

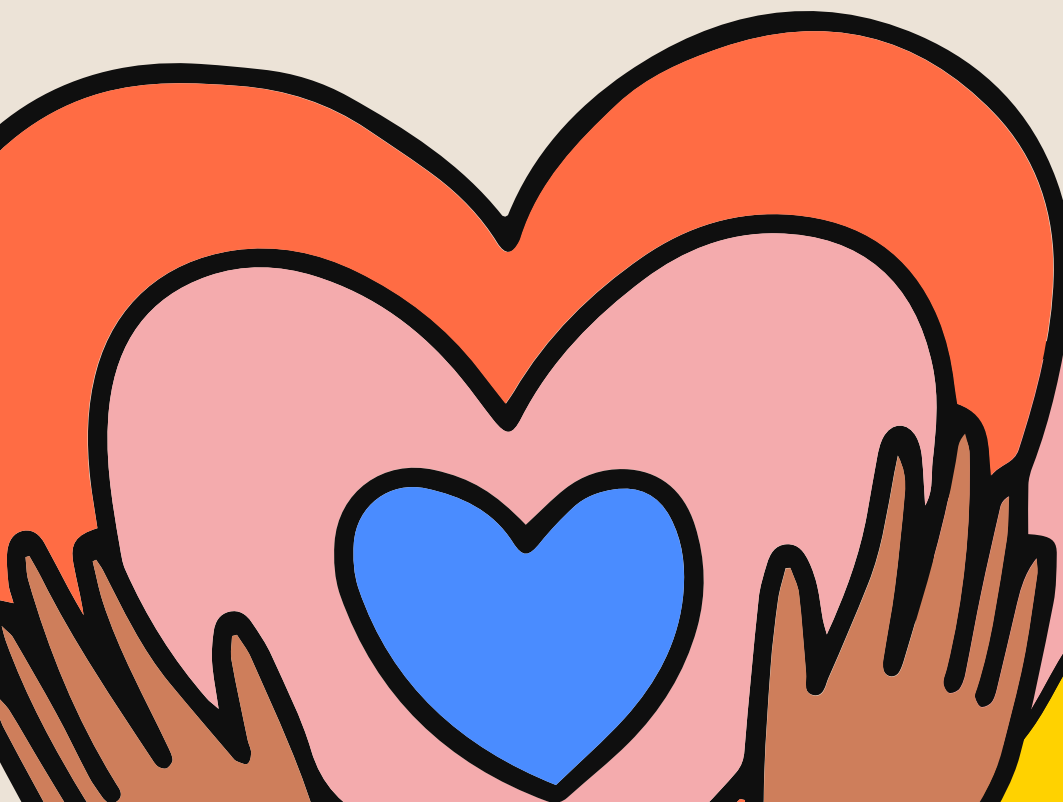
& W  NDERFUL

GIVE
THANKS

Moravian Ministries Foundation in America
Summer Stewardship Short #3

Story > Statistics

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VICE PRESIDENT/DIRECTOR OF PROGRAMS
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Grateful!

believe

AGENDA:

- INTRODUCTION
- THE DATA
- THE RESPONSE
- THE INVITATION
- CONVERSATION





**What would
Jesus do?**

The Widow's Offering

⁴¹ Jesus sat down opposite the place where the offerings were put and watched the crowd putting their money into the temple treasury. Many rich people threw in large amounts. ⁴² But a poor widow came and put in two very small copper coins, worth only a few cents.

⁴³ Calling his disciples to him, Jesus said, "Truly I tell you, this poor widow has put more into the treasury than all the others. ⁴⁴ They all gave out of their wealth; but she, out of her poverty, put in everything— all she had to live on.

