



Why do people
give money
to churches?

Two differences..

1. Church donors are likely to have first hand knowledge of the work and influence of the church, and encounter favourable feedback.

**2. Church donors are likely to interpret the laudable work of their church as an indication of reliability and trustworthiness.
But the church must demonstrate credibility.**

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Shared Cause

Ministry Efficiency

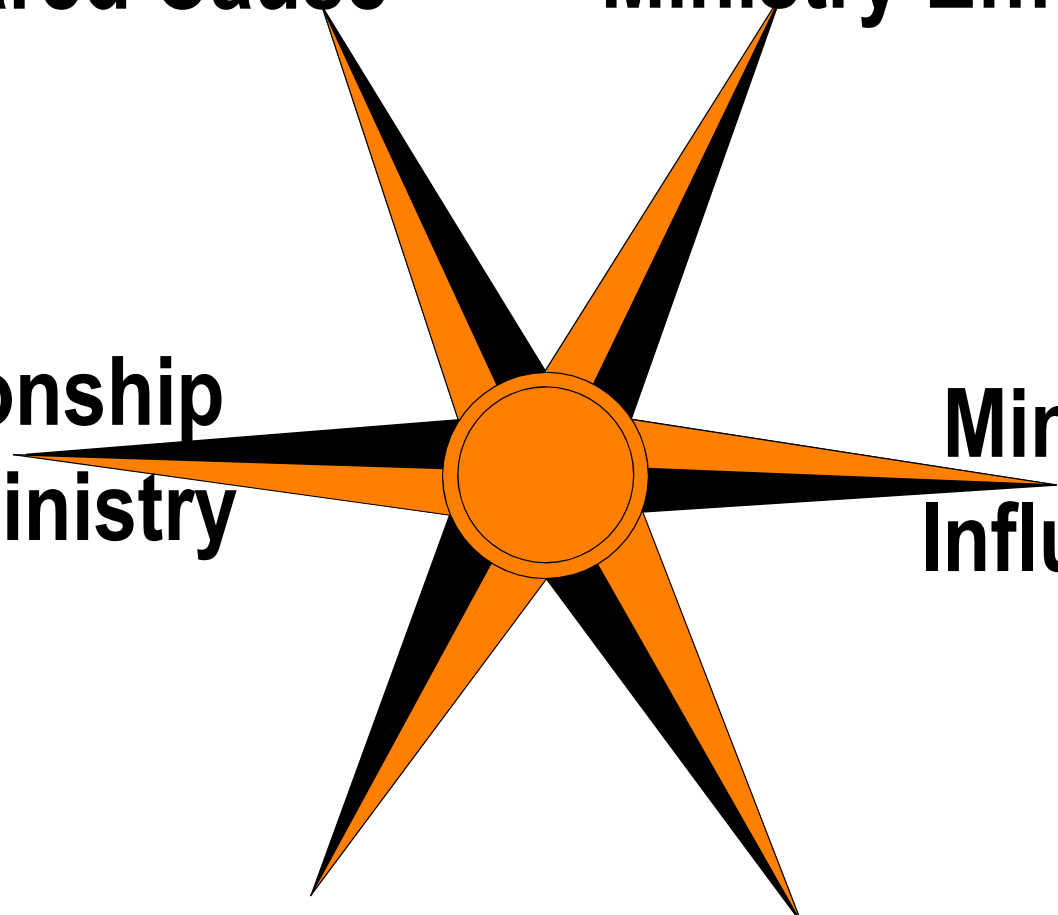
**Relationship
with ministry**

**Ministry
Influence**

Personal Benefit

An Urgent Need

At least three need to be met!



Donors look for organisations with which they have a heart connection - a shared cause that makes the organisation a compelling recipient of funds.

The church has a challenge because it represents a wide range of beliefs, some of which may be unacceptable.

Core beliefs must be emphasised and accessible.

Church donors have a 'woolly' sense of cause!

Church donors need continual evidence that they are giving money to a financially efficient ministry.

Nobody likes to throw money away!

There is no place to hide!

Members have regular contact.

They can see what is done!

