

horizons
STEWARDSHIP

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*Not your parents'
offering plate*




J. Clif Christopher

Reasons People Give

- Is actually involved in the campaign program
- Serves on the Board of Trustees, a major committee, or other official body of the institution
- Has an adult history of being involved in the institution
- Recognition of the gift
- Was involved at one time in the activity of the institution-personal benefit
- Respect of the institution locally
- Regard for staff leadership
- Belief in the mission of the institution
- Great interest in a specific program within the project
- To match a gift or gifts made by others
- To challenge or encourage other gifts
- The uniqueness of the project or the institution
- Fiscal stability of the institution
- Tax considerations
- Guilt feeling

Survey by Jerold Panas, Lititz & Partners, Inc.



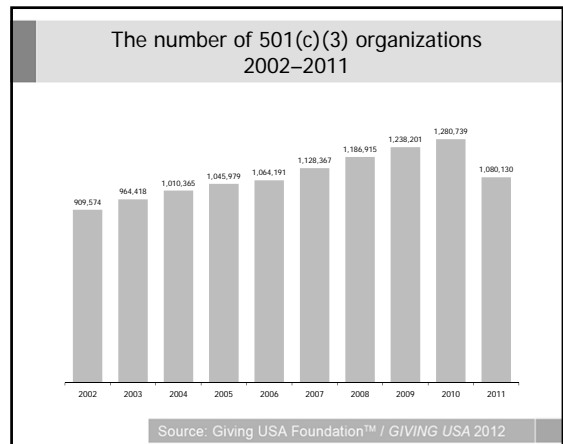
“A business has discharged its task when the customer buys the product, pays for it, and is satisfied with it. Government has discharged its function when its policies are effective. The ‘non-profit’ institution neither supplies goods or services nor controls. Its ‘product’ is neither a pair of shoes nor an effective regulation. Its product is a *changed human being*. The non-profit institutions are human-change agents. Their ‘product’ is a cured patient, a child that learns, a young man or woman grown into a self-respecting adult; a **changed human life altogether.**”

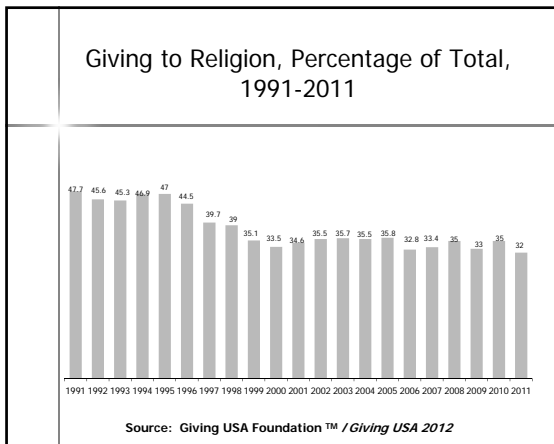
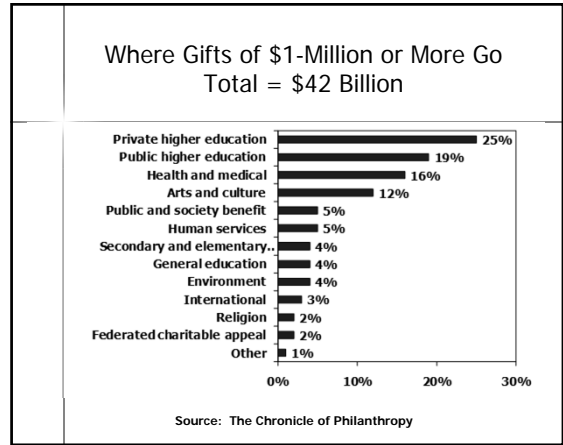
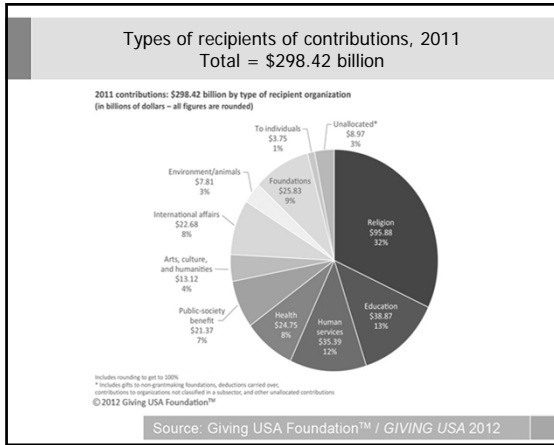
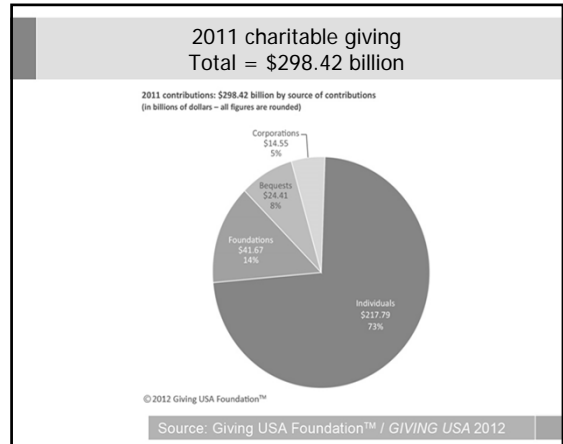
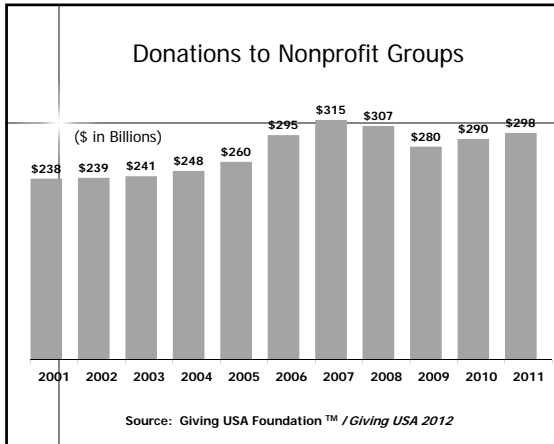
Peter F. Drucker
“Managing the Non-Profit Organization”