Mark 12:41-44



**What would your
church do?**



**What are we doing
wrong?**



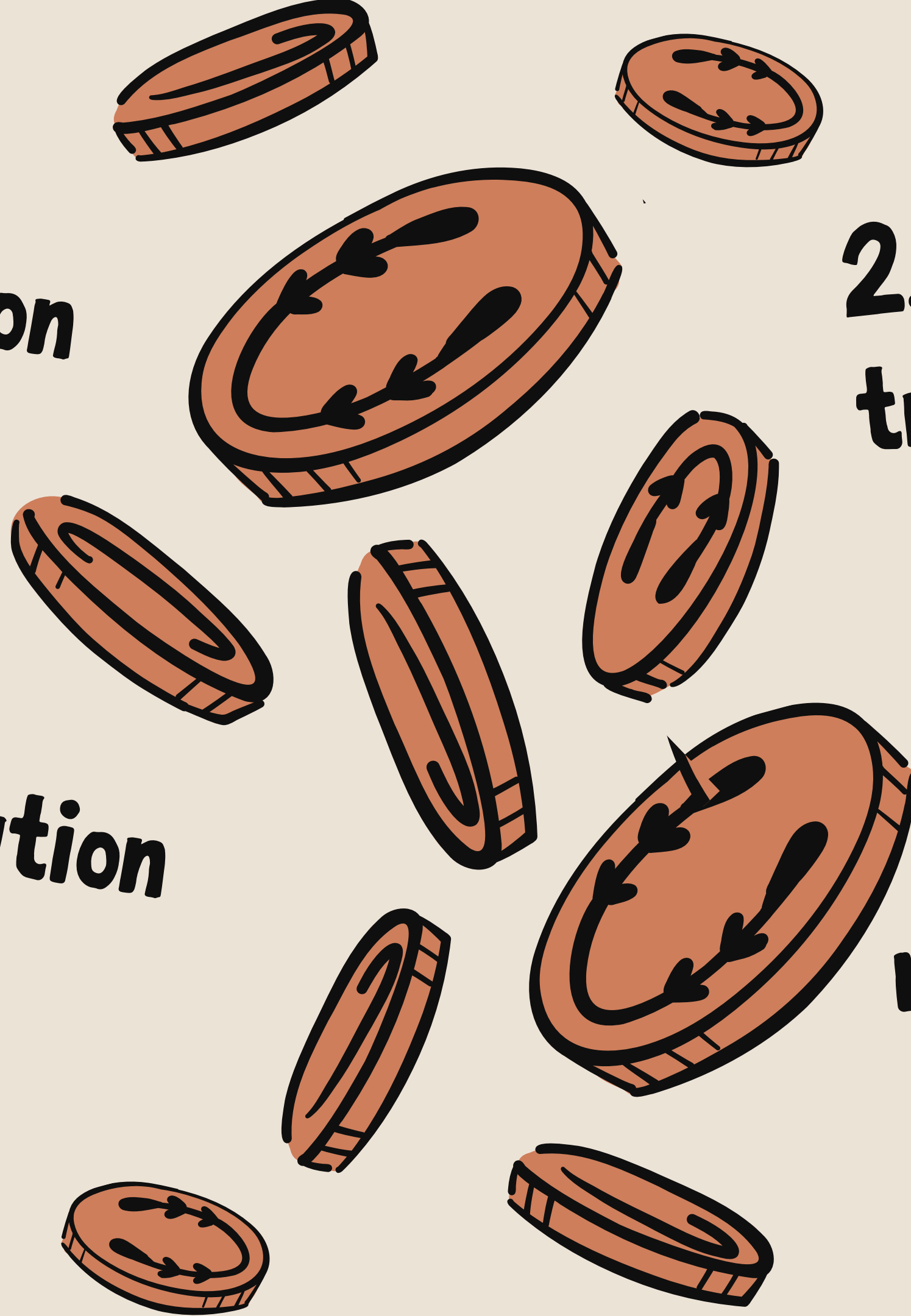
**What does the data
tell us?**

**1. Giving
consolidation
dilemma**

**2. Generational
transition**

**3. Disaffiliation
Factor**

**4. Digital giving
double edge**



1. Giving Consolidation

- **\$617,000,000,000**
- **\$1,000+ up 4.7%**
- **\$151,600,000,000**



Questions to Ask

- How do we retain the people who are already giving?
- How do we help people see the impact of their giving?
- How do we invite givers into deeper generosity?



