



PRACTICAL IDEAS FOR
**YEAR-END
GIVING**

● Tuesday, September 17, 2024
6:30pm CDT

PRESENTER: Rev. Dr. Ken Sloane, Director of Stewardship at Discipleship Ministries

1

Stay Connected!

umcdiscipleship.org/stewardship





 UMCStewardship

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 ksloane@umcdiscipleship.org

2



12 ideas

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“You Are the Context Expert for Your Church!”



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Develop a Year-Round Strategy



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- More than a campaign
- Messaging strategy
- Bulletins, Newsletters
- Photos, Videos,
- Social Media
- Small Group Studies
 - Money, Values, Finance
- Worship Series
- Personal Testimonies
- Can include a campaign

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<https://www.umcdiscipleship.org/articles/november-14-2023-developing-a-year-round-stewardship-strategy>

Embrace/Expand Digital Giving

- Scheduled, recurring electronic giving
- Provide more options/convenience
 - EFT, Web, Tap-to-give Onsite App
- Text-to-give,
- More invitations to give
- Consider the quick, small gift appeal



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<https://www.umcdiscipleship.org/articles/12-things-to-consider-when-choosing-an-online-giving-platform>

Promote Mission Front and Center



3

- Tell your mission/impact stories
- 3rd Quarter Statement, and the "3½" Statement
- SS, Youth, VBS, Backpack programs
- Use a variety of voices and media
- Hope, Compassion, Community
- Narrative Budget Online Course is available now

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<https://www.umcdiscipleship.org/articles/creating-a-narrative-budget-the-story-behind-the-numbers>

This Idea Might Work in My Context...



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1. Year Round Strategy
2. Digital Giving Expansion
3. Mission Fron & Center

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Thank You, Thank You, Thank You!

- Up Your "Thank You" Game
- Power of handwritten, mailed note
- Praise their generosity
- Celebrate what's been done
- Formula: Ask, Thank, Tell
- "Letters that Inspire Generosity"
- Non-profit world "7 touches"
- Start with "thank you" to leadership

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<https://www.umcdiscipleship.org/articles/5-tips-for-writing-letters-that-inspire-generosity>

Remember Your Saints!



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- 1st Sunday in November
- Memorial Gifts
- "Saints in Training"
- Celebrate their contribution
- Honor/Memory with gift
- "\$20=Sunday School curriculum for one student."
- Celebration & thankfulness

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<https://www.umcdiscipleship.org/resources/memorial-and-honor-giving>

Reconnect with Wider Family

- Folks who have moved away
- Children who have drifted...
- Live stream wider audience
- Facebook friends of church
- Homecoming Sunday
- Extended ministries (AA, NA)
- Blue Christmas (Grieving)
- Neighborhood

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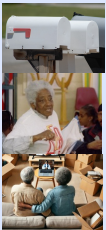
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<https://www.umcdiscipleship.org/articles/5-stewardship-lessons-from-a-homecoming>

This Idea Might Work in My Context...



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4. Thank You, Thank You

5. Remember Saints

6. Reconnect Wider Family

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#GivingTuesday December 3, 2024

2023 #GivingTuesday Stats



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- 100 Countries involved
- 34M Adults in U.S. alone
- \$3.1B given (US) in 2023
- Only 12 years old!
- Visit website: [GivingTuesday.org](https://www.givingtuesday.org)
- Engage community?

#GIVINGTUESDAY™

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<http://www.GivingTuesday.org>

Schedule a Miracle!

- Miracle Sunday
- Tithing Sunday
- Matching Challenge
- Mission Project
- 100% Apportionments
- Christmas/Thanksgiving

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<https://www.umcdiscipleship.org/articles/is-your-church-ready-for-a-miracle>

Celebrate Commitments



9

- Estimate of Giving
- Put up by church or included with card.
- Contextual for your church
- "Step Up" Commitments
- All Responses
- Online Recurring treated as a pledge

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<https://www.umcdiscipleship.org/articles/could-your-church-use-a-digital-estimate-of-giving-card>

This Idea Might Work in My Context...



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- 7. Giving Tuesday
- 8. Scheduled A Miracle
- 9. Celebrate Commitments

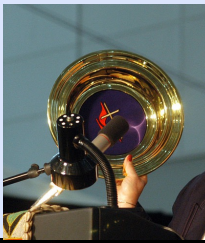
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Maximize “The Offering Moment”

- Offering is in transition in many places
- Moment – Attention on Giving
- Don’t Waste that Moment - Engage
- What Can You Share in 1-2 minutes?
- Talk about impact, witness, lives touched
- No better time - make a case for generosity
- Speak to virtual audience as well!

