Reasons People Give

- Is actually involved in the campaign program
- Serves on the Board of Trustees, a major committee, or other official body of the institution
- Has an adult history of being involved in the institution
- Recognition of the gift
- Was involved at one time in the activity of the institution-personal benefit
- Respect of the institution locally
- Regard for staff leadership
- Belief in the mission of the institution
- Great interest in a specific program within the project
- To match a gift or gifts made by others
- To challenge or encourage other gifts
- The uniqueness of the project or the institution
- Fiscal stability of the institution
- Tax considerations
- Guilt feeling

Survey by Jerold Panas, Linzy & Partners Inc.

Reasons People Give Again!

- Belief in the mission
- Regard for staff
- Fiscal responsibility

"A business has discharged its task when the customer buys the product, pays for it, and is satisfied with it. Government has discharged its function when its policies are effective. The 'non-profit' institution neither supplies goods or services nor controls. Its 'product' is neither a pair of shoes nor an effective regulation. Its product is a changed human being. The non-profit institutions are human-change agents. Their 'product' is a cured patient, a child that learns, a young man or woman grown into a self-respecting adult; a changed human life altogether."

Peter F. Drucker
"Managing the Non-Profit Organization"

The number of 501(c)(3) organizations 2001–2010

Source: Giving USA Foundation™ / GIVING USA 2011
Types of recipients of contributions, 2010 Total = $290.89 billion

Source: Giving USA Foundation™ / Giving USA 2011

Donations to Nonprofit Groups

($ in Billions)

2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010

Source: Giving USA Foundation™ / Giving USA 2011

2010 charitable giving Total = $290.89 billion

($ in billions - All figures are rounded)

Source: Giving USA Foundation™ / Giving USA 2011

Why Wealthy Donors Stop Giving

57% - lost personal connection
51% - support other causes
20% - mission not relevant
19% - organization not fulfilling mission

Chronicle of Philanthropy
Indiana University
11/27/08

Learn to Ask

Average gift is 42% higher
$1,698 vs. $2,411

Advancing Philanthropy
January 2010
Indiana University Study
### Giving to Religion, Percentage of Total, 1990-2010

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage Giving</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990</td>
<td>49.5</td>
</tr>
<tr>
<td>1991</td>
<td>47.7</td>
</tr>
<tr>
<td>1992</td>
<td>45.6</td>
</tr>
<tr>
<td>1993</td>
<td>45.3</td>
</tr>
<tr>
<td>1994</td>
<td>46.9</td>
</tr>
<tr>
<td>1995</td>
<td>47.0</td>
</tr>
<tr>
<td>1996</td>
<td>44.5</td>
</tr>
<tr>
<td>1997</td>
<td>39.7</td>
</tr>
<tr>
<td>1998</td>
<td>39.4</td>
</tr>
<tr>
<td>1999</td>
<td>40.0</td>
</tr>
<tr>
<td>2000</td>
<td>35.1</td>
</tr>
<tr>
<td>2001</td>
<td>35.1</td>
</tr>
<tr>
<td>2002</td>
<td>34.6</td>
</tr>
<tr>
<td>2003</td>
<td>35.5</td>
</tr>
<tr>
<td>2004</td>
<td>35.7</td>
</tr>
<tr>
<td>2005</td>
<td>35.5</td>
</tr>
<tr>
<td>2006</td>
<td>35.8</td>
</tr>
<tr>
<td>2007</td>
<td>32.8</td>
</tr>
<tr>
<td>2008</td>
<td>33.4</td>
</tr>
<tr>
<td>2009</td>
<td>35.0</td>
</tr>
<tr>
<td>2010</td>
<td>33.0</td>
</tr>
</tbody>
</table>

