



## A Closer Look

Understanding Stewardship in Racial and Ethnic Communities

## What is Stewardship?

- “Where your treasure is, there your heart will be also.” Matthew 6:21
- Stewardship is the church’s theological antidote to the chief idols of our age; consumerism, materialism, and acquisition.
- Stewardship is about the joyous discipline of thanking God with the way we live our lives and spend and share our money.

## What is Stewardship?

- Gratitude
- Spiritual Growth
- About making choices
- Caring for all that God has given us
- Time, Talent, Treasure, AND Influence
- Disciple making

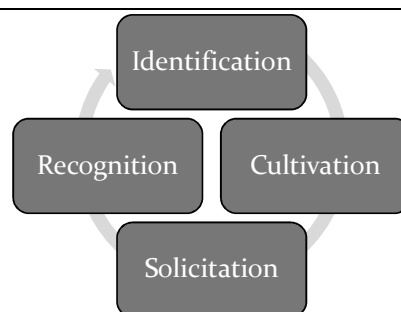
## Racial Ethnic Perspective

	AFRICAN-AMERICAN	ASIAN-AMERICAN	HISPANIC	NATIVE AMERICAN
<b>DIVERSITY</b>	United States Caribbean	Ten Ancestry Groups	Thirty-six different countries	Forty-eight tribes
<b>CULTURE OF GIVING</b>	Spiritual Discipline Self-help Racial Uplift Self-Determinations Spiritual needs of community Multiple Collections	Personal 'ask' by someone who is trusted and respected Family loyalty Financial and occupational stability	Kinship Extended Family Giving Back	Reciprocity Informal gifts of money/time Mutual exchanges Communal Ownership Givers are respected
<b>MOTIVATIONS FOR GIVING</b>	"Paying it Forward" "What goes around, comes around" Church activities Civil Rights Tradition	Special Seasons Families' deep concerns Identification Self-help strategies Obligation to help Emergency aid Duty Help each other	Immediate needs Giving back to families, neighbors Cultural presentation Mutualistic societies Sickness Burial	Honor future generations Universities, Hospitals Aid community and familial activities Influence indigenous activities Honoring one another Obligations Redistribution of wealth

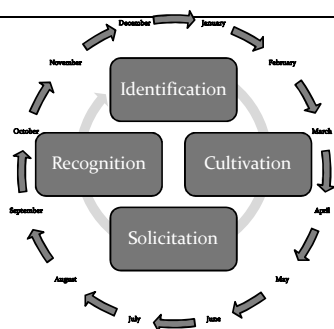
## Stewardship is not:

- A once-a-year event
- About money
- Fundraising (but we have things to learn from effective fundraising principles)
- Meeting a budget
- About us (as individuals or as a church)

## Philanthropic Fundraising Cycle



## How do we do this?



Identification- WHO hears our story?

- Insiders
- Casual Members
- Diverse Members
- Visitors
- Users

## Wider Culture -- Who are we?

- A materialistic consumer-driven culture of "more" and "mine"
- Great anxiety, uncertainty and fear around money, institutional religious organizations
- Changing motivations for spending and religious giving/ participation



## PCUSA context – Who are we?

- membership has fallen 24% in the last fifteen years
- number of congregations has fallen 7% in the same period
- 30% of congregations have a membership of 50 or fewer persons
- 13% of congregations have a membership of 25 or fewer persons
- 90 congregational mergers nationally in the last five years
- Racial ethnic 9.38%
- 12% Racial-Ethnic Teaching Elders in Mid-Atlantic Synod; 15.3% overall



## Racially – Who are we?

Community	2016	2017	2017 Percentage
White	1,083,042	1,001,522	90.62%
Asian	34,979	32,756	2.96%
African-American	27,948	27,670	2.50%
Hispanic	16,623	16,210	1.47%
Black	13,273	12,379	1.12%
African	6,764	7,074	0.64%
Other	3,542	3,297	0.30%
Native American	3,069	2,412	0.22%
Middle Eastern	1,820	1,836	0.17%

