

**Members Webinar
with
Dr. John R. Frank, CFRE**



Upcoming Events:

February

- 21: [Increase Your Direct Mail Fundraising Results](#) (live event in Louisville)
- 27: [Member Hot Topic / Template Talk](#)

March

- 13: [Growing Your List - Members Webinar](#)
- 20: [Member Hot Topic Call](#)
- 27: [Member Template Talk](#)



NEW BOOK:

**THE ESSENTIAL
FUNDRAISING
HANDBOOK**
for Small Nonprofits



Available at Amazon and TheNonprofitAcademy.com



**The Call of the Steward:
Generosity to Your Cause**
The Nonprofit Academy Webinar

Dr. John R. Frank, CFRE
www.TheFrankGroup.us

Introduction

- + What does stewardship mean in our nonprofit world today?
- + How does stewardship address the “have and have nots” of today's culture?

Who is the steward?

- + The steward is in relationship with the owner.
- + The steward is responsible for all areas of life on behalf of the owner.
- + The steward is a manager of resources.

Stewardship is:

- + ...living a lifestyle which understands that all of life, time, talent, treasure, touch, relationships, and our environment, are all a gift to us. And we have a short time to enjoy them and use them wisely.



Development is:

- + ... Creating opportunities to connect donors/stewards to the causes they care about and desire to make a difference.



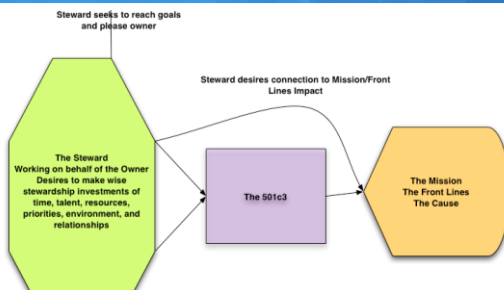
Why are some rich, some poor?

- + Deuteronomy 16:17
- + Each of you should give in proportion to the way the Lord your God has blessed you.
- + Our world has some with much to give, some with less to give. Conclusion: some have great riches, some will not.
- + But we all must be generous.

The Call to Generosity

- + 2 Corinthians 8:7
- + Just as you excel in everything – in faith, in speech, in knowledge, and in your love for us, see that you also excel in this grace of giving.
- + We are to be EXCELLENT in our generosity.
- + It is the call of the Steward.

Stewardship Investment Process



The Journey of the Steward

- + From birth to death
- + Encompasses all things: Time, Talent, Treasure...
- + And creation, relationships, priorities, etc.
- + What does generosity have to do with our journey?

Stewardship is a way of life

- + Give to Live by Douglas Lawson
- + Using medical, psychological, and social research, he concluded those who are philanthropic live longer, more joyful, and richer lives.

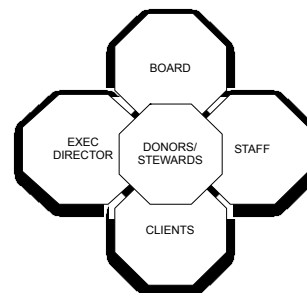
Stewardship is about generosity

- + Generosity changes the giver.
- + Acts 20:35 - It is more blessed to give than to receive. WHY?
- + Transactional giving versus Transformational stewardship

Why our organizations need Stewards

- + Our development programs should be focused on the Stewards goals, and not just our fundraising goals.
- + We seek to CONNECT stewards to our mission.
- + When they connect to our mission, giving follows.
- + When stewards give, they, as well as our mission, are blessed.

Non Profit Relationships



The Impact of Generosity on the Steward

- + We are all on a personal lifetime Journey as a Steward.
- + The end result of our stewardship and development strategies is that stewards will be connected to the causes and people they care about, and be generous THROUGH our organizations.
- + In this way they will meet THEIR stewardship goals.

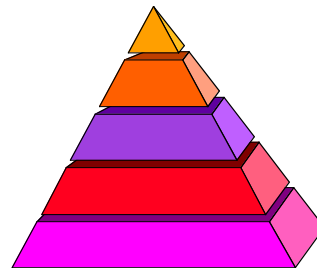
The Impact of Stewardship

- + Front lines impact on people, as stewards give
- + Stewards receive the benefit of knowing they are doing good
- + The organization provides connection and communication between steward and the mission

Stewardship Strategies – Our Responsibilities

- + Educational – to inform stewards of your vital worker
- + Involvement – to offer ways to be involved for all types of people
- + Giving – to offer a variety of giving opportunities
- + Asking – to make sure stewards know the need is real
- + Other – to keep learning new ways to inform and connect stewards.

Create connections strategies for all levels and types of Stewards



Concluding Remarks

- + If we are to bring stewards to the people we touch, we must create connection strategies.
- + The steward is called to serve people, whether through your organization or others. The impact is ultimately on people.
- + It is your responsibility to connect people/stewards to the causes they care about.
- + And to care about THEIR goals and concerns.

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