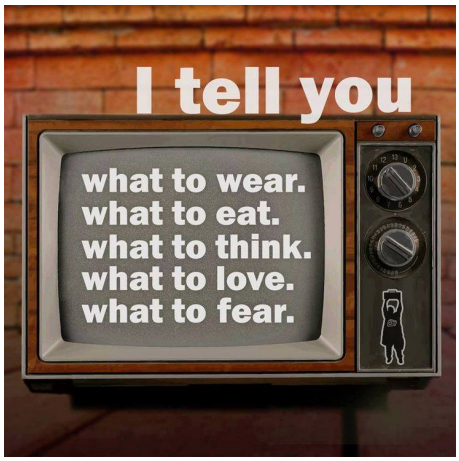
WHAT GIVES WITH GIVING?

Sharing Pledge Data That Matters…

Working Preacher blogger, David Lose

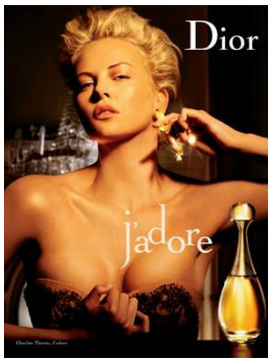
- "Once you bring up money, some may feel you've moved from preaching to meddling."
- Why would someone have a problem with that?

Money Talk is Everywhere



- All commercials and advertising are a form of "preaching"
- News media
- *Super Bowl* ads
- Social Media
- Yet we still say: "It's not polite to talk about money…"

Cultural Money Messages



WATCH

Conspicuous Consumption

"Consumption" used to be a fatal disease…

Perhaps it still is.

Embarrassed to Talk About Money?

- Have we ***nothing to say*** in response to cultural money messages?
- "Church needs" an all too familiar theme

Embarrassed to Talk About Money?

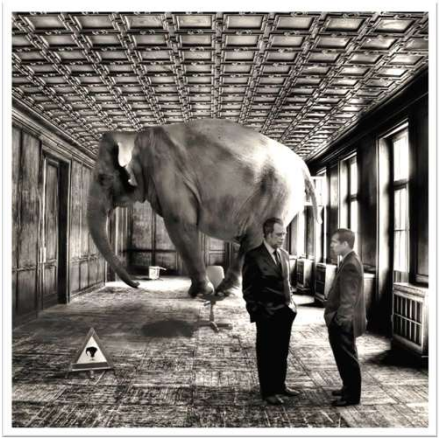
- Spiritual matters *vs*. money matters
- "False split" keeps us silent and poor
- Money IS a spiritual matter…

Embarrassed to Talk About Money?

- Jesus spoke more about *money, wealth,* and *possessions* than ***any topic*** except for the Kingdom of God
- Church needs to offer a *different perspective* on money

Naming the Elephant

- Few people want "money talk" in church…
- Yet, money **follows** mission, and *money **fuels** mission*.
- How can we break the silence and talk about the elephant?



Pledge Data that Tells a Story

- Hold three "Financial Update" meetings
  - April, August, and November
  - Three distinct times; Vestry/F.C. presence
    - Sunday after church
    - Weekday morning
    - Weeknight after worship

Use what works for **you**.

Pledge Data that Tells a Story

- Transparent discussion about finances in an appropriate setting
- Keep it light, positive and informative
- Be sure to share *stories of how **giving** to your* church changed people's lives.

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Pledge Data that Tells a Story

Stop talking *only* about an "average pledge…"

- **Avg. pledge** *distorts true giving picture*
- **Avg. pledge** promotes "false minimum"
- **Avg. pledge** often pulls to a "magnetic middle"

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Pledge Data that Tells a Story

Move people away from *Membership* questions:

"How much does our church *need*?"

"What is my fair share?"

"What can I afford?"

"What are other people giving?"

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Pledge Data that Tells a Story

Teach people the **Discipleship** question:

"What is God calling me to give as a proportion of my income *off the top* in response to God's gifts and presence in my life?"

Pledge Data that Tells a Story

PRECIOUS BLOOD OF JESUS EPISCOPAL CHURCH

- 155 Households (Hh)
- 87 Pledging Hh *(56%)*
- 15 Non-pledging Hh
- 102 Hh are GoR (66%)
- $198,880 total pledges
- **Average** ($\overline{x}$): **$2,286**
- *Median* (M): $*1,820*

