

GENEROSITY AS VIRTUE AND PRACTICE

- **Generosity is a moral virtue.** As a habit of the heart, generosity has to do with our being and our behaving. As a virtue, generosity describes people who are gracious, kind, and grace-giving.
- **Generosity is a practice.** The word *aplotes* is used in Christian Scriptures to describe the generous giving of financial gifts in connection with fundraising campaigns. Generous people “spend freely on good projects,” because they have compassion for the world in which they live.

From a presentation by Bill Enright, Lake Institute on Faith & Giving

Three Windows to Transparency

Who are we? Identity

What are we about? Mission

How do we do what we do? Stewardship

Putting Generosity into Practice

- Get the message right
- Be personal and specific
- Tell your story with passion
- Be financially accountable
- Create big giving opportunities
- Celebrate your successes

Institutional Prerequisites for Good Fundraising

- A keen sense of vision – your desired future
- A definitive plan – how to turn your vision into reality
- Engaged leadership – executive, staff and board share the vision
- Advocates – people of influence who can speak on your behalf
- Strong relationships – with prospective donors and advocates
- A compelling case – why people will want to support your mission
- Excellent communications
- A commitment to best practices – in professional fundraising
- Transparency & accountability – in decision-making and finances

Best Practices: The Keys To Fiscal Success

- Operational Management:**
 - Mission clarity
 - Narrative budget
 - Annual giving program
 - Multiple giving opportunities
 - Personal finance training
 - Planned giving education
 - Donor appreciation
- Stewardship Integration in Worship:**
 - Teach stewardship regularly
 - Emphasize stewardship in worship
 - Nurture generosity in children
 - Celebrate the offering
- Create a Culture of Generosity:**
 - Adult bible studies
 - Leadership education
 - Membership classes

In a United Church of Canada study, congregations that embraced these best practices experienced an average an 82% increase in per capita giving over six years.

Source: Barbara L. Fullerton, "Growing Generosity: Identity as Stewards in the United Church of Canada," Wesley Theological Seminary, May 2009.

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**PRESBYTERIAN STEWARDSHIP
 KALEIDOSCOPE CONFERENCE:
 THE CHANGING LANDSCAPE OF RELIGIOUS GIVING**
 MARCH 1, 2011

#1: People of faith are generous givers.

	People Who Attend Their House of Worship Regularly Every Week or More Often	People Who Attend a House of Worship Less Than a Week per Week or Have No Religion
Percentage giving money to charity each year	91	66
Percentage volunteering each year	67	44
Value of annual charitable gifts	\$2,210	\$642
Number of secular volunteers	1.2	0.8
Percentage giving money to secular charities each year	71	61
Percentage volunteering for secular causes each year	60	39
Value of annual charitable gifts to secular charities	\$532	\$467

Note: N=29,213. SOURCE: SCRS

Source: Arthur C. Brooks, "Who Really Cares," Basic Books, 2006, p. 192

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 at Indiana University**

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#2: Religion is the beneficiary of people's generosity.

Types of recipients of contributions, 2009
 Total = \$303.75 billion
 (\$ in billions - All figures are rounded)

Recipient Type	Amount (\$ billions)	Percentage
Religion	\$101.65	33%
Education	\$101.01	33%
Public-society benefit	\$22.77	8%
Arts, culture, and humanities	\$12.54	4%
Health	\$22.45	7%
International affairs	\$3.89	1%
Environment/animals	\$2.15	1%
Foundation grants to individuals	\$3.51	1%
Unallocated	\$28.25	10%
Gifts to state-charitable foundations	\$31.00	10%
Human services	\$21.09	7%

Source: Giving USA Foundation™ / Giving USA 2010

The Altered Landscape of Religious Giving

Not Your Parents' Offering Plate
 A New Report by Financial Researcher J. Cliff Christopher

**People have money and they continue to give.
 Religion is just no longer their charity of choice!**
 J. Cliff Christopher