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[https://www.amazon.com/Better-Offering-Unmistakable-Generous-Churches/dp/B08Q9W9QTH/ref=sr_1_1?](https://www.amazon.com/Better-Offering-Unmistakable-Generous-Churches/dp/B08Q9W9QTH/ref=sr_1_1?pf_rd_p=5a7d3e3d-9d30-4631-b055-5d5881211212)

Offer a Different Kind of Gift-Giving



11

“It’s Not Your Birthday!”

- How honor Jesus’ birth?
- Many folks don’t need anything
- Alternative to “more stuff?”
- What in your church’s mission could be a gift of love?
- Provide an attractive gift-giving experience?

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18

[https://www.amazon.com/Christmas-Not-Your-Birthday-Experience/dp/1426727356/ref=sr_1_1?](https://www.amazon.com/Christmas-Not-Your-Birthday-Experience/dp/1426727356/ref=sr_1_1?pf_rd_p=5a7d3e3d-9d30-4631-b055-5d5881211212)

Think Beyond the Offering

YEAR-END IS A Time for Giving	
SEVEN	Eight to any amount is a minimum gift to the church or other organization. Gifts should be given by the end of the year to ensure a deductible gift year.
NO APPROPRIATED PROPERTY	Any item transferred that has no cash value or is not a tangible asset (e.g., a car, boat, or house) is not deductible. Gifts should be given by the end of the year to ensure a deductible gift year.
CHARITABLE GIVING	Gifts should be given by the end of the year to ensure a deductible gift year.
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- Stock, Bonds
- Real Estate
- Auto, Antique
- Bitcoin
- Gifts from IRA (QCD)
- Legacy Giving
- UM Foundation

12

GIVING FROM Your IRA MAY SAVE YOU MONEY

If you have an Individual Retirement Account (IRA) and are age 72½ or older, you should know about a way you can give to your church that will strengthen the church's ministry and produce tax savings for you. Here are some important facts you should know.

1. INDIVIDUAL RETIREMENT ACCOUNTS HAVE COME OF AGE (IRA)

More than 100 million Americans have IRAs. Through all the marketing, there are many who don't know what an IRA is or how to use it. Here are some facts you should know.

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<https://www.umcdiscipleship.org/articles/end-of-year-giving-bulletin-insert>

POLL: This Idea Might Work in My Context...

POLL

- 10. The Offering Moment
- 11. Alternative Gifting
- 12. Beyond The Budget

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20

Additional Resource From Horizons Stewardship

Best Year-End Giving

FULLY FUND YOUR MINISTRY PLAN AT YEAR-END.

DOWNLOAD

<https://resources.horizons.net/yearend-campaigns>

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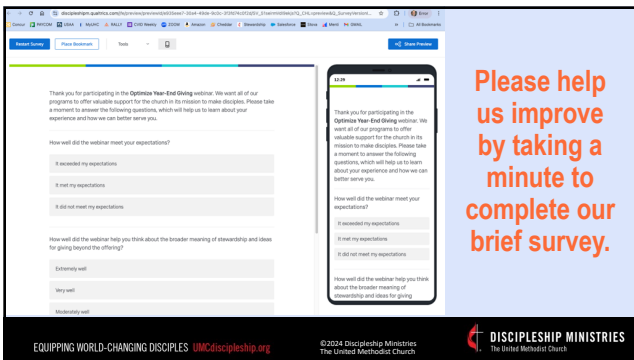
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<https://resources.horizons.net/yearend-campaigns?>



22



23



24

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Discipleship Ministries

Stewardship

Stewardship is a matter of choice, responsibility, and trust. The way to steward is in the joyful surrender of possessions and the use of God. Stewardship is a joyful responsibility, not a burden. It is the use of God's gifts for His glory and the good of the community. Stewardship is the way to live out our faith in the world. It is the way to live out our faith in the world. It is the way to live out our faith in the world.

Financial Ethics



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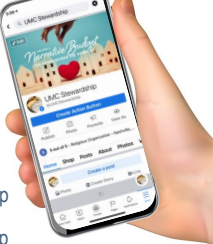
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25

9