2. Generational Transition

- 18% more
- 130% increase, 31% decrease
- 21% vs. 9%



2. Generational Transition

- Stop assuming younger generations are less generous.
- Make the church's mission as visible as its budget.
- Give people something specific to say "yes" to.



3. Disaffiliation Factor

- 29%
- 35%
- 41%



3. Disaffiliation Factor

- Community connection → Giving & growth
- Vitality → Outward-facing
- Open to change → Giving



3. Disaffiliation Factor

~~How do we get people to give?~~

What kind of church inspires people to want to give?



4. Digital Giving Double Edge

- 2X
- 34%
- ?



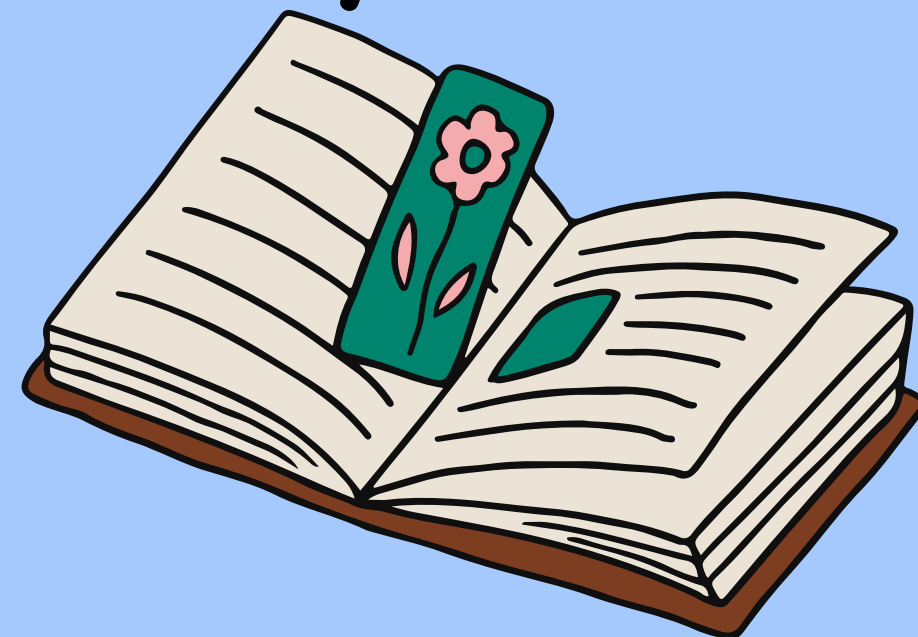
The Adaptive Response



- Lead with belief
- Tell mission-stories year-round
- Use a narrative budget

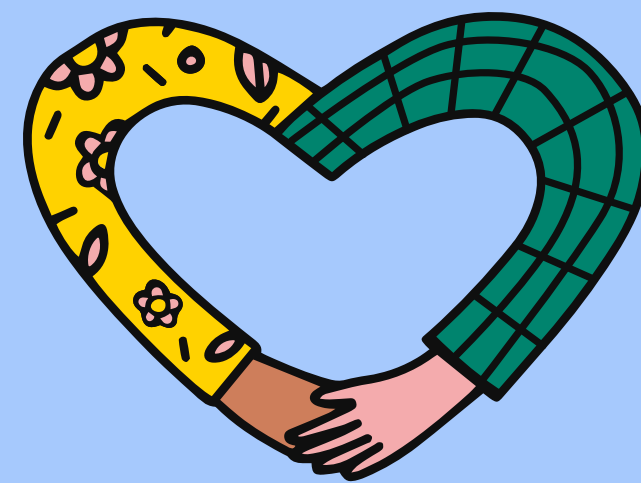
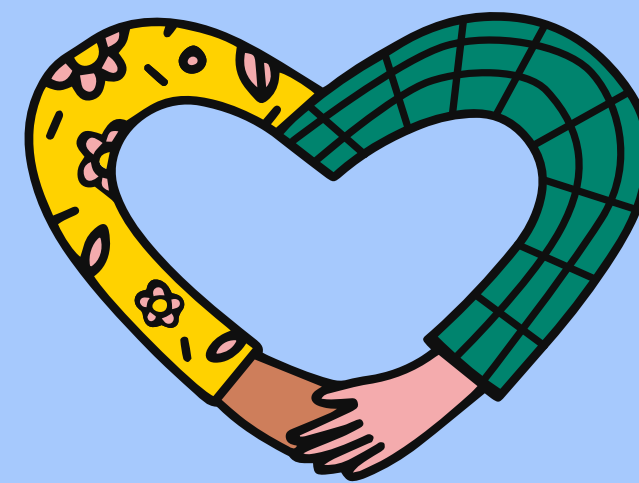
