

10 Components of Successful Stewardship in Difficult Economic Times

Wayne B. Clark, Ph.D.

UUA Director of Congregational Stewardship Services

wclark@uua.org

207.829.4550

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“There is no power greater than a community discovering what it cares about. Ask ‘What’s possible?’ not ‘What’s wrong?’ Keep asking . . . Be brave enough to start a conversation that matters.”

Margaret J. Wheatley
Turning to One Another

Research During Past Recessions

- **Giving to faith communities was positive but didn't increase**
- **The strong congregations stayed strong**
- **The troubled became strong with good leadership**

“Giving During Recessions and Economic Slowdowns”

Center on Philanthropy

Indiana University

I.

Take an Appreciative Inquiry Approach

- **Focus on recent successes**
- **Ask “What’s possible,” not “What’s wrong.”**
- **Discover the root cause of success**
- **Ask “What resources do we need?”**

2.

Share the Research

- **Acknowledge the impact**
- **Look for opportunities**
- **Keep your nerve**
- **Don't cave in to despair and helplessness**
- **Don't feed the anxiety**

3.

Develop a New, or Revitalize an Existing Vision and Mission

- **Dynamic and unique**
- **Specific, measurable goals**

4.

Develop a New, or Revitalize an Existing Strategic Plan

- **Build on the vision and mission**
- **Get many involved**
- **Quick and dirty**
- **Follow a comprehensive communication plan**

5.

Use Program Budgeting

- **Worship and music**
- **Lifespan religious education**
- **Community within**
- **Outreach**
- **Connection to Unitarian Universalist Association**

6.

Practice Openness and Accountability

- **Build trust**
- **Speak intentionally about finances**
- **Teach how to get out of debt**
- **Teach how to save**
- **Inspire living beyond the roar of our consumer driven machine**

7.

Ask!

- **Ask *everyone* for a financial commitment**
- **Ask in personal stewardship conversations**
- **Speak from your heart**
- **“I remember the time when . . .”**
- **Acknowledge each commitment**
- **Coach and encourage lead donors**

8.

Use an Electronic Giving Program

- **Promote intentionally and consistently**
- **Inexpensive**
- **Manage cash flow**
- **Consider vancoservices.com**

Jan Palmer

800.774.9355 x496

9.

Think “Mission Expansion”

- **Human needs trump bricks and mortar**
- **“What difference will my commitment make?”**
- **“How will this project benefit people?”**

10.

Be Pastoral

- **Ask visionaries to lead**
- **Financial folks add support**
- **Now, more than ever**

Review

1. Appreciative Inquiry

2. Share research

3. Strategic plan

4. Vision + mission

5. Program budgeting

6. Open + accountable

7. Ask!

8. Electronic giving

9. Mission expansion

10. Be pastoral

For More Information

www.uua.org

***Type giving during tough economic times
Into the Google box***

Wayne B. Clark

wclark@uua.org

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Beyond Fundraising

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800.215.9076