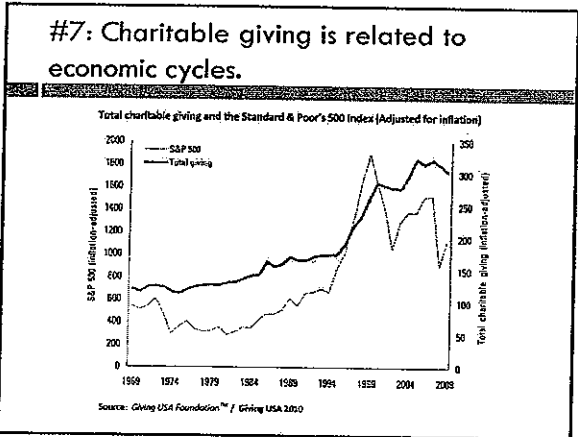
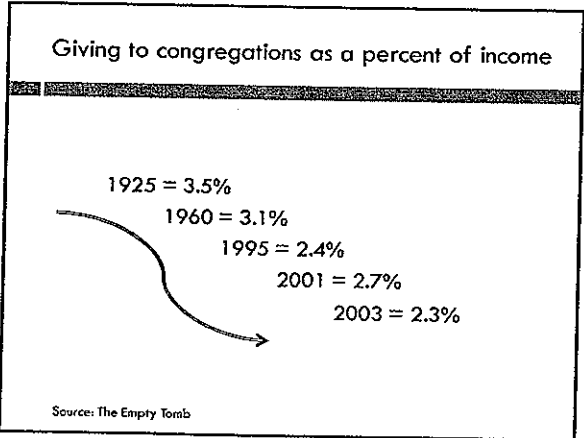
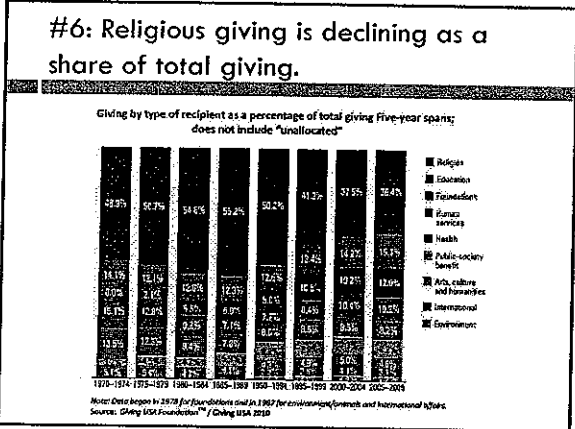
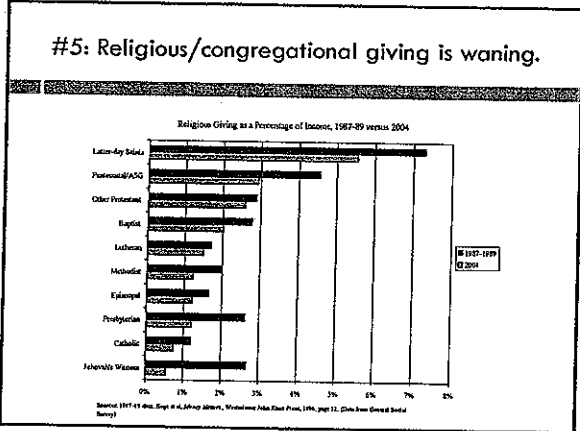
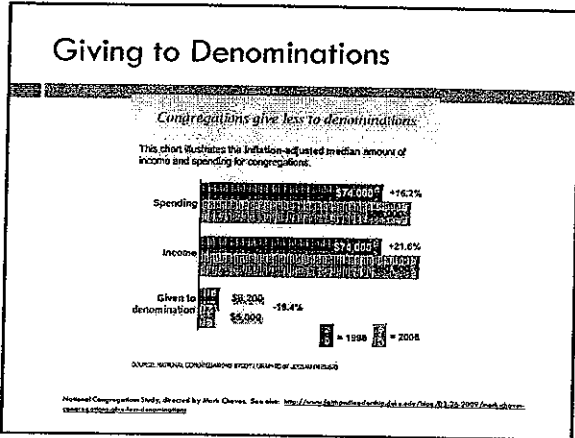
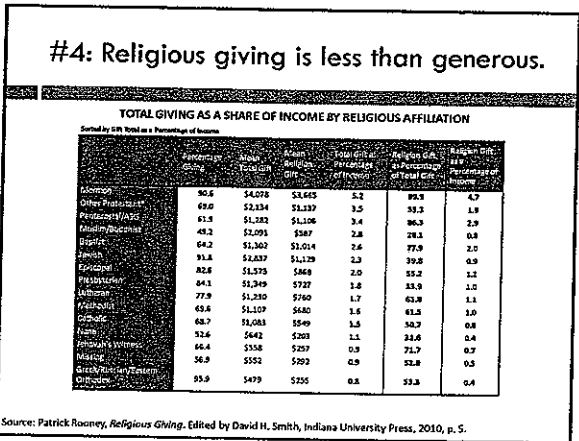
#3: Generous giving is the legacy of a small minority.

