“It’s Not About The Money… It’s About Relationships!”

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What Do You Want for Your Church and its Members?

- Living an intentional Christian life
- Seeking increased faith engagement
- Going deeper in discipleship
- Growing the Body of Christ
- Creating a better and just neighborhood
  - …City or Town
  - …World
What Will It Take to Accomplish It…?

It’s not …

• your programs or worship
• church marketing, branding, labels, logos
• clever signs or titles, websites, Facebook pages or phone apps

It’s always about relationships!

How Are Your Relationships?

“I just wanted to confirm that you aren’t interested in me.”
How Are Your Relationships?

- Monthly meeting with guest speaker: donor engagement = greater giving

Others *ARE* Interested…

*Dating your Donors: How to get them to Commit*
Others are “dating our people…”

To Foster Good Relationships

Start by *listening*

- Appreciative Inquiry Summit
- Gratitude boxes – easy gateway to improved listening
“May I ask you a few questions?”

The Appreciative Interview Guide for Congregations

“Tell me about your best experience…”
“What is the core value of your church?”
“If you had three wishes…”

www.appreciativeway.com

Gratitude Boxes

I am grateful to God for my Episcopal Church, because...

Name (optional) __________________________
Gratitude Boxes are *Magic*

- Have people complete the sentence
- Use bright colored cardstock and post them in a random way to draw attention
- People (*and visitors*) will be amazed…

Listening Builds Stronger Relationships

- **LISTENING** is *the most powerful form* of personal acknowledgment
  
  *…a way of saying,*

  “You are important to me.”
Listening Builds Stronger Relationships

- **Listening** creates a desire to cooperate among people because they feel accepted and acknowledged

- **Newcomer Ministry**: people seeking a spiritual home!

Still The Most Important Relationship

“The goal of our stewardship ministry is to help people **grow in their relationship** with Jesus through the use of the time, talent, and finances that God has entrusted to them.”

---Charles Lane, p.11
Grow People’s Relationship with God

Help people foster life-long habits of spiritual practices

- The “second half of life” spirituality movement

*Giving* and *generosity* are spiritual practices
“A More Excellent Way…”

• Stewardship entails all areas of life, not just our money life
  • Pull back to a bigger picture
  “The glory of God is a human being fully alive.”
  --Irenaeus

How Are We Spiritually Gifted?

People don’t know about spiritual gifts
  Many unaware they HAVE spiritual gifts
Yet people truly desire a deeper walk with God
Discovering Our Spiritual Gifts

• Take a Self-scoring inventory
  • Vestry or Bishop’s committee
  • Adult Ed. classes
  • Confirmation

• Serve from your strengths, not just your willingness

Why Use Our Gifts?

• Using Spiritual gifts brings out the “image of God-ness” in us

• If we truly mean “Thy Will be done,” using our God-given gifts will bring us joy!
God is Calling *You*!

- **Keystone Habit**: Help people learn their gifts and *put them to use*
- *Using one’s gifts is a critical path to spiritual growth!*
- The Church needs *ministers*, not simply volunteers

Relationships with Others

Create a culture of thanking at church

Humane Society fundraiser in Tucson

- *Form letter “thank you,” then what?*
- *Next year’s appeal*

What’s the church equivalent of “driving the dog around”?
Relationships with Others

Do more thanking:

*Use a creative, personal thank you*

*Begin with Sunday servers, acolytes, lectors, etc.*

Thanking people affirms their gifts!

Write six ‘thank you’ notes a week for six weeks—see the change

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Relationship with Community / World

- To connect with local missions & agencies, give away the “plate”

- You *already DO THIS!*  

- Little money spent abroad on missions, development, poverty relief: 1 – 2% of giving

*Passing The Plate*  
(Oxford University Press, 2008)
Relationship with God

• Help people see themselves as a “steward”
• Uphold “stewardship” as desired way of life
• Teach about it!
  • Adult formation classes
  • Book studies
  • Adult Journey

Create parishioners who understand they have a stake... in forming a church deserving of people’s charitable giving—especially their own!
Connect Giving to Changed Lives

- People want to know their giving makes a difference
- Tell stories of lives being transformed! This is critical…
- Send thank you notes for people’s estimate of giving (pledge)

Tell Your Mission Story

Be interesting
- It is SINFUL to be boring

Connect story to a response
Be clear how to give money or get involved
Tell Your Mission Story

• Use Social Media regularly, consistently
  • Gen-next gets all their info here!
  • “Word of Mouth on Steroids”
• Ask youth and young adults to create content
• Monitor closely; praise frequently and loudly!

Deep Relationships Lead to Planned Gifts

• Make it easy for Legacy Giving
  • Wills, beneficiary
  • Some people give this way rather than to operating
  • Go figure
Keys to Implementing

Build relationships with your people

- Begin with the skill we under utilize: 
  
  *Listening*

- Don’t guess what people think: *Ask*

- Use response boxes

Make it Easy to Give Online

- With some people not coming to church, you must ask (politely) for giving to continue

- Publish many methods of electronic giving

  - ACH

  - Bank draft

  - Credit cards
TeleCare = Deeper Relationships

- Calling ministry of genuine care:
  - Check in call for each parish household
  - Call through the church directory from church
  - “A phone call of love.”

TeleCare Ministry = Connection

“Connection, along with love and belonging (two expressions of connection) is why we are here, and it is what gives purpose and meaning to our lives.”

--Brené Brown
How Does TeleCare Work?

• Volunteers call entire church membership on a routine basis
• One question:
  “We’re calling to see how you are and if there’s anything you want us to pray for?”

Key Benefits

• Calling members says: “We love you, and want to support you in prayer”
• People feel cared for, and looked after
• You will discover and respond to needs
TeleCare = Deeper Relationships

- People feel *connected* and in a caring relationship with their church
- They *know* the church doesn’t only think about their money

The Key Benefit for You

- *Relationship building* extends your ministry of Pastoral Care in the best possible way
- It’s what Jesus calls us to do…
Remember…

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• your programs or worship
• church marketing, branding, labels, logos
• clever signs or titles, websites, Facebook pages or phone apps

*It’s about building relationships!*

Never forget…

“The glory of God is a human being fully alive” -- *Irenaeus*
Last but not least…

Thank You!

“Let’s take a brief break…"