## National Capital – Who are we?

Presbytery	2015	2016	2017
Greater Atlanta	36,636	35,360	35,239
Charlotte	32,660	31,505	30,680
Grace	32,786	31,754	29,585
<b>National Capital</b>	<b>30,640</b>	<b>29,814</b>	<b>28,255</b>
Philadelphia	29,168	28,514	27,761
Chicago	30,632	28,949	27,455
New Hope	27,552	27,235	26,829
Pittsburgh	28,518	27,673	26,303
Salem	25,602	23,778	23,159
Coastal Carolina	25,096	23,601	22,322

## National Capital – Who are we?

Racial Ethnic Diversity	2015	2016	2017
White	22,134	20,613	19,729
African	1,942	1,331	1,571
African-American	1,260	1,537	1,512
Asian	1,253	908	1,161
Black	406	394	951
Hispanic	233	194	228
Middle Eastern	58	75	87
Other	184	68	58
Native American	11	12	15
<b>Total</b>	<b>27,481</b>	<b>25,132</b>	<b>25,312</b>



Cultivation – WHAT is our story?

- What is it you do well? In your church, in your community, in the world?
- How do we embrace diversity?
- How are you participating with Christ?



## Cultivation WHY do we tell our story?

- Connect to the strategic plan
- Raise awareness about the church
  - Remember that not everyone knows everything about your church
- Celebrate your church
- Create energy about the church
- Invite people to engage in the church

## Cultivation HOW do we tell our story?

- Preaching
- Minute for mission
- During/before offering
- Newsletter/E-Newsletter
- Brochures
- Town Hall Meetings
- Vision Sunday and 6 month checkup
- Dessert & Dialogue
- Sunday School
- Testimonials
- Video Testimonials
- Social Media
- Auto Dialers
- Narrative Budget

## Racial Ethnic Financial Stewardship

	AFRICAN-AMERICAN	ASIAN-AMERICAN	HISPANIC	NATIVE AMERICAN
<b>VEHICLES FOR GIVING</b>	Tithes Fundraising Tithes and Offerings Assigned Giving	Tithes Personal approach Mutual aid associations Time, energy, goods Bazaars Festivals	Church Family Fundraising adjusted to culture	Fundraising Rituals Giveaways Casinos Potlucks Feasts
<b>OBJECTS OF GIVING</b>	Special projects in Africa, Haiti Black Colleges  Churches Religious organizations Music Sororities / Fraternities Social Change	Extended family Cultural centers  Homelands Nursing homes Language schools Religious organizations Churches	Educational institutions Language schools  Churches Health Initiatives Art Civic activities Music	Revered museums Colleges, Universities  Hospitals What can make a difference Tribes
<b>PER CAPITA CHURCH GIVING THROUGH 2010</b>	3.8%	6% - 8%	3.8%	-----
<b>POPULATION IN 2050 (OF TOTAL POPULATION)</b>	16%	10%	22%	1%
<b>MEMBERSHIP IN 2017</b>	41,221 - 3.62%	32,756 - 2.96%	16,210 - 1.47%	2,412 - .22%
<b>GIVING &amp; PER CAPITA</b>	\$1,171.00	\$2,089.00	\$680.00	\$691.00



## Solicitation Invitation

- Sermons
- Session testimonials
- Vision Sunday- Share the vision for the next year and invite people to support it
- Member visitation
- Small group meetings
- Fellowship Dinner



## Invitation- Letter/Email

1. Dear "NAME"
2. Start with a story and connect it with the narrative budget or strategic plan and then connect with a biblical, theological, or spiritual case
3. What investment will do
4. Invite (by generational trends and by past giving patterns)
5. Thanks for consideration, how to reply
6. PS restate the theme

Include: Response vehicle and descriptions of all the different ways to give



## Recognition- Saying Thank You

- Thank You Notes
  - Pastor
  - Session
  - Stewardship Team
- Phone calls
- Annual Dinner / Celebration



## Keys to Success

- Be prayerful
- Celebrate your church
- Be visionary
- Communicate
- Involve many
- Fund ministry, not raise funds
- Be inviting, not threatening
- Challenge your congregation



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## Resources

- Books
  - J. Clif Christopher
  - Henri Nouwen
  - Joan Gray
- Office of the General Assembly
- Presbyterian Foundation MRO
- [www.presbyterianfoundation.org](http://www.presbyterianfoundation.org)

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## Summary

- Questions
- Comments
- Closing Prayer

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