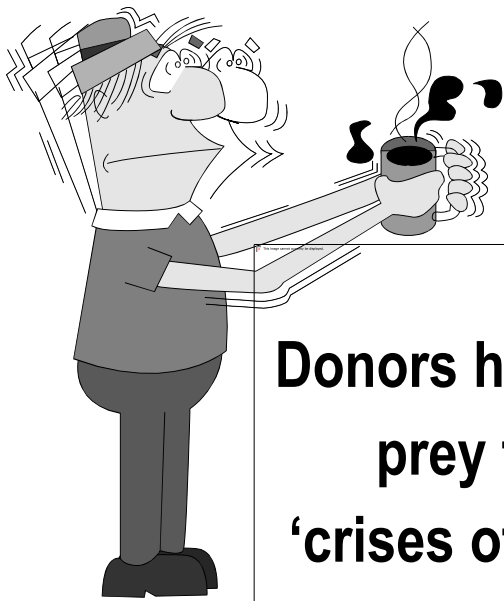
Presume that members are skeptical about the churches efficiency and demonstrate otherwise through regular financial reporting.

1. **Baby Boomers want to change the world into their own image!**
2. **Baby Busters invest in their own quality of life.**
3. **50+'s are often disillusioned - they want to leave a legacy.**

People no longer give to the church simply because it is the church. The church must prove itself worthy of donations through the mark that it leaves on the world.

*Tell stories of positive influence honestly,
humbly and emphasise God's blessings.*

*Tell people what we stand for, and how we
make a difference to real peoples lives.*

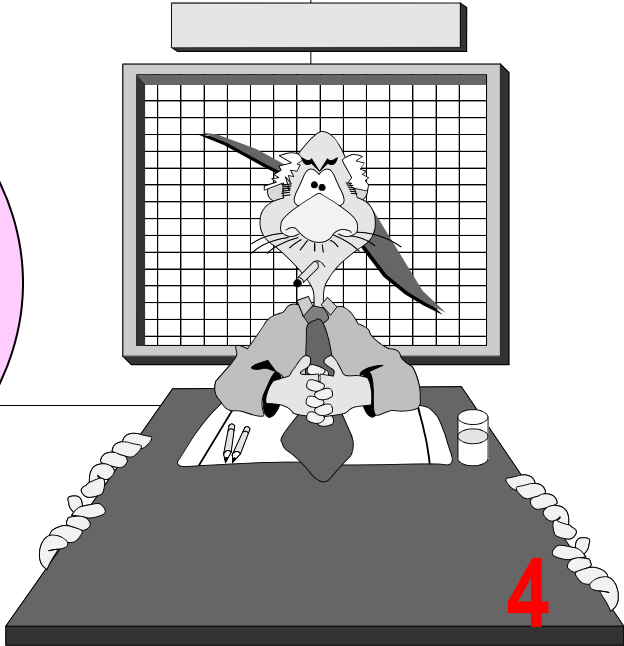


**Donors have fallen
prey to the
'crises of the day'**

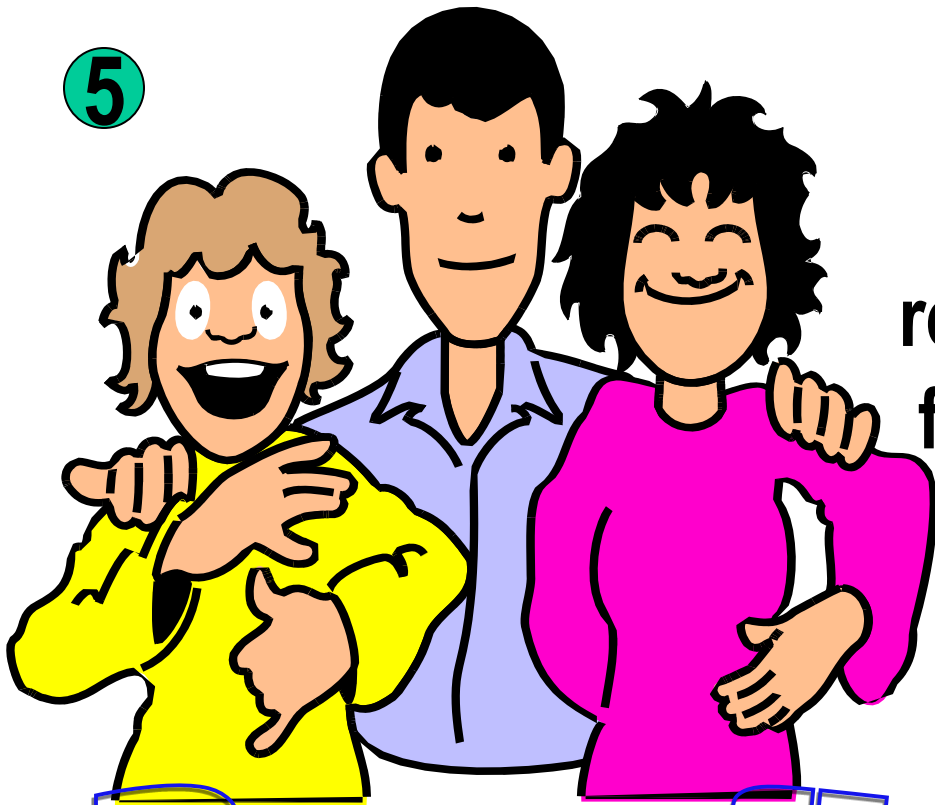
**People transfer their
donations to the area
of most need.**