Reasons People Give Again!

- Belief in the mission
- Regard for staff
- Fiscal responsibility

IMPACT!





For over 10 years tithing has been practiced by 5-7% of all church goers. In 2011 it fell to 4%. The lowest ever recorded!!

Barna Group
Yearbook of American Churches
2012

Total giving as a share of income by religious affiliation
sorted by total gift as a percentage of income

	Percentage giving	Mean total gift	Mean religion gift	Total gift as percentage of income	Religion gift as percentage of total gift	Religion gift as percentage of income
Mormon	90.6	\$4,078	\$3,665	5.2	89.9	4.7
Other Protestant*	69.0	\$2,134	\$1,137	3.5	53.3	1.9
Pentecostal/AOG	61.9	\$1,282	\$1,106	3.4	86.3	2.9
Muslim/Buddhist	49.2	\$2,091	\$587	2.8	28.1	0.8
Baptist	64.2	\$1,302	\$1,014	2.6	77.9	2.0
Jewish	91.8	\$2,837	\$1,129	2.3	39.8	0.9
Episcopal	82.6	\$1,573	\$868	2.0	55.2	1.1
Presbyterian	84.1	\$1,349	\$727	1.8	53.9	1.0
Lutheran	77.9	\$1,230	\$760	1.7	61.8	1.1
Methodist	69.6	\$1,107	\$680	1.6	61.5	1.0
Catholic	68.7	\$1,083	\$549	1.5	50.7	0.8
None	52.6	\$642	\$203	1.1	31.6	0.4
Jehovah's Witness	66.4	\$358	\$257	0.9	71.7	0.7
Greek/Russian/ Eastern Orthodox	95.9	\$479	\$255	0.8	53.3	0.4

*Other Protestant includes nondenominational Protestants and adherents in Protestant denominations not listed.

Source: P. Rooney, Religious Giving, Indiana University Press, 2009

High Expectation Churches
GROW

Low Expectation Churches
DIE

Generational Giving Comparison
Current Dollars

- Builder Generation (age 35-49)
- average giving = \$1,615
- Boomer Generation (age 35-49)
- average giving = \$1,371-\$244 less (15%)

"Most of the gap to baby boomers giving less is to religious organizations."

Russell N. James J.D. Ph.D.
Advancing Philanthropy
April, 2008

"This new face of American philanthropy is distinguished by an unprecedented level of competition for the charitable dollar. For well over 90% of all Christian congregations,...this means they will NOT be able to compete..."

Lyle Schaller
"The New Context for Ministry"



J. Clif Christopher, CFRE

