

horizons
STEWARDSHIP

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Christian Commitment

Rich Church – Poor Church

Question is
NOT
“Why Give?”
BUT
“Why Give To YOU?”

Reasons People Choose to Give

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

IMPACT!

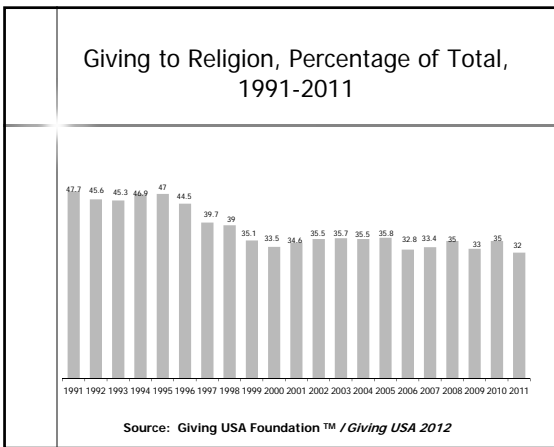
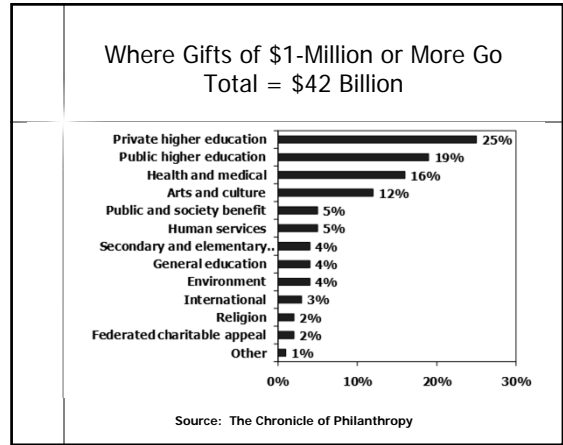
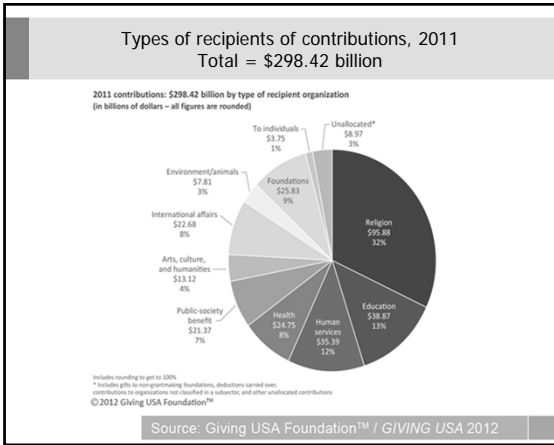
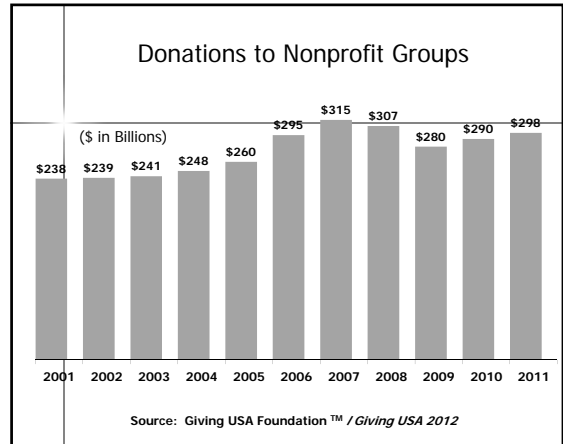
“A business has discharged its task when the customer buys the product, pays for it, and is satisfied with it. Government has discharged its function when its policies are effective. The ‘non-profit’ institution neither supplies goods or services nor controls. Its ‘product’ is neither a pair of shoes 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”

2012 Tax Exempt Organizations

1,500,000
501(c)(3)

IRS Data Book 2012



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

Religious Affiliation	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

"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"

**Rich Church
vs.
Poor Church**



Rich Church	Poor Church
• Mission	• Survival
• Lives	• Money
• Discipleship	• Appeasement
• Jesus	• Church

Rich Church "Compelling" Communication	Poor Church "Facts" Communication
• Vision → New world	• Vision → 5:00
• God led; God talk	• Numbers; %
<p><u>BOLD</u> vision from a <u>BIG</u> God shared by a <u>BRAVE</u> leader produces <u>BODACIOUS BUCKS!</u></p>	

Rich Church Manage Debt <u>Principal</u>	Poor Church Manage Debt <u>Payments</u>
• See end	• See year
• Short term	• Long term
• Net	• No net
• "We" will	• "They" will
• 2X raise max	• Build it-they will come


Rich Church Ministry Not Debt - \$500,000 budget Raise \$1,000,000	Poor Church
Borrow 2X raise	Borrow 3X
6 yr-owe 557,111	6 yr-owe 1,816,831
10 yr am-66,894 yr ^(prime)	10 yr am-218,153
% budget-10%	% budget-33% Must pay!!

Rich Church Ask	Poor Church Don't Ask
<ul style="list-style-type: none"> • Passion for ministry • Want to succeed • See people grow • Ask for all things 	<ul style="list-style-type: none"> • Fear of rejection • Want to please • See people content • Ask for all <u>but</u> money
HOW?	

Rich Church Express Thanks	Poor Church Take for Granted
<ul style="list-style-type: none"> • Personal notes • Have choice • Model humility 	<ul style="list-style-type: none"> • No notes • Obligated • Model arrogance

Rich Church Know Donors	Poor Church Guess on Donors
<ul style="list-style-type: none"> • Stewards lead • Pastor leads from facts 	<ul style="list-style-type: none"> • Reputation leads • Pastor leads from hope

Rich or Poor?
We need money NOW!
OR
We have a story to tell to
the nations.



horizons
S T E W A R D S H I P

J. Clif Christopher, CFRE