**Don't assume
understanding**

**Church fund-raising has
become the art of honestly
and convincingly describing
the many, ongoing needs of
the church in terms of the
urgency of those needs.**



5



Many people give to a church because they have received identifiable benefits from the church, or because they hope the church will provide certain benefits to them and their loved ones in the future.

Benefits

Discovery of salvation in Christ
Prayer for healing or comfort
Life stability, Outlet for spiritual gifts.
Environment for personal growth

Don't confuse these motives with unbiblical selfishness!



6 out 10 people say....

“they give to their church out of a feeling of responsibility or moral obligation to the Christian community to which they belong and their participative ministries.”

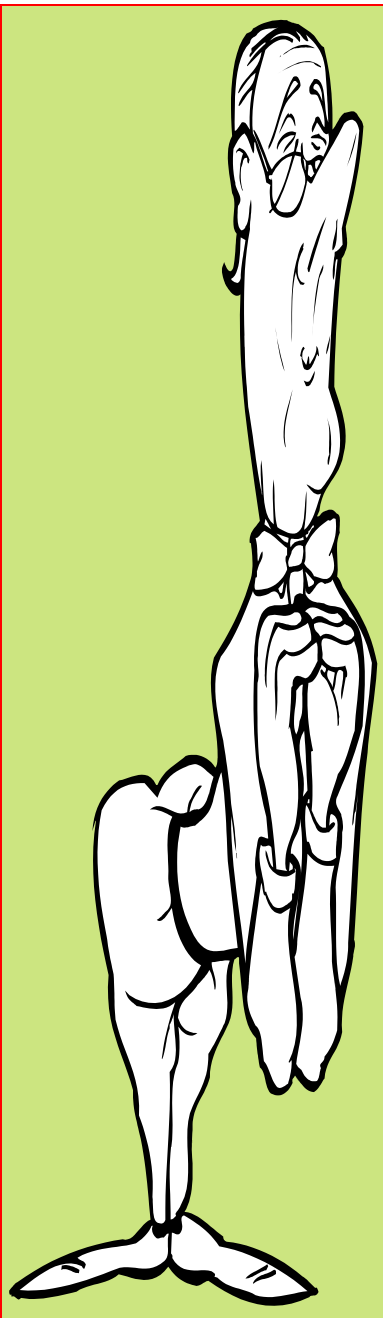
Many donors must feel a level of ownership of the ministry before they will support it financially, consequently they need a sense of ‘relationship’ with the church.

