

The Stewardship Coach Volume 7 / Issue 10



There is no I in team, and to fully fund your church, it will take a team. As a former Senior Pastor, I know how stretched for time and resources you are. If you are the typical pastor, you struggle to get everything done. Sometimes there is not enough hours in the day. Then, along comes some guy like me telling you that you *must* spend time on generosity. I help you with theory and practice in building generosity. You need on the ground help. You need a team.

This edition of The Stewardship Coach is entitled, ***The Team Approach to Generosity***. My goal is to lay out for you how to use a team approach, helping you increase generosity. Fully funding your church should not depend solely upon you. Let's get a team working with you.

Who is your team? Reading this right now are leaders in churches running thousands and leaders of churches running less than one hundred. Yet any size church can and should utilize a team approach for generosity. For some of you, your generosity team is your existing staff. For others, it might be your Finance Team. For the sake of our discussion, I will use the term team.

Get your team involved! How can you accomplish this? It starts by helping you and your team have,

Right Attitude - If we are going to reverse the decline in giving, our **attitudes** must be changed. If you hate all things related to money, finances, and budgets, you will struggle to be fully funded. It starts with you and then flows downward to your team! You must embrace that seeing an increase in givers and giving is a part of your duties. If you have a poor attitude, your staff/team will too. How do you start changing attitudes?

Help everyone realize that funding the budget of your church is up to everyone! As we like to say in the south, they have a dog in that hunt! If your budget is not fully funded, then ministries and missions get cut, as well as salaries and positions. So, their helping you helps them. Next, everyone needs the ...

Right Awareness – If you are not aware of your giving metrics, how can you strategically plan? Does your staff know where you stand right now with regards to what has come in versus what is your budgeted need? They can't help you if they are not aware of what is happening.

The right attitude and the right awareness should lead you to the ...

Right Actions – You cannot hope that giving will improve. You need to put a plan into action to better assure an increase in giving. Week in and week out, literally 365 days a year, there must be a generosity plan of action in place and actively worked. You need to get a plan and then work your plan.

Again, this could be in your staff meeting or your Finance Team meeting. The best plans are always reviewed, analyzed, improved upon, and then worked out. Again, and again. Week after week. 365 days a year!

Below is a simple outline to help you fulfill all the above.

Sample Staff/Team Meeting Outline – Here is a simple outline to follow:

- Giving Review – Review past Sunday's offering, receipts to budget status, online versus traditional means of giving, etc.
- Giving Analysis – How does current giving compare to last year, last month, etc.
- Offering Talk Review – How did Sunday's offering talk go? What could have been better? What about this week? Who will share, and what will be shared?
- Giving Needs – What mission or ministry initiatives are coming up? What needs to be funded?
- Giving Vision – What is the vision behind the above and how will we tell the story linking giving to the support of that vision.
- Assignments of Actions – After you have a plan, assign actions to your staff/team and then hold them accountable!

The Brooks Mantra for this is, get a plan and work your plan. The above outline of a meeting should be adapted to fit your situation and your calendar. My point is that consistent planning *will* help you avoid or negate any giving decline. Having a team help you *will* make all the difference in the world!

Use me! Guys, I have the plans, the manuals, the offering talks, this newsletter, plus ME! All of this is at your fingertips.

For more information about generosity planning check out my **Bonus Section** for my outline of ***The Basic Elements of Quarterly Planning.***

Another way I can help you and your team is through my group teaching time every Monday. See the information below for how to connect.

The Stewardship Coach is launching in March! I sold my Giving365 platform in 2017, which was a huge mistake. I have worked these last two years to relaunch an even better platform of generosity coaching. Stay tuned for more!

\$99 for 1 year of the entire Stewardship Coach platform! That is what I am offering to former members and you in the month of March. Many of you get this for free because you were a capital campaign client or simply a friend. I will be providing more details in the coming days.

Thanks to so many of you for your encouragement and support down through these years. Together we are reversing the decline in giving one church at a time, starting with your church!



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P.S.: What is your generosity plan to offset the Coronavirus? Check out my offering talk!

Monday Mornings With Mark will be held today but at 11 AM EST. This is the correct registration link for March 2nd <https://attendee.gotowebinar.com/rt/7081778876232214541>

This Week's Offering Talk

Here is this week's talk. While it focuses upon the time change that will happen on Sunday, March 8th, I also have you talking about the Coronavirus.

Springing Forward

How many of you forgot that this morning was time change Sunday? You are not alone. There is a reason time change comes early on a Sunday morning. Can you imagine if we changed time on a Monday? How many people do you think would be late for work? So, to avoid that, we move our clocks forward in the wee hours of Sunday morning.

What works in the marketplace doesn't always work for the Church. We find that the springtime change, when we move our clocks forward, always impacts our attendance which in turn impacts giving. We can accomplish all the amazing things we do here like ...

- List something that happens weekly at your church like Student Ministry.
- List some upcoming special event like retreats or mission trips.

So, thank you for your faithful and consistent generosity. Those here *now* can give as we receive the offering. We encourage you to worship with us by giving as God leads you.

For those times when you cannot make it to church, we have multiple options by which you can give. One of the easiest and best ways is to set up your giving automatically. You can go to our online page of our website and find the simple instructions on how to set that up.

One final thought. Not to be an alarmist, but with the spread of the Coronavirus we could see our services impacted. We pray that will not happen, but if it does, we are preparing to continue our missions and ministry in as safe a way as possible. With today's technology we believe we can still provide you with the worship experience you long for even if health issues mandate our not being physically present. This is one more reason for you to set up your giving to be automatic.

Today we spring forward in time. Let's continue springing forward with the Gospel message of hope. Your faithful generosity allows us to accomplish this.

Bonus Section

My advice is to plan generosity out quarter by quarter. The following is a suggested approach to quarterly planning.

The Basic Elements of Quarterly Planning – Here is a basic outline that you can work through in one of your upcoming staff meetings, or whatever lay group you work with.

Review – It is important for everyone to know where you are. Your review should contain two elements. **First**, you need to review your giving. When you review giving, look at the following...

- How much has been given to date and how that compares to the budget need.
- How did the last quarter compare year to date from last year?
- Always look how the past week compared to the last same week last year and the previous week.
- Then finally, were there any new donors that showed up for the first time? Particularly, you want to review if donors and donations picked up after any major giving push you made.

The **second** element of your review is to look at what you did the last quarter in terms of attempting to increase giving and givers. What worked? What did not work, and why? What were the reasons something worked or did not work? How can you improve? What lessons can be learned? A key in successful planning is to review, review, review!

Preview – Next, talk about what is coming up in the next quarter. What missions or ministry initiatives does your church have? What will be the focus for the three months coming up? Then how can you build out a message to support those initiatives? Then plan accordingly.

One thing to remember is the various tracks we work on when you plan. Here are the five tracks I use...

The Pastoral Track – What in the upcoming quarter can the Senior Pastor do to help increase giving awareness, and thus giving?

The Platform Track – This includes your offering talks, as well as using your screenshots that highlight giving.

The Direct Appeal Track – What emails and direct mail pieces can and should be sent out?

The Campus Track – What banners, posters, or other giving awareness messages can you post throughout your campus?

The Digital Track – This is where you attempt to use your online giving platform to help you increase giving. Also, think about how your Social Media platforms can highlight awareness of what you are doing and how gifts to support that are crucial.