Source: Giving USA Foundation / Giving USA 2013

### Total giving as a share of income by religious affiliation

<table>
<thead>
<tr>
<th>Religion</th>
<th>Mean gift as percentage of income</th>
<th>Mean gift as percentage of total gift</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mormon</td>
<td>90.6</td>
<td>89.9</td>
</tr>
<tr>
<td>Other Protestant*</td>
<td>69.0</td>
<td>71.7</td>
</tr>
<tr>
<td>Pentecostal/AOG</td>
<td>61.9</td>
<td>63.6</td>
</tr>
<tr>
<td>Muslim/Buddhist</td>
<td>49.2</td>
<td>58.7</td>
</tr>
<tr>
<td>Baptist</td>
<td>64.2</td>
<td>77.9</td>
</tr>
<tr>
<td>Jewish</td>
<td>91.8</td>
<td>39.8</td>
</tr>
<tr>
<td>Episcopal</td>
<td>82.6</td>
<td>55.2</td>
</tr>
<tr>
<td>Presbyterian</td>
<td>84.1</td>
<td>53.9</td>
</tr>
<tr>
<td>Lutheran</td>
<td>77.9</td>
<td>61.8</td>
</tr>
<tr>
<td>Methodist</td>
<td>69.6</td>
<td>61.5</td>
</tr>
<tr>
<td>Catholic</td>
<td>68.7</td>
<td>50.7</td>
</tr>
<tr>
<td>None</td>
<td>52.6</td>
<td>31.6</td>
</tr>
<tr>
<td>Jehovah's Witness</td>
<td>66.4</td>
<td>71.7</td>
</tr>
<tr>
<td>Greek/Russian/Eastern Orthodox</td>
<td>95.9</td>
<td>53.3</td>
</tr>
</tbody>
</table>

*Other Protestant includes nondenominational Protestants and adherents in Protestant denominations not listed.


### Generational Differences Among Donors

- **Who do they give to the most?**
  - **OVER 60**
    - Church or Synagogue: 38%
    - Public interest groups (local): 17%
    - Educational institutions: 6%
    - Arts: 3%
  - **UNDER 60**
    - Church or Synagogue: 20%
    - Public interest groups (local): 31%
    - Educational institutions: 7%
    - Arts: 2%
  - **ALL**
    - Church or Synagogue: 35%
    - Public interest groups (local): 20%
    - Educational institutions: 6%
    - Arts: 3%

Source: Peter D. Hart Research Associates

### Generational Giving Comparison

- **Builder Generation (age 35-49)**
  - average giving = $1,615
- **Boomer Generation (age 35-49)**
  - average giving = $1,371-$244 less (15%)

"Most of the gap to baby boomers giving less is to religious organizations."

Russell N. James J.D., Ph.D.
Advancing Philanthropy
April, 2008

---

### High Expectation Churches

- GROW

### Low Expectation Churches

- DIE

---

### Not The Same

- **Builders – Trust**
- **Boomers – Would like information**
- **Gen Xers – Must have full transparency**
  - Must have immediate answers
  - Must see, smell, taste, experience the difference
"This new face of American philanthropy is distinguished by an unprecedented level of competition for the charitable dollar. For well over 90% of all Christian congregations, this means they will NOT be able to compete..."

Lyle Schaller
“The New Context for Ministry”

Practical Ideas To Help Increase Stewardship

• Don’t publish information in the bulletin or website – only mailings that go to members.
• Pastors must know about the giving of their members. Lay leaders should also know.
• Seek gifts from all ‘three pockets.’
  1. Annual
  2. Capital
  3. Planned (Estate)

LINE ITEM BUDGET
First Church 2011 Budget
“Changing Lives for Christ”

<table>
<thead>
<tr>
<th>Income</th>
<th>Programs (cont):</th>
</tr>
</thead>
<tbody>
<tr>
<td>Budget</td>
<td>Programs</td>
</tr>
<tr>
<td>150,000</td>
<td>Adult Ministry</td>
</tr>
<tr>
<td>Non-Pledged contributions</td>
<td>35,000</td>
</tr>
<tr>
<td>Sunday school offering</td>
<td>5,000</td>
</tr>
<tr>
<td>Christmas Eve</td>
<td>1,000</td>
</tr>
<tr>
<td>Interest</td>
<td>Archives</td>
</tr>
<tr>
<td>10,000</td>
<td>Total</td>
</tr>
<tr>
<td>Total</td>
<td>32,000</td>
</tr>
</tbody>
</table>

Expenses:

Operational:
- World Missions: 10,000
- Maintenance: 1,000
- Pledge: 1,000
- Total: 33,000

