



ONE SIZE FITS NOBODY: A TIERED APPROACH TO STEWARDSHIP

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OPENING QUESTION

- OTHER THAN THE CHURCH, WHAT IS AN ORGANIZATION THAT YOU HAVE GIVEN A FINANCIAL DONATION TO? WHY?



GOALS OF OUR STEWARDSHIP CAMPAIGN

- CONNECT PEOPLE WHO WANT TO MAKE AN IMPACT WITH A WAY TO DO SO
- GIVE PEOPLE THE TOOLS TO INCREASE THEIR GENEROSITY



WHERE DOES THIS APPROACH COME FROM

- NON-PROFITS
- “NOT YOUR PARENTS’ OFFERING PLATE: A NEW VISION FOR FINANCIAL STEWARDSHIP” BY J. CLIF CHRISTOPHER



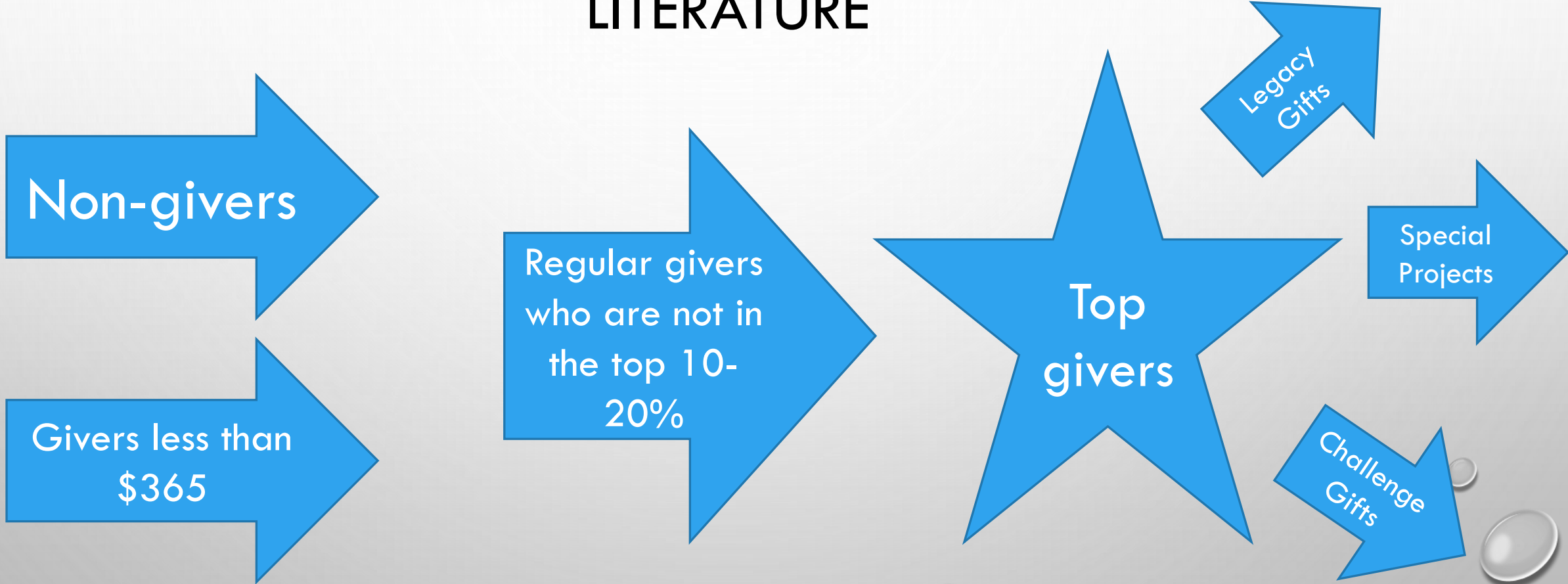
THE PROBLEM WITH THE FORM LETTER

- ASKING TOP LEVEL GIVERS TO CONTINUE TO INCREASE THEIR GIVING
- MAKES REGULAR GIVING SEEM IMPOSSIBLE TO THOSE WHO DON'T GIVE OR ARE IRREGULAR
- THEY CAN BE SO GENERAL THAT THE ASK ISN'T CLEAR

GOALS OF A TIERED APPROACH

- GIVE SPECIFIC INFORMATION THAT IS HELPFUL TO WHERE THE DONOR IS NOW, BASED ON THEIR PAST YEARS GIVING
- ENCOURAGE GROWTH IN GENEROSITY BASED ON WHERE THEY ARE CURRENTLY
- RECOGNIZE THE SUPPORT THEY ARE CURRENTLY GIVING
- CONFIDENTIALITY

STEWARDSHIP LETTERS: CATEGORIZE GIVERS AND SEND APPROPRIATE LITERATURE



STEWARDSHIP LETTERS

NON-GIVERS AND IRREGULAR GIVERS

- THANK THEM FOR BEING A PART OF THE MINISTRY
- HIGHLIGHT THE MINISTRIES MADE POSSIBLE BY GIVING
- INVITE THEM TO GIVE \$1 A DAY
- ENCOURAGE THEM TO SET UP AUTOMATIC GIVING WITH INSTRUCTIONS ON HOW TO.

GOALS

- HOPE THAT THEY BEGIN THE HABIT OF GIVING REGULARLY
- FEEL INVESTED IN THE MINISTRY

STEWARDSHIP LETTERS

REGULAR GIVERS

- THANK THEM FOR THEIR SUPPORT
- ENCOURAGE THEM TO START GIVING BASED ON A PERCENTAGE OF THEIR INCOME.
- IF THEY ARE GIVING ON A PERCENTAGE, INCREASE %1 PERCENT OF THEIR INCOME

GOALS

- BUILD TRUST THAT THEIR GIVING IS GOING TO GOOD USE.
- ESTABLISH A REPEATABLE PATTERN FOR GIVING GROWTH

STEWARDSHIP LETTERS

TOP GIVERS

- THANK THEM FOR THEIR CONTINUED FINANCIAL SUPPORT
- CONSIDER A GIFT TO SPECIAL PROJECTS OR CHALLENGE GIFT
- CONSIDER SETTING UP A LEGACY GIFT IF THEY HAVE NOT ALREADY DONE SO

GOALS

- SHOW APPRECIATION FOR THEIR GENEROSITY
- PLANT SEEDS FOR FUTURE SPECIAL GIVING

HOW IT BROKE DOWN FOR US

DIVIDED OUR SUPPORTERS INTO 3 CATEGORIES

- 16 NON-GIVING HOUSEHOLDS AND 21 HOUSEHOLDS THAT GAVE LESS THAN \$365
- 28 HOUSEHOLDS THAT GAVE BETWEEN \$365- \$2,400
- 13 HOUSEHOLDS GAVE \$2,400+

ANY QUESTIONS ABOUT OUR STEWARDSHIP LETTERS?

The background is a dark, textured surface. On the left side, there are several realistic water droplets of various sizes, some with highlights and shadows, giving them a three-dimensional appearance. On the right side, there is a dense field of question marks, rendered in a dark, slightly lighter shade than the background, creating a subtle, repeating pattern. The overall aesthetic is clean and modern.

ANY FINAL QUESTIONS?