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The Stewardship Journal

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**From My Desk
to Your Inbox**



**The Power
of the Pulpit**



**A Sample Capital Campaign
Preaching Schedule**



**Attracting the Next
Generation of Donors**

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From My Desk to Your Inbox

Our ongoing series, ***Giving Away the Farm***, provides capital campaign advice to secure the resources needed for your church's future. This issue focuses on preaching through a capital campaign.

Mark Brooks, The Stewardship Coach, provides insight into preaching during a campaign in his article ***The Power of the Pulpit***. In the bonus section, ***A Sample Capital Campaign Preaching Schedule***, you'll find a great example of crafting a sermon series around your campaign.

This week's final feature, ***Attracting the Next Generation of Donors***, focuses on the importance of reaching a new generation of donors.

Remember, past issues of *The Stewardship Journal* can be found at stewardshipjournal.com or LouisianaBaptists.org/Stewardship.

Keep Looking Up,



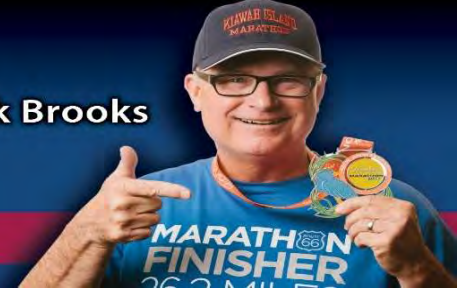
Dr. Steve Hauer

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Mark Brooks



The Power of the Pulpit



The average church member spends one and a half hours at church, including worship. I remember seeing that statistic a few years *before* the Chinese virus hit our shores. Post-COVID studies are showing an even greater decline in church engagement and attendance. This is why, when raising capital dollars, one of a pastor's greatest tools is ***The Power of the Pulpit***. That is the title of this Coach. As I continue my series on capital campaign planning, I want to focus on using the pulpit during your campaign to communicate the vision God has laid upon your heart.

We indeed learn more from our mistakes. Here is a lesson from my past. I learned the value of preaching due to a mistake one of my clients made in preaching. In my first year as a stewardship consultant, my company sent me to Houston to work with an independent church. After our initial planning meeting, the pastor preached twelve weeks in a row on tithing and, on the thirteenth week, asked his congregants to pledge to the capital campaign. His members were worn out by the time of the commitment and raised far less than they had hoped for. Up until then, I had left preaching to the pastor. From then on, I realized I needed to help pastors plan, pray, and think through their preaching schedule.

Let me start with a few thoughts I now share with pastors about preaching. When preaching a series during a capital campaign, ...

You must know the difference between a stewardship series and a capital campaign series. In a stewardship series, your goal is to get people to begin the generosity journey by learning how to become a good steward of what God has entrusted to them. This should be a regular part of a church's discipleship process. My recommendation would be to preach a yearly stewardship series to help you disciple your members on the importance of being a good steward. Churches that take this path always see a better result in a capital campaign as they have sown the seed of generosity ahead of time.

In a capital campaign series, you're leading members on a spiritual journey to consider a sacrificial over and above the tithe gift to support a particular project. You want to show the importance *and* impact of giving to your campaign. Just like the offering talk, connect the dots for them. I call this the connecting power of vision.

Thus, the theme, objectives, and even the content of the biblical passages used will be different. One of the biggest mistakes pastors make in capital campaigns is preaching a stewardship series instead of a capital campaign series. Knowing the difference and avoiding this mistake will improve your campaign results.

Your preaching series is not about money but faith, sacrifice, and commitment. What? I know you need a chunk of change to do anything building or renovation-wise. Yet, if your goal is raising money, you will fail. If your goal is to help your people get involved in what God is doing, you will succeed, *and* you will raise more money.

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I once worked with a pastor who got up and explained to his leaders that the upcoming capital campaign wasn't a fund-raising campaign; it was a faith-raising campaign. I have used his statement ever since! In a fund-raising campaign, I look at what I can afford to give. Faith is seldom a factor. A commitment to a church capital campaign should be an act of faith in response to God's prompting.

A capital campaign done correctly will result in a renewed spiritual passion for all those who take the journey. I have actually seen revival break out in a church as a result of the capital campaign because people were called to action, got on their knees, and encountered God! If your focus is on money, you will miss the spiritual benefits of calling people to prayerfully consider what God wants from them. God doesn't need your people's money. He wants what it represents: their hearts. So, if you have not already, start now thinking about your next giving series.



Mark Brooks – The Stewardship Coach
mark@acts17generosity.com



OnlineGiving.org, the leading online giving processor in America, sponsors my writing. Find out more about their services at <https://www.onlinegiving.org/>.

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Bonus Section

A Sample Capital Campaign Preaching Schedule

One of the greatest challenges I face is helping pastors plan their preaching for a capital campaign. I'm often asked how long a sermon series should run for a capital campaign. The answer depends upon many factors, but I have found that four to six weeks is the best length.

The following is a thumbnail overview of a series preached by a recent client. The project is a new worship center. The church raised 2 ½ times its budget, and with one year left, they are ahead of schedule in giving.

Vision 2022 Sermons – Fall Stewardship Campaign

September 18, 2022 – Sermon 1

Title: **See the Need**

Text: Matthew 9:35-38

Key Ideas: This message will focus on setting the stage for the series. I will talk about seeing people the way Jesus saw them and then call people to respond as Jesus did. I will contextualize this, seeking to show the deep need to reach the many people God has and is bringing into our communities.