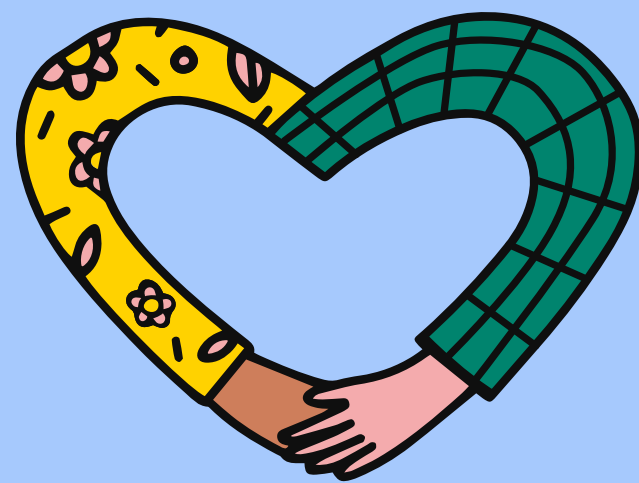
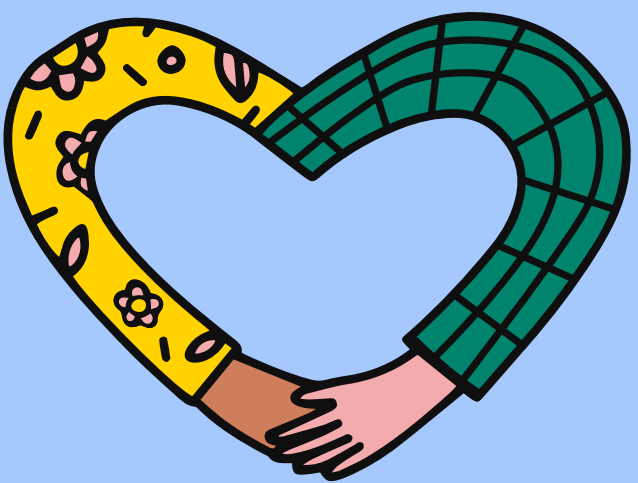
Narrative budget

- Speaks a language people understand
- Makes your mission visible
- Shifts ask from institutional to missional
- Shows people what their generosity makes possible



Narrative Budgets

- **Salaries: 45%**
 - **Facilities: 30%**
 - **Programming: 15%**
 - **Administration: 10%**
- **Transforming lives: 45%** (pastoral care, spiritual formation,
 - **Serving our neighbors: 30%** (food pantry, after-school program, community partnerships)
 - **Gathering and worship: 15%** (worship, facilities, hospitality)
 - **Equipping for mission: 10%** (administration, communications, leadership development)



The Invitation



³³With many similar parables Jesus spoke the word to them, as much as they could understand. ³⁴He did not say anything to them without using a parable.