Interest: 1,000
Office Supplies: 2,000
Insurance: 2,000
Clergy: 2,000
Telephone: 2,000
Pledge: 2,000
Total: 12,100

Program:
- Music Director (PT): 10,000
- Stewardship: 100
- Missions: 100
- Children’s Ministry: 1,000
- Youth Ministry: 1,000
- Adult Ministry: 1,000
- Children’s Ministry: 1,000
- Total Budget: 200,000

MISSIONAL BUDGET
First Church 2011 Budget
“Changing Lives for Christ”

Your church leadership has constructed a bold plan of ministry to continue our mission of changing lives for Christ. We celebrate a wonderful past year but commit ourselves to even more lives coming to Christ in the new one. Join us in this journey of being God’s people in Cityville.

Our Plan of Ministry

A. To provide meaningful, life changing worship every week of the year.

Last year we held 112 worship services where, on an average week, 190 persons gathered to praise God and hear His Word. Fourteen persons gave their life to Christ for the first time in those services and accepted the call of becoming a disciple of Jesus. This year we plan to add a junior choir with at least twelve 3rd through 6th graders. Already, we’re planning on their singing on Palm Sunday. A new praise team is being trained and a second service is tentatively planned to begin in September. We want to increase our attendance to 220 and double the number of first time commitments of faith.

Next year we plan to add a junior choir with at least twelve 3rd through 6th graders. Already, we’re planning on their singing on Palm Sunday. A new praise team is being trained and a second service is tentatively planned to begin in September. We want to increase our attendance to 220 and double the number of first time commitments of faith.

Budget Total: $80,000

B. To nurture persons in their faith journey

B. To nurture persons in their faith journey

Budget Total: $37,000

C. To witness to our faith in service beyond ourselves

Budget Total: $53,000

Total needed to fulfill our mission of “Changing Lives for Christ” - $380,000

A detailed line item budget is available in the church office for any who wish to review it.
Practical Ideas To Help Increase Stewardship

- Make it convenient to give: Electronic funds transfer, brokerage accounts, online, kiosk.
- Don't treat members equally. Tithers vs. “welfare” religionist, builders vs. boomers.
- Strongly encourage members to attend regular on-going Christian financial planning classes. Create a new tradition. (Crown Ministries, Ron Blue, Dave Ramsey, Good Sense)
- START SAYING THANKS.

Two Messages To Raise Funds In The Church

- We need money NOW!
- We have a story to tell to the nations.
  You choose.

Fun Money – Easy Money
Capital Campaigns – Planned Giving

Why A Capital Campaign?

- To secure funds for a very specific project generally - physical improvement or debt

When?

Two Windows

- Mid-August - December 1
- January 1 - May (watch Holy Week and the end of school)
Who?

- PASTOR
- Members
- Consultant

There are no sugar daddy’s – except candy! Gimmicks are a no-no.

Why A Consultant?
(cost .5 - 5%)

- Raise on average 2 times more
- Pastor can focus on strengths
- Keeps congregation unified
- Expertise
- Improves overall stewardship

Your Campaign’s Pathway to Success

PASTOR - CONSULTANT
30% - “compelling” vision
20% - top 5 major gifts
15% - leadership takes ownership
10% - advance gifts set pace
10% - congregational involvement
10% - solid communications
5% - general church gifts

100% - maximum response

Easy Money
Planned Giving

Bequest Contributions
Estate Tax Returns, 2010
$22.83 Billion

Source: Giving USA Foundation™ / Giving USA 2011
Giving by bequest, 1970–2010

Since 1996, the average annual rate of growth has been 5.5 percent adjusted for inflation

Lots Of Tools
- Gift Annuity
- Life Estate
- Charitable Lead Trust
- Charitable Remainder Trust
  Provide:
  - Capital Gain Tax Avoidance
  - Estate Tax Reduction

WIN-WIN FOR ALL

Best Planned Gift
Easiest Planned Gift
Most Used Planned Gift

THE WILL
What would a tithe bring?

Marketing Is The Key
- Four times a year
- Letter
- Speaker
- Brochure
- Ask 1 person a month

J. Clif Christopher, CFRE