September 25, 2022 – Sermon 2

Title: **Meet the Need**

Text: Psalm 24, Mark 12:41-44, Luke 12:13-21

Key Ideas: This message will focus on showing what sacrifice looks like in God's Kingdom. To meet the need and truly reach/disciple people, we must sacrifice together. But what does sacrifice look like? I will contrast the Mark 12 and Luke 12 stories, letting Psalm 24 be the driving reminder that everything belongs to God.

October 2, 2022 – Sermon 3

Title: **Live the Vision**

Text: Nehemiah 2-3

Key Ideas: This message will focus on the importance of vision and how vision drives God's people. I will discuss how having a vision is one thing, but living it is another. We need both. I heard a wise person once say, "Dollars follow vision." Truly, God's vision must be in the driver's seat, and His people must get on board for the ride.

October 9, 2022 – Sermon 4

Title: **For the Next Generation**

Text: 2 Timothy 1-2

Key Ideas: This message will focus on the importance of passing down our faith to the next generation, as modeled and taught in 2 Timothy 1-2. In this sermon, I will do all I can to compellingly call our people to have a relentless passion and burden for the next generation and ask them to get on board and be willing to sacrifice like never before!

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Attracting the Next Generation of Donors

The following is reprinted with permission and can be found at <https://www.onlinegiving.org/support/attracting-the-next-generation-of-donors>

The future of church giving is at a crossroads, demanding a strategic shift. Currently, most churches in America are heavily dependent on financial support from Baby Boomers, a generation that is now entering retirement. But what happens when this generation passes the torch? This could pose a significant challenge for churches, as younger generations are generally less inclined towards church giving. It's absolutely vital for churches to start adapting and thinking about how to attract the next generation of donors. One way is through a robust online giving platform.

A recent Barna study, "Meet the Digital Donor," reports that 25% of Boomers and 34% of Elders prefer giving online, and that's in line with the online preference reported by Gen Z at 32%, Millennials at 25%, and Gen X at 30%. The study also revealed that donors appreciate having multiple options. They found, "Giving online through a website is as common as giving cash in person. Thinking about the last time they gave, an equal proportion of people (22%) say they did so through each method."¹ This underscores the need for churches to adapt to these changing donor preferences.

Here are some ideas for attracting the next generation of donors through your online platform.

Do things worth giving to. Multiple studies have shown that the younger generation will give, but they want to give to things that matter. I once was a member of a church that sent out a mid-year appeal letter asking members to give, stating that utility bills for the AC were running high in summer. The letter failed to mention all the missions and ministry the church was doing that summer. At the same time members were getting this request, their favorite non-profit organization was sending them appeals about saving the world with their \$25 monthly gift. We then wonder why younger generations fail to give to our churches. Perhaps they don't see the impact of what we do. So, ...

Show them the impact of a gift. For years, I have encouraged my clients to tell their stories of impacting lives through the missions and ministry of their church. I like to say, "Get a story, work your story, tell your story, and people will willingly give to support that story." Your story is the vision of helping connect people to Jesus. Helping people see the connection of how a dollar given to your church helps change the world for the better can and will motivate younger generations as well. I call this show and tell. Here is a post about showing the impact of a gift: <https://www.onlinegiving.org/support/show-and-tell-to-increase-generosity>

Make it easy for them to give the way they like to give. Studies have shown that the way Americans do commerce has changed dramatically. Younger generations are driving much of this. To engage with younger donors, you must offer the platforms they use and be where they are. Our platform is perfect for the mobile society we live in. With OG, your offering plate will never be closed, and it will be easy and quick to give to. We offer the latest, most up-to-date tools. Does your provider?

Thank them for their gift. 75% to 80% of thank you email receipts are opened. This gives you a perfect opportunity to briefly tell your story and encourage additional gifts. By using the tools provided by Online Giving, our church partners can customize the giving confirmation receipts sent after each gift. You can use these receipts to communicate a heartfelt thank you for the contribution, key events, or other opportunities needing support and service. Your giving receipts can become vehicles to tell stories of how God uses their gifts in the local community and beyond. Our platform walks you through step by step how to set this up. If you have difficulty, our Customer Service will show you how to customize your receipts. Does your online provider offer that kind of service?

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Offer them the opportunity to give again. If they gave the first gift, another well-crafted appeal has a great chance of being responded to. I advise all my clients to encourage donors to make their gifts recurring. By offering that option, you will be pleasantly surprised by how many check that box and begin their journey into the joys of a life of generosity—all because you asked.

By 2045, the next generation will inherit a staggering \$84 trillion, presenting a significant opportunity for churches to engage with these future donors.² Churches will need to meet this strategic shift, or they could be faced with a financial disaster. With our platforms, tools, and coaching, you can be prepared for the next generation of donors. Contact us today at (615) 206-4000 or at support@onlinegiving.org.

1. https://shop.barna.com/products/meet-the-digital-donor-the-state-of-generosity-series-digital-report?vgo_ee=kglGmoNhikvyVSEU3IVTEqyPUFd7JHyq9acdSgULWaM%3D
2. <https://www.fastcompany.com/91016524/great-wealth-transfer-explained-how-some-gen-x-millennials-gen-z-are-getting-rich>