

maximizing stewardship

Donor Relations in Churches

1. **Love every family, pastoring them when opportunity arises.** Does recognizing high net worth donors with invitation-only banquets and special events over those who give much less, put us in a place of playing favoritism? James 2:1-4. Christ gave special recognition to the widow who gave only 2 copper coins. “She gave more than all the others, putting in everything she had.” Mark 12:41-44 and Luke 21:1-4. People look at the amount given. God looks at the heart.

REMEMBER THIS: YOU VERY LIKELY HAVE FAMILIES WHO GIVE MORE SACRIFICIALLY WITH FEWER RESOURCES THAN THOSE WITH SIGNIFICANT WEALTH. CHRIST HIMSELF SEES THE HEART OF EVERY GIVER.

2. Senior and Executive Pastors, **meet** with leaders, **one-on-one**, to thank them and pray for their families. **Express appreciation for every gift.** Donors want to see how they are making a difference. Include spouses in the conversation. Otherwise, when the bread winner passes away, the survivor might be resentful of the way money was given.
3. Enlist them to be **“on the ground” volunteers** in ministries where they are passionate, such as attending a mission trip or ministry to the community. Some may want to provide scholarships for those who cannot afford to participate.
4. Universities do a better job of donor recruitment than churches! www.WealthEngine.com can tell **who in your congregation is giving more to other charities** or universities than your church, based on public giving information from IRS Form 990's.
5. **Know your people. Pray for them and say thanks.** Philippians 1:3
6. Invite them to a **Journey of Generosity “JOG”** 24-hour retreat, meeting with their peers with no more than 16 at the event. This invitation-only event is a safe place to share passions about giving where solicitations are not permitted. It's about seeing real stories of extraordinary generosity. <https://generousgiving.org/events/jog/>
7. As a “next step” after a JOG, invite them to participate in a **Charting Your Legacy** study group. This 6-session Bible study will form close friendships within the group and equip them live a life of generosity. <https://chartingyourlegacy.org>
8. Invite them to attend a **Generous Giving annual conference**, where stories of joyful generosity are freely shared. <https://generousgiving.org/events/celebration-of-generosity/>
9. **Keep them up to date on ministry projects outside of the annual business meeting.** Be prepared to express how money is spent, either in dollars or percentages of the total budget.

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10. Before starting a major **building campaign**, meet one-on-one with leaders to **ask their opinions and how they would like to participate**. During construction, take them on guided tours to show progress and how the new space will be used.
11. **Invest time in listening** to your donors to learn what excites them in ministry. Be willing to ask how well they think the church is living out its mission.
12. For members you don't know well, **consider inviting someone you know better to make an introduction**. Schedule a lunch or other event which is conducive to talking (golf or fishing, as an example).