

EIGHT WAYS TO PROMOTE GIVING IN YOUR CHURCH

As a pastor, there were always things that I "knew" I should be doing but never seemed to have enough time to get done. One of the areas that I struggled with and I see so many others struggling with is stewardship promotion. It's hard work and somewhat unfamiliar since I remember only taking one class on stewardship in seminary. (And it was the most boring class of my entire seminary experience!)

Let me help you think through seven simple ways to promote stewardship in your church: (Editor's note: We added number 8.)

1. **Gather a group of lay people to form a stewardship advisory committee.** This is more than just an oversight group. These are fellow sojourners who are committed to the conversation of stewardship (and practice Biblical stewardship themselves.)
2. **Include it in the job description of each and every staff member.** You can't manage what you don't measure. Every minister is responsible for teaching and inspiring others to practice stewardship and generosity.
3. **Always refer to a story or example of life change that happened as a result of the faithful giving of the church.**
4. **Resolve to live on 51 weeks of income.** Give away one week's worth of income and make an event out of it.
5. **Add multiple giving options.** Not everyone wants/will give via check or cash.
6. **Send contribution statements quarterly with year to date information for the current year as well as previous year giving.** Everyone likes to keep score. No one wants to fall behind where they were the year before.
7. **Include stewardship in your education and spiritual formation planning.** It must be a thread that consistently runs throughout the education and learning of the church.
8. **Remember, your Foundation is here to help.** Call us for assistance with promotional materials, starting an endowment committee, hosting a seminar or anything else where faith and money come together.