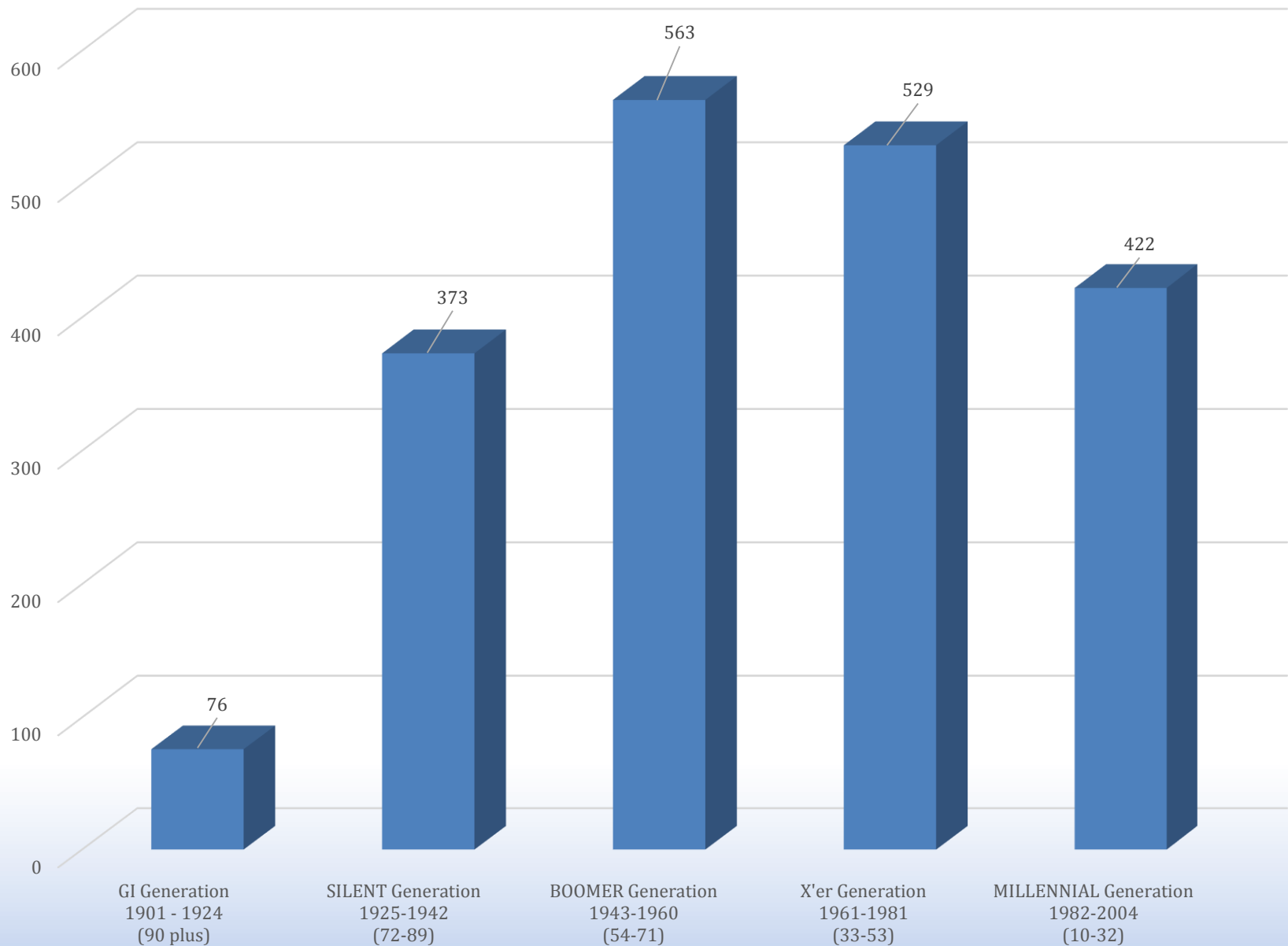


First Pres/Fort Worth Median Pledge 2000-2014



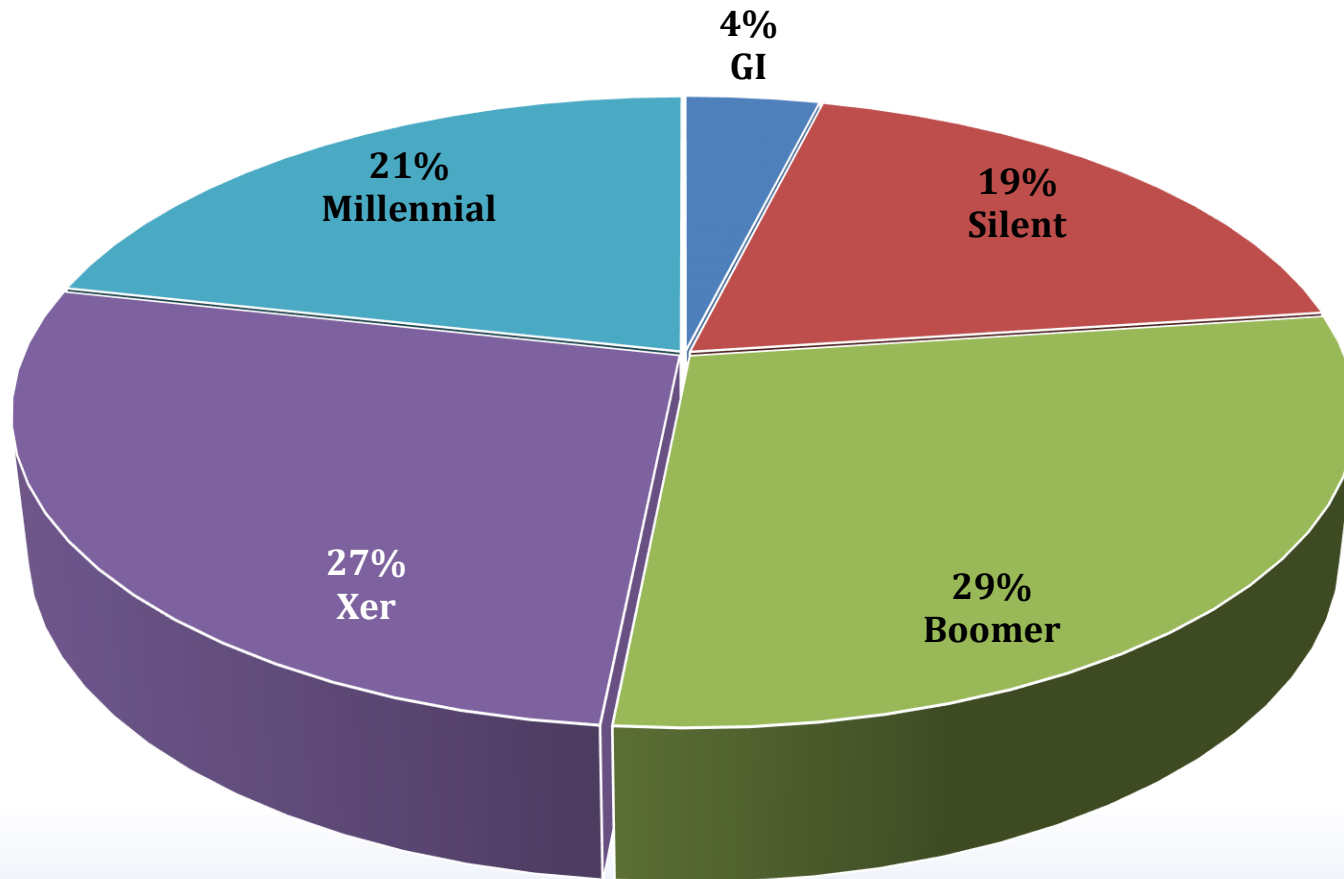
