

“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

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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!

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How Are Your Relationships?



“I just wanted to confirm that you aren't interested in me.”

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How Are Your Relationships?



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

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Others **ARE** Interested...



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Others are “dating our people...”



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To Foster Good Relationships

Start by ***listening***

- Appreciative Inquiry Summit
- Gratitude boxes – *easy gateway to improved listening*



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“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

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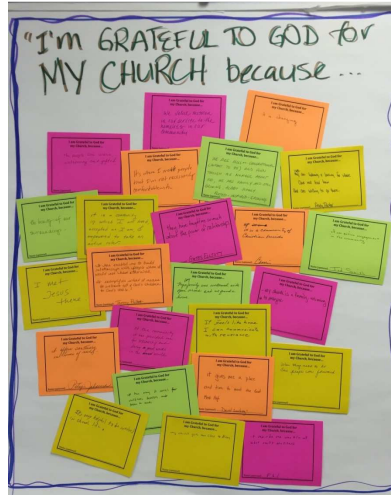
Gratitude Boxes

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

Name *(optional)* _____

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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...

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Listening Builds Stronger Relationships

- LISTENING is ***the most powerful form*** of personal acknowledgment
...a way of saying,
 "You are important to me."



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Listening Builds Stronger Relationships



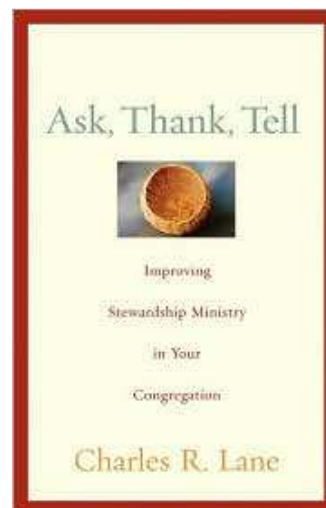
- **Listening** creates a desire to cooperate among **people** because they **feel accepted and acknowledged**
- *Newcomer Ministry:* people seeking a spiritual home!

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Still The Most Important Relationship

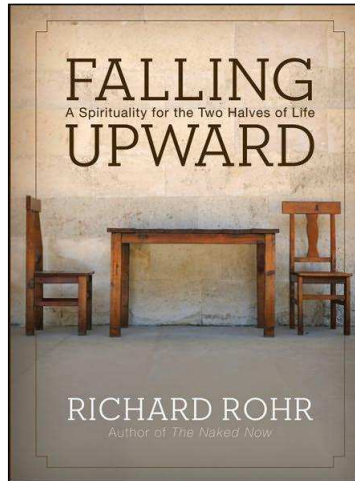
“The goal of our stewardship ministry is to help people **grow in their relationship** with Jesus through the use of the time, talent, and finances that God has entrusted to them.”

--Charles Lane, p.11



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Grow People's Relationship with God



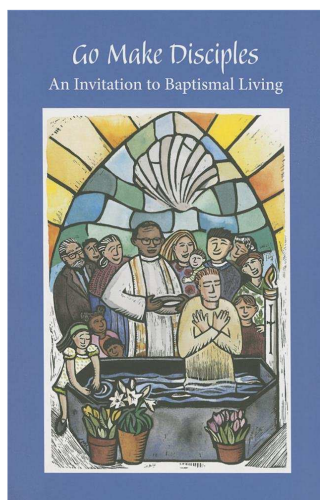
Help people foster life-long habits of spiritual practices

- The “second half of life” spirituality movement

Giving and ***generosity*** are spiritual practices

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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

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“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



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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

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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

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Why Use Our Gifts?

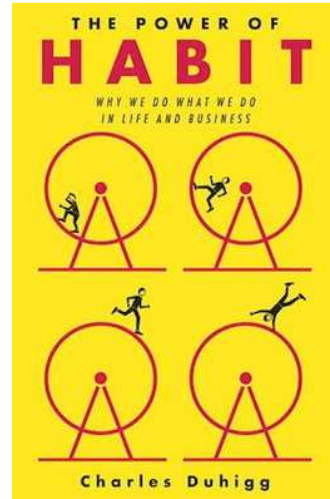


- Using Spiritual gifts brings out the “image of God-ness” in us
- If we truly mean “*Thy Will be done,*” using our God-given gifts will bring us joy!

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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



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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"?

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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*

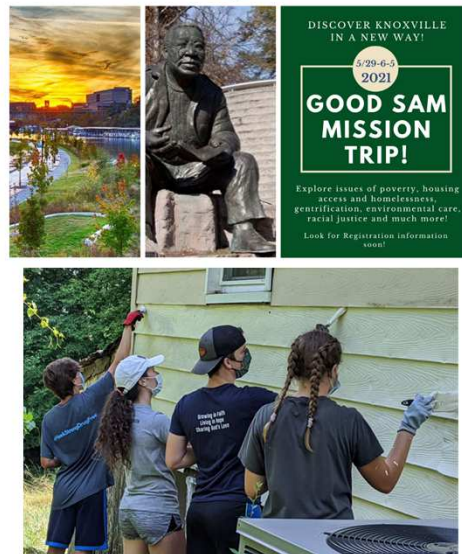


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Relationship with Community / World

- 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

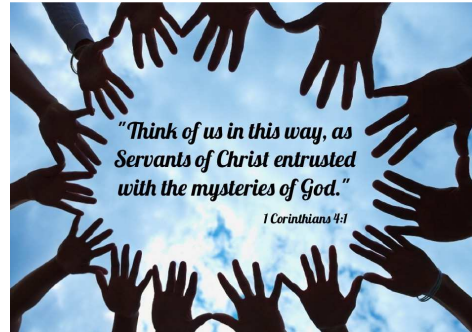
Passing The Plate
(Oxford University Press, 2008)



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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*



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Relationship with God

Create parishioners who understand *they have a stake... in forming a church deserving of people's charitable giving—especially **their own!***



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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*)

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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

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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!



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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*

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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**



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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



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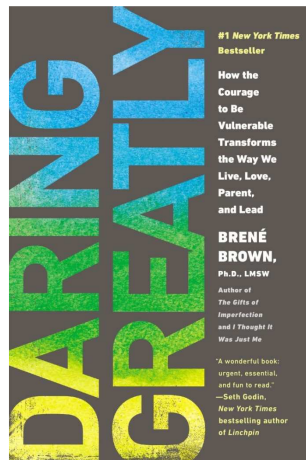
TeleCare = Deeper Relationships



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

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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

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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?”



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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



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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



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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...

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Remember...

It's not about...

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

It's about building relationships!

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Never forget...



“The glory of God is a human
being fully alive” -- *Irenaeus*

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Last but not least...

Thank You!

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"Let's take a brief break..."

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