

What Gets in the Way of Generosity?

Five steps toward a more faithful invitation to give

Stewardship is an invitation into God's mission. Money is a tool for ministry, not the purpose of ministry.

A QUICK CHECK: WHERE DOES YOUR NEXT APPEAL NEED CARE?

Choose one appeal. Mark each step: R = ready A = needs attention M = missing.

1 IDENTIFY

R [] A [] M []

Do we know the people we are inviting?

Hindrance: assuming instead of listening.

Try: five listening conversations without a financial request.

2 INFORM

R [] A [] M []

Can people explain the purpose and the plan?

Hindrance: costs and deficits without ministry context.

Try: explain the purpose, goal, timeline, use of funds, and reporting.

3 INSPIRE

R [] A [] M []

Can people see why this ministry matters?

Hindrance: reporting activities without revealing meaning.

Try: pair one clear fact with one truthful story, shared with permission.

4 INVITE

R [] A [] M []

Is the requested response clear and respectful?

Hindrance: hinting, apologizing, or applying pressure.

Try: state what to consider, how to respond, and by when.

5 IMPACT / THANK

R [] A [] M []

Have we planned gratitude and follow-through?

Hindrance: celebrating the total and then going silent.

Try: thank participants; report progress, results, and changes.

ONE FRAMEWORK. FOUR DIFFERENT PURPOSES.

Annual appeal	Sustain ongoing ministry; invite a clear annual commitment.
Special appeal	Define a particular need, goal, deadline, and use of excess funds.
Capital campaign	Connect scope, cost, and timeline to a credible ministry purpose.
Debt reduction	Explain the debt and verify what financial relief will actually occur.

MY NEXT FAITHFUL STEP

In the next 30 days, we will strengthen: _____

By taking this action: _____

Person responsible: _____ By this date: _____

A reflection tool, not a prediction of giving. Grace before obligation; invitation without pressure.

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