First Presbyterian by Generation

May 2014



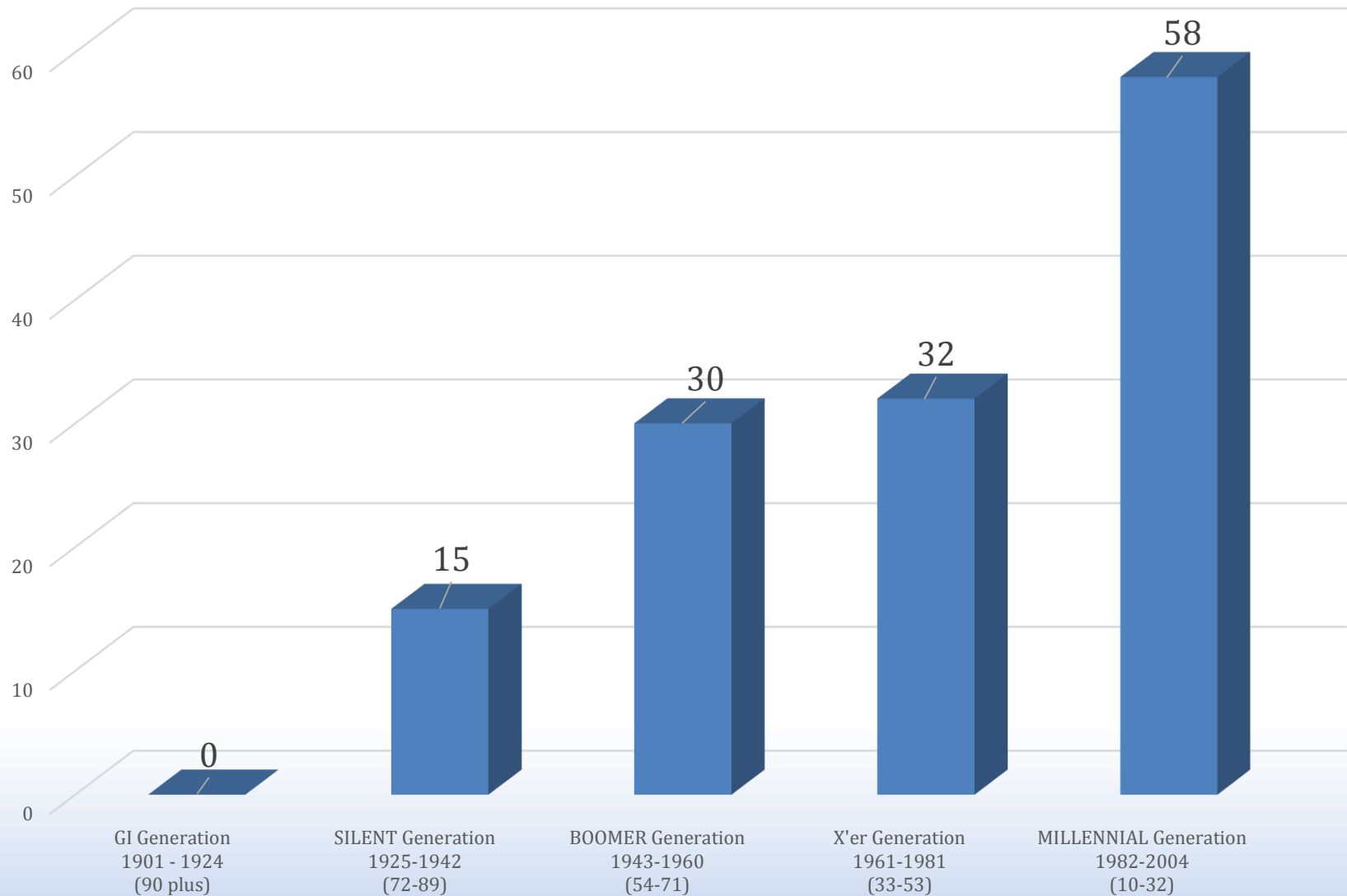
First Presbyterian by Generation