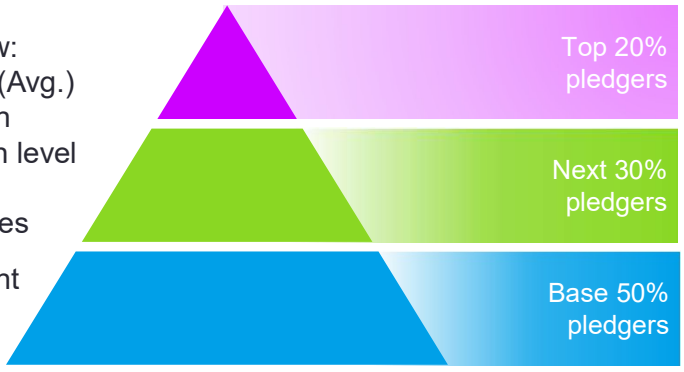
Use the Pledge Pyramid

Shows the wider range of giving in a parish

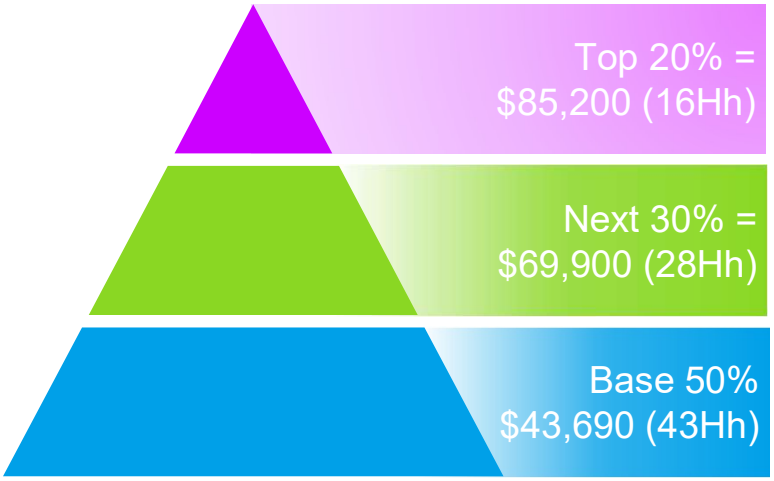
Avg. $2,286 *M = $1,820*

Do show:
- Mean (Avg.)
- Median of each level

- Provides more relevant data



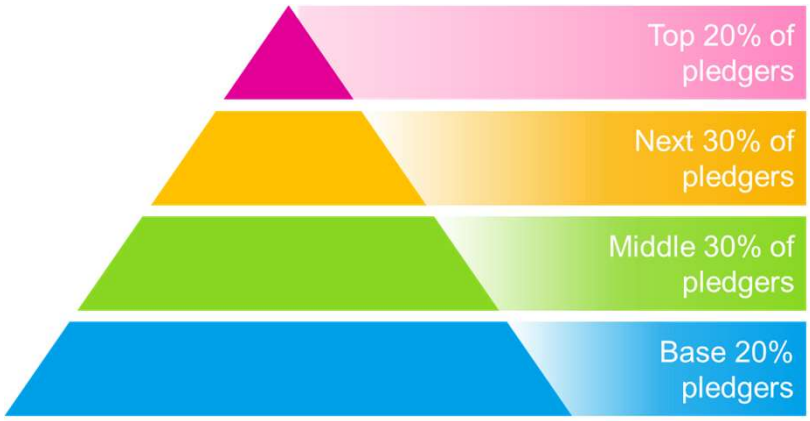
Pledge Pyramid



Pledge Data that Tells a Story

- Top 20% of Pledgers 16Hh = $85,200
  (43%) Avg.: $5,325 M: $6,000
- Next 30% of Pledgers 28Hh = $69,990
  (35%) Avg.: $2,500 M: $2,400
- Base 50% of Pledgers 43Hh = $43,690
  (22%) Avg.: $1,016 M: $1,040

Pledge Pyramid for In-house Use



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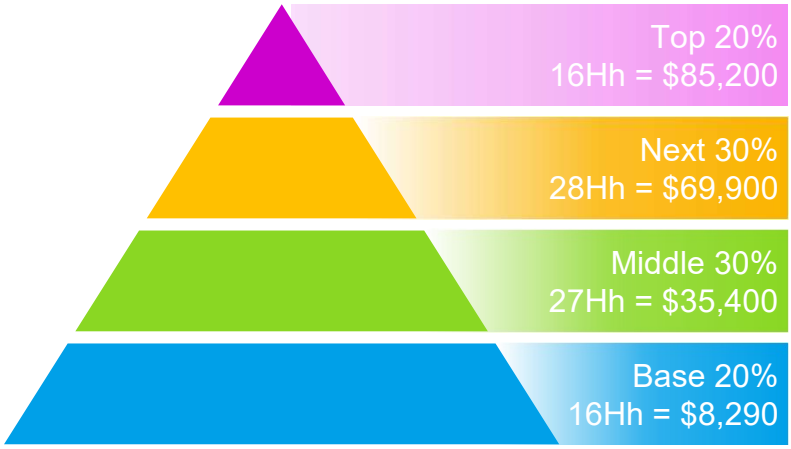
- Mid 30% of Pledgers 27Hh = $35,400
  (18%) Avg.: $1,311 M: $1,200
- Base 20% of Pledgers 16Hh = $8,290
  (4%) Avg.: $578 M: $500

Pledge Pyramid for In-house Use



20% of base gives ~$9 a week!

The "Overhead" Question

- **Church is not only a charity**, but *the Body of Christ*
- Clergy and Staff are *essential elements* of **transformation**
- All resources provide a community of love, care and support held together by Christ

Do You Believe in Your Church?

- Your Mission/Vision?
- "Garnering the resources necessary to accomplish your mission and vision?"
- *Stewardship ministry*: Holy work *fostering* ***Holy work***

Stewardship Ministry is Holy Work

- Stewardship Ministry: the *best ministry* going
- Receive and review the *Stewardship University* Annotated Resource List
- "Read, mark, learn and inwardly digest…"