

16 WAYS TO INCREASE GIVING IN YOUR CHURCH



1. **ESTABLISH A YEAR-ROUND STEWARDSHIP COMMITTEE.** There is more to stewardship development than the annual every-member canvass. Stewardship learning and performance flourish in an atmosphere of quiet but constant cultivation.
2. **SET HIGHER GOALS.** The giving potential of the congregation is far beyond its accustomed level. Only unprecedented goals produce unprecedented performance.
3. **GET BACK TO FIRST CENTURY COMMUNICATION.** The early Christian churches had no e-mails, faxes, photo-copiers, or printing presses. They prevailed through face-to-face talk; person to person and in small groups.
4. **BE A GIVING CHURCH.** By its own giving, the church sets its members a compelling example. Church giving off the bottom generates members' giving off the bottom; church giving off the top generates members' giving off the top.
5. **RAISE CAPITAL FUNDS SEPARATELY.** Except for mission churches and preaching stations, few church mortgages are really necessary. You can raise more building funds in any one year than budget funds. Keep capital funds out of the budget; that is expensive and a drag.
6. **GET YOUR BEST AND BIGGEST GIFTS FIRST.** Rather than mailing the pledge cards and then calling on those who do not respond, call first on your prospective best and largest gifts. Spend 85 percent of your time where 85 percent of the money will come from rather than on the last 15 percent where very little will happen.
7. **WEAR HANDCUFFS.** Be pastor to your lay leaders but don't do their work for them. Keep your hands off the machinery. The question is who is helping whom with whose responsibilities.
8. **ORGANIZE YOUR BEST GIVERS.** Only good givers make other good givers. Nominal givers make only other nominal givers.
9. **TEACH THE HABIT OF WEEKLY PLEDGING.** Presenting one's offering is an essential part of worship. Sending a quarterly cheque is no substitute for bringing one's offering to worship service. Participating in a Pre-authorized Remittance program is a form of pledging, and often churches will provide tokens to put in the collection plate on a weekly basis.
10. **RECOGNIZE AND HONOUR GOOD GIVERS.** With the permission of the givers – and only then-let the congregation know about 'some of the fine giving that is going on around here.' "Let your light so shine..."

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11. **PROVIDE INDIVIDUAL GUIDELINES.** For most families, 'How much should we give' is a wrenching decision. Be prepared to offer specific, helpful suggestions for the individual cases, not just bland generalizations. A proportional giving chart can be helpful for this purpose.
12. **PROVIDE FOR INDIVIDUAL CONVERSATIONS.** Counseling about Christian giving should be highly individualized, confidential, and should take place in the homes.
13. **ENCOURAGE PERSONAL WITNESS.** The most powerful, effective stewardship development force within a congregation is the personal testimony of those who have recently experienced the Gospel of Good Giving.
14. **LET THE CONGREGATION TAKE PRIDE.** As the level of giving in the congregation rises, publicize the good news and keep it flowing. Let the members take pride in their corporate achievement.
15. **SEE NEW MEMBERS FOR THEIR PLEDGES RIGHT AWAY.** The next every-member canvass is too late.
16. **PREACH THE GOSPEL OF GOOD GIVING.** It really is better to give than to receive. Honest!

Based on *The Lost Art of Church Fund Raising by Ashley Hale*, published in 1993 by Precept Press Inc.