May 2014



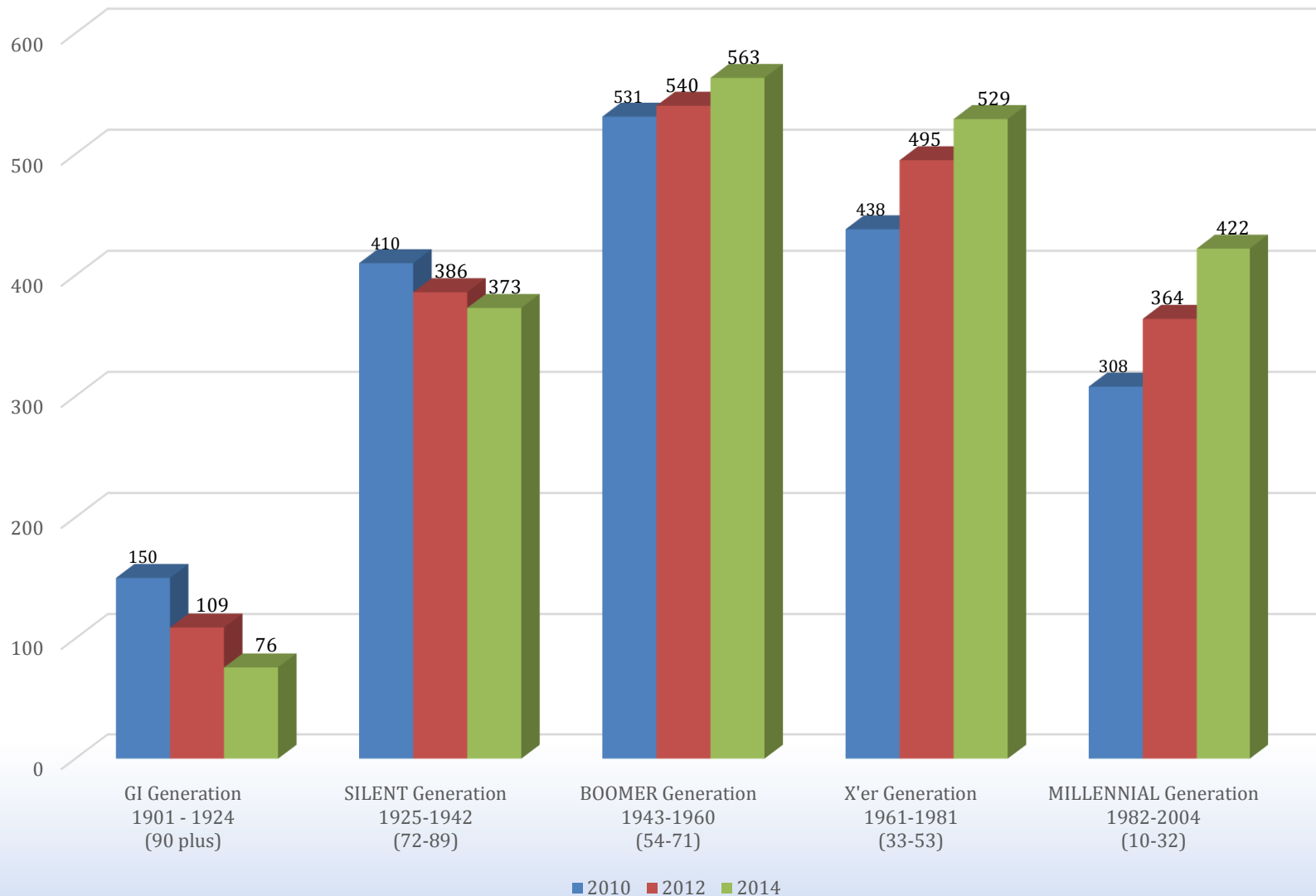
New Members by Generation

2013 – May 2014



Change in Generations

2010 – May 2014



GENEROSITY

No More One-Size-Fits-All



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