1. Personal involvement
2. Personal targetted communciation
3. Personal friendship networks
4. Personal spiritual benefit
5. Mutual purpose



**5 Relationship
Builders**

**People must come
to talk about 'my church'
or 'our ministry'.**



**Nearly 2/3 people find church
fund raising events either
unappealing or embarrassing!
Reasons:**

- Predictable**
- Mundane**
- Routine**
- Time wasting**
- Feel manipulated**
- Resent guilt**
- Energy better used**

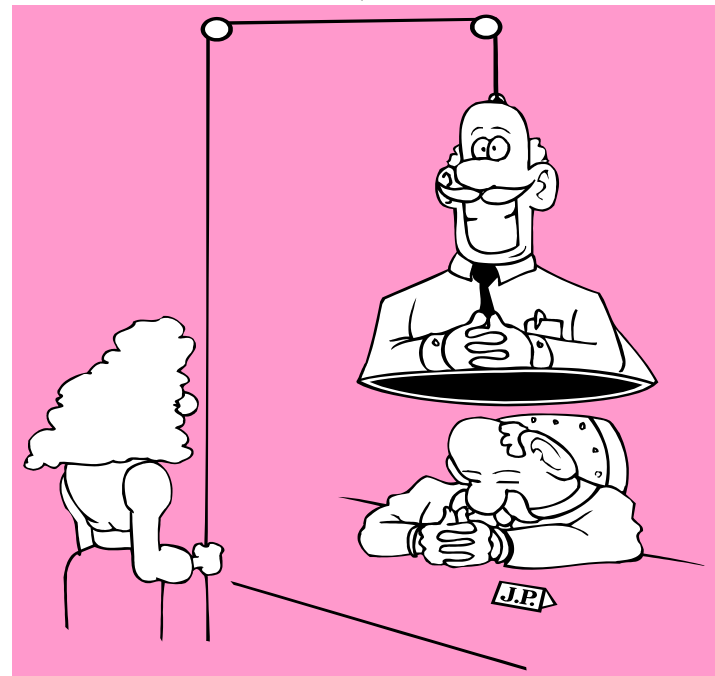
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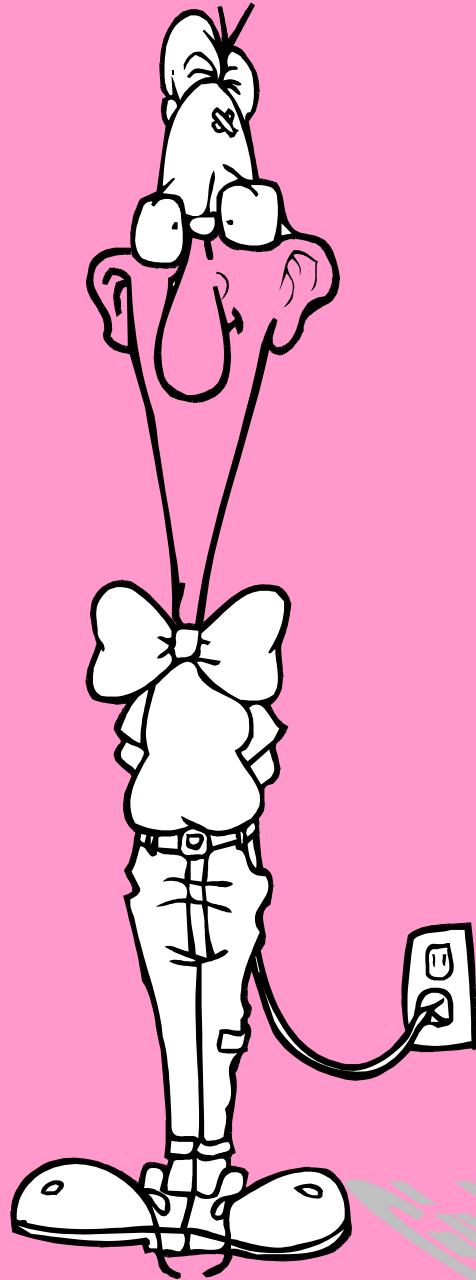
**The real benefit is in involvement
and networking, not money.**

**People like to believe
that they are altruistic.
They reject projects
that they may cash
in on!**

**Most believers find bible based
fund raising efforts as
'ecclesiastical usury' or
'sanctified extortion'!
They are either hardened or
ignorant of fundamental
biblical stewardship!**

**The boomerang
effect.**





It is only the rare church member who has an accurate and detailed understanding of how the church spends its money.

People contribute on the basis of trust, which is quite resilient and sustained, but once broken it is virtually irreparable!

Giving patterns become habitual

Based on George Barna

**How to Increase Giving in Your
Church: A Practical Guide to the
Sensitive Task of Raising Money
For Your Church or Ministry**