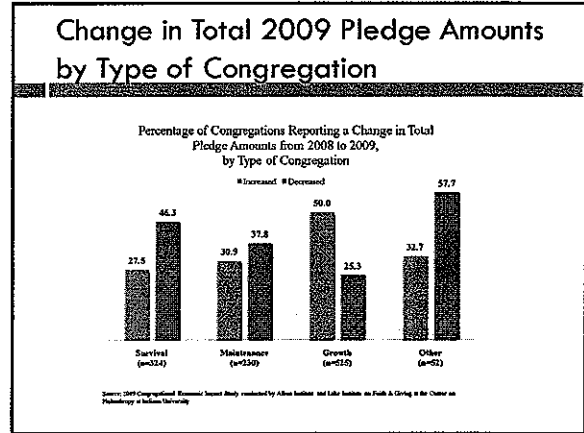
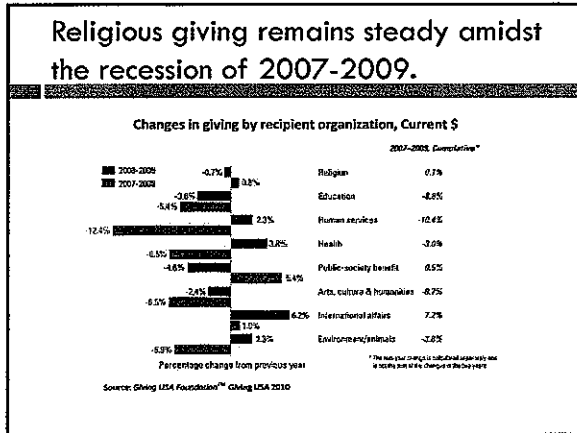
Percent of Total Dollars Given by Church-Attending Christians

Percent of total dollars contributed by regularly church-attending and self-described "strong" or "very strong" Christians grouped in five percentiles by increasing levels of generosity.
 (Source: General Social Survey, 1998)

Generosity Level	Percent of Total Dollars
Lowest-givers	8.0
Low-givers	0.01
Mid-givers	0.07
Mid-high-givers	0.4
High-givers	0.7
Very high-givers	0.8
Highest-givers	1.1
Very high-givers	1.2
Highest-givers	2.2
Very high-givers	2.4
Highest-givers	3.6
Very high-givers	5.6
Highest-givers	8.3
Very high-givers	14.5
Highest-givers	31.1

Source: Christian Smith, Michael Emerson, Patricia Snell, "Passing the Plate," Oxford, 2008, p. 42.

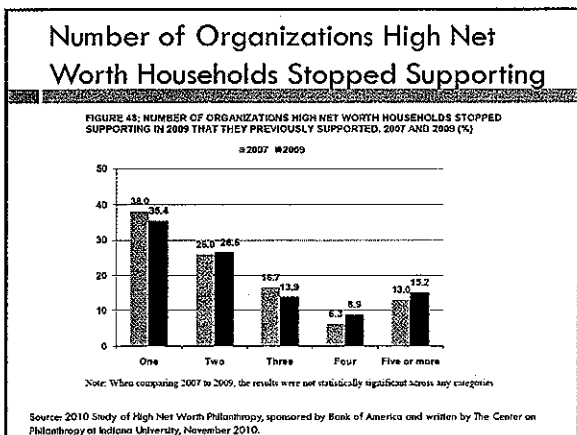
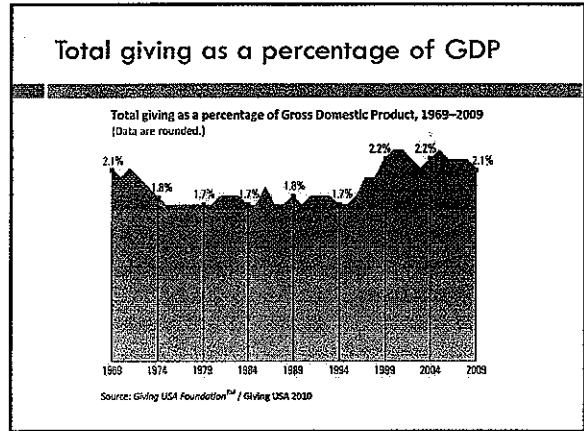




High Net Worth Philanthropy

- Average decline in giving from 2007 to 2009 = 34.9%
- Median decline in giving from 2007 to 2009 = 10.8%
- Decline in giving to religion from 2007 to 2009:
 - 43.4% average
 - 1.4% median

Source: 2010 Study of High Net Worth Philanthropy, sponsored by Bank of America and written by The Center on Philanthropy at Indiana University, November 2010.



#8: Giving reflects shifts in the larger religious culture.

2009 Congregational Economic Impact Study Confirmed:

- Weekly church attendance matters.
- Size of congregation matters.
- Age of congregants matters.
- Income of congregants matters.
- Location matters.
- Dependence on endowments matters.