

The Power of Language in Inspiring and Soliciting Gifts

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Talk About:

Don't Talk About:

the church's mission.....the church's budget
ministries that embody our mission.....programs/buildings that need our support
what we can/could do as a congregation.....what we're not able to do
our unique gifts and resources.....what other congregations have
potential for growth.....potential for cutbacks
possibilities for the future.....limitations on the future
opportunities.....challenges
the opportunity to give.....the responsibility to give
the joy of giving more.....the difficulty of giving more
expressing gratitude.....satisfying an expectation
investment.....commitment
inspiration.....obligation
"if we do..."....."if we don't..."

Negative Example:

"Our church faces many challenges. Our budget is stretched, our buildings need work, and there are many things we'd like to do that we simply aren't able to do because of our limited resources. If our members don't increase our giving, we may have to cut back on some of our programs and activities. We know that giving more to the church may be hard for you, but each member has the responsibility to give to the church in order to support our operations. So we are asking you to make a commitment to give something to First Church so that we are able to meet our obligations."

Positive Example:

"As you know, our church's mission is to share Christ's love through everything we do. We are blessed with powerful opportunities to embody that mission in our ministries. Our ministries of worship, education, and service have had a profound impact on the lives of our members and our neighbors in the community and around the world. This church has the opportunity to grow in faith and mission in extraordinary ways, and we believe that God is calling us to embrace that future. Each of us can help answer that call by investing in the present and future mission of this church through our giving. We invite you to do that by considering the ways in which God has blessed you through our congregation's ministry, then make a generous and joyful gift that expresses your gratitude for those blessings."

WHICH OF THESE WOULD INSPIRE YOU TO GIVE?