



Stewardship in Uncertain Times

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Additional Resources

- Blog site:
<https://gsbfundraising.com/category/news/>
- Mike's Book:
 - Abundance: Creating a Culture of Generosity
Fortress Press, 2020
 - Available at Fortress Press, Amazon, Barnes and Noble

Ground Rules

- This is a stewardship conversation
- Focus is on generosity
 - A few stories

Stewardship in a recession

In each of 5 recessions since 1980, Protestants have increased their giving percentage

- Initial positive response (tell stories now)
- Decline (our job is to mitigate this now)
- Surge (major donors lead)
- New Normal (everyone joins)

Communication

- Impact and outcome, not busyness
- Crisis plan
- Join me/us
- How/when
 - Email/website/mail
 - Video at GSB Site on Communication

Immediate Activity

- Check in on Top 10
- Check in on Council
- How to invite to grow in generosity even if overall dollars decrease due to circumstance
- Analysis—March 15-April 30—who hasn't given in that period?

Automatic Giving

- Still signing up
- \$50 challenge per sign up
- Use own financial institution or 3rd party app
- Join me/us

Abundance

- Ship can only sink once
- Tell stories of generosity
- Have an offering and tell outcome or generosity stories
- Donor advised funds
- Beyond congregational survival

Cares Act

- PPP should not be first story of generosity
- It is a commitment to keeping people employed
- Should be used to cover those who really have lost income, not those who are scared
- Stimulus checks

Quarterly Reminders/thanks

- More personal
 - Not a transactional receipt
- Improve your thank you
 - Call a donor per day
- Tell stories of impact
- Evaluate non-donors from March 15-April 30

Grow Deeper

- Stewardship for All Seasons
- Beginning a Culture of Generosity
 - <https://gsbfundraising.com/category/news/>
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