

20 Fundamental Principles

Here are some fundamental principles and their implications that provide additional perspectives for planning and conducting a financial enlistment program.

- 1 People need more time to accomplish almost anything than they at first think (so we need to start planning early enough to provide ample time to accomplish the plans).
- 2 People who have experience for themselves the joy of being good stewards are more likely to be able to plan and conduct a financial enlistment that will help others to experience a similar joy (so we need to put good givers in charge of the effort).
- 3 People give more for what they understand (so a year-round program of stewardship and mission education is needed).
- 4 People give more for what they have helped to determine (so they should be given opportunities to share in decisions about the church's work).
- 5 People in any congregation are not all the same (so we need to formulate plans in ways that demonstrate concern for various members).
- 6 People benefit from making a yearly review of their values, lifestyles, and contributions (so asking them to make a new decision about their giving is not an intrusion but a valuable service).
- 7 About one third of the people provide about three fourths of all money received by the congregation (so we need to give priority attention to how we work with this one third).
- 8 People profit from the commitment in growth experienced by other Christians (so at least every two or three years we need to plan a financial enlistment that gives one person opportunity to talk personally and privately with another person or family about giving money).
- 9 Many people receive most of their income on a monthly basis (so we need to encourage these people to pay most of their commitment on a monthly basis).
- 10 People do not respond as well if the same approach is used year after year (so we need to vary the methods we use).
- 11 People do not graduate from the school of Christian giving (so we need to keep challenging our best givers to re-examine their giving).
- 12 People pay more attention to what is given special attention by the Church (so we need to dedicate financial commitments in a special worship context, the matter what methods have been used to seek or receive such commitments).
- 13 All people do not face the same financial circumstances (so it is always wrong to suggest that a "fair share" is the church's budget divided by the number of members).
- 14 People do not usually take offense at being considered generous (so we can invite them to consider a significant increase in the giving without insulting them).
- 15 People give more dollars in response to a specific challenge (so we need to invite people to give a specific dollar amount or a specific percentage of what they possess).
- 16 People give to people (so we need to maximize personal contact in all phases of seeking and receiving commitments, especially in years when the personal visits are planned).
- 17 People need time, in privacy, to give serious consideration to their commitment (so we need to allow time between the occasion for the challenge and the occasion for the response).
- 18 People like to feel that they are important to the Church, that they matter (so we need to follow-up when no financial commitment is received and we need to follow-up when a financial commitment that has been received is not fulfilled).
- 19 People need to consider their total financial situation as they decide on their commitment (so we need to invite them to think about a cumulative assets as well as current income).
- 20 People appreciate being appreciated (so we need to include ways of thanking people for their commitments and for their actual gifts).