



The Stewardship Coach Volume 7 / Issue 3



The offering time of your service is the easiest way to increase giving and add new givers to your church. Last week I wrote this, “For me, when it comes to helping churches meet their budget expectations, the first step is having a proper view of the offering.” Therefore, the next two editions of the Coach are entitled, ***The Anatomy of a Great Offering.***

This edition of the Coach is Part 2 in that series. In part two, I am going to share with you how to think and plan out your offering times. ***The Anatomy of a Great Offering*** starts by understanding,

The Heart of the Offering - The most important part of any offering is what I call its heart. The heart of the offering is the story of the offering. I have always taught that every “ask” must have a driver. The driver is the story of your vision. A worshipful, well-planned offering with heart, *will* touch the heart of the attendee.

Let’s talk a bit about vision. Visions spring from the heart. Visions inspire and drive us. This is why the best offerings are vision driven offerings.

Let me share with you what I teach about how to communicate vision. I use what I call,

The Law of the 3 C’s of Vision

Law 1. Make it Clear - When it comes to taking up the offering, above all else, do your attendees clearly understand what it is you are asking them to give to? Understand that when visions are not clear, people will not give.

Law 2. Keep it Concise - 60 to 120 seconds. That is your window of time for setting the stage for the offering. Yep. I want 2 minutes EVERY week to lead my attendees in worshipful giving. Here is the thing, though. I am not hung up on time. I am hung up on it being well done. So, think, concise.

Law 3. Cast it Compellingly - The most important thing of all is to show your attendees how their gift will make a difference and they will rise up to support it financially. A compelling vision that motivates the heart will cause dollars to pour into the offering plates.

When you ask with heart people will give! That is why it’s the most important part of the offering. Yet, just like your human heart, the heart of the offering won’t survive alone. So, I teach that we need to also understand,

The Head of the Offering – An offering motivated by the heart will help you gain the first-time gift. To develop long-term donors we must connect both heart *and* head. This is the task of discipleship. Your offering times can become a time of teaching biblical stewardship. How can we do that? Here are a few pointers,

- **Tell them why with Scripture** - From time to time it is important to tell them why giving is so important to a Christian. I think you can effectively use the offering time to teach the value of the offering by sharing what the Bible says about giving, generosity and offerings. What better tool than the Bible? Remember this,
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- **Always be positive!** Using Scripture doesn't mean bashing people over the head with the pulpit Bible. Guilt never moves the heart towards generosity.
- **20% to 30% of your offering appeals** should be about connecting the Head by teaching what Scripture has to say on the subject.

The anatomy of a great offering starts with the heart, continues to the head and then must move to,

The Hand of the Offering - When I talk about the hand of the offering, I am talking about making "the ask." Here is where most offerings go awry. Let's talk about how to properly use your hands, your "ask," in the offering.

First, don't apologize! By apologize I mean don't ever say, "As we take up our offering this week, if you are a guest, please don't feel like you have to give. This time is for our members."

People will figure out they don't *have* to give. My goal is to make them *want* to give. Telling them that they don't have to give is like putting your hand up as a stop sign. **STOP THAT!**

You want your hands open and extended, inviting them to worship through giving. To accomplish this I use what I call,

The 2-Sentence Out. Here is how that breaks out, you have been telling a story that touches the heart, but now you are at the end of the story. What now? I want to extend an invitation to all to give generously. I do that in two sentences like this...

"Every time you give here you help support stories and lives (just like what you shared). This morning we encourage you to join us in worship as we give of our tithes and offerings."

Extending the hand and making the "ask" is the key to gaining a response. Then, end with what I call,

The Feet of the Offering - It answers the question, "**How can I give?**" We must *show* them how easy it is to give at your church by mentioning the various ways to give. The offering plate, text, app, online etc. The feet of the offering is my PS feet of the offering moment,

"Remember, we have multiple, easy ways you can give here. The bulletin gives you that information. Let's pray..."

Do I do that every offering talk? That depends upon the setting of each client. I advise clients to have this information in bulletins, pew or chair racks, as well as announcement screenshots.

That's the anatomy of an offering talk or moment. If you follow those concepts each and every time you take up the offering, you *will see results*.



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Monday Mornings With Mark will be held today at 11 AM EST!

To register, go to... <https://attendee.gotowebinar.com/register/8717451953717141517>

This Week's Offering Talk

Here is this week's offering talk.

Dreams Matter

Dreams matter. Tomorrow's holiday honoring Martin Luther King is proof of that. Martin Luther King Jr., on August 28, 1963, delivered the iconic "I Have a Dream" speech in front of over 250,000 supporters gathered at the Lincoln Memorial. The speech was ranked the best American speech of the 20th century in a 1999 poll.

One famous part of his speech is this,

I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character. I have a dream today.

While we still have a way to go to see the ultimate fulfillment of King's dream, some of us here can remember those days of segregation. In 1963, few people, apart from perhaps Martin Luther King, would have ever believed that in 2008 America would elect its first African American president. That would have never happened without the dream that Martin Luther King launched on that August day in 1963.

King's dream became the vision that drove the Civil Rights Movement. His followers work to this day to see his dream and vision become fully realized.

There is an old children's song that says this,

Jesus loves the little children
All the children of the world
Red and yellow, black and white
They are precious in His sight
Jesus loves the little children of the world

Here at YOUR CHURCH NAME, our mission is to share the Good News of Jesus' love to everyone, red and yellow, black and white, they're all precious in His sight! Every time you give here, you help us work towards fulfilling the dream of reaching the next one for Jesus.

Remember, we have multiple ways in which you can give today. Thank you for your generosity!

Bonus Section

Periodically I try to make you aware of articles and posts that I feel might be helpful for your reading list. One of my long-time friends in the ministry is Jason Bunger, the Senior Pastor of Hope Church in Dayton OH. Jason is one of the great minds and he writes thought provoking articles.

Jason a few weeks ago sent me a rough draft of a post he entitled, ***Five Disruptive Changes that the Local Church Must Embrace or Die***. Here is Jason's opening to the post, followed by the list of the disruptive changes he points out.

Five Disruptive Changes that the Local Church Must Embrace or Die

We live in an age of constant disruption. A disruption is not simply an interruption in the normal way of doing things. Disruptions are seemingly immediate changes impacting how people connect with one another, share information and produce/consume services and products. These disruptive trends have impacted nearly every area of life.

Consider this, the majority of couples that are getting married are meeting and using an online format that barely existed a decade ago. The largest transportation company in the world (Uber) doesn't own a single car and the largest overnight stay companies (Airbnb and VRBO) don't own a single property. Technology and cultural trends have disrupted the way that generation of people does things almost overnight and there are little signs that things will ever go back to the way they once were. People will always want to meet to build lifelong relationships, get from here to there and have a place to stay overnight. However, the way that these necessities are delivered has been forever disrupted.

In the same way, churches must recognize that although God is fulfilling His promise to build His church (Matthew 16:18) there have been recent disruptions in the culture that affect how the church will fulfill this ongoing mandate to make disciples (Matthew 28:19-20). Because of the changes in technology and culture, there are at least five disruptive changes the local church must embrace or die.

Here are the five changes Jason deals with,

Western Culture, particularly the United States, is *simultaneously* becoming post-Christian and pre-Christian.

The church must move from being a homogeneous group to a multi-ethnic community.

The way we share the gospel is no longer only "come and see" but also "go and be".

The majority of connections now begin "online" but can move "offline."

Churches can do more to equip the next generation by doing less.

Here is the link to the full article, <https://hopeindayton.org/five-disruptive-changes-that-the-local-church-must-embrace-or-die/>
