

LEADER CONVERSATION GUIDE

Funding Ministry with Joe Park

Episode 120

The Significant Shifts in How Churches Raise Money to Fund Their Mission and Vision

Most church leaders would agree that they're experiencing some shifts in giving. And while it's not always easy to talk about money, financial means resource our ministries and our churches. It's important that they're healthy.

In the past 15 years, the percentage of households giving to charity has dropped 18%. Research says that the number one corollary to generosity is being a Christian. With trends showing a significant decrease in generosity, how can we adjust? How can we develop cultures of generosity?

On this week's episode, Joe Park from Horizons Stewardship joins Tony on the podcast to talk all things money and giving.

The Correlation Between Financial Health + Ministry Health

- There is a strong correlation between how healthy a church is and how well funded its ministries are.
- **Healthy churches:** It's harder to fund the ministry because there is a very clear vision and a strategic plan to get there.
- **Unhealthy churches:** Churches are spending very little on ministry because they lack vision. It's not difficult to spend little on a ministry that is doing little.

The Giving Shifts + Trends

- The number of households giving to charities has significantly decreased.
- Fifteen years ago, 68% of households were giving to charities. Today, that number is around 50%.
- Shift in wealth: The upper 10% has 13% more of the nation's wealth than it did in the 1980s.
- If these trends hold, the church will have 20% less ministry funding.

Millennials: How to Get Them Involved

- They need to have an influence on the mission and vision to want to give.
- Start with volunteering—they are more likely to volunteer than to give.
- Communicate differently—they are on different channels and platforms.
- Transparency and authenticity are incredibly important.

Shift Your Language with Key Donors

- Engage them differently. We often don't involve them in the ways they want to be involved. Invite high capacity donors to serve in high capacity roles.
- Shift the language to communicate we want something FOR them, not FROM them.

Biggest Funding Challenges/Mistakes

- Lacking a big, compelling vision.
- Not articulating a clear discipleship path, and including generosity in that process.
- Not clearly communicating your expectations of your leaders and staff.
- Not define what “money words” (tithe, offering, etc.) mean in your church.
- Not developing a funding plan.

Next Steps

- Trying to navigate how to best fund your ministry?
Horizons Stewardship helps church leaders make disciples and fund ministry through a collaborative framework that is tailored to the unique culture of the church. Learn how Horizon can serve your church [here](#).
- Do you have a clear vision for the future of your church?
The Unstuck Group wants to help you take steps towards health and growth by defining how you're going to get where you want to go. [Learn more about our process](#).

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