



WORLD EVANGELICAL ALLIANCE STEWARDSHIP SURVEY

STEWARDSHIP, GENEROSITY, GIVING AND FUND MOBILISATIONIN WORLD EVANGELICAL ALLIANCE MEMBERS

Biblical stewardship, generous living, Kingdom focused giving and God-honoring fund mobilization should become a way of life in the evangelical community. The responses to the World Evangelical Alliance Stewardship Survey indicate that though stewardship, generosity and giving are seen as very important to Christian life, this is not always reflected in teaching and preaching in local churches and theological institutions. This has an impact on actual giving. A better theological and practical engagement in the areas of stewardship, generosity, giving and fund mobilization as well as wealth and poverty might be needed. Stewardship, generosity, giving and fund mobilization training could be valuable in the World Evangelical Alliance community while the development of appropriate stewardship platforms in WEA members should also be considered.

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**THE WORD
EVANGELICAL
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INDICATES THAT
STEWARDSHIP,
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CHURCH AND
MINISTRY.**

**HOW CAN THIS
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Executive Summary

The World Evangelical Stewardship Survey indicates a broad agreement among WEA members (Evangelical Alliances, Associate Members and Denominational Members) that Biblical stewardship, generous living, Kingdom-focused giving and God-honouring fund mobilisation should be part of Christian, church and ministry life. 58 Evangelical Alliances, 25 Associate Members and 4 Denominational Members completed the Survey. Unfortunately the importance of stewardship, generosity and giving as a life-style is not always preached in churches and taught in theological institutions.

Though giving by Christians seems to be better than expected, giving to cross-cultural mission is very modest and even low. There seems to be a specific need to understand and practice Kingdom-focused giving. The most important obstacles to giving relate to issues around wealth and poverty, little integration of generosity and giving into whole life discipleship, disconnect between generous living and generous financial giving and issues around financial stewardship. Greed, materialism, financial planning (especially in the West where indebtedness is a major obstacle to giving) and poverty (especially in the Global South) should therefore be addressed to encourage giving.

There are significant differences in the perception of financial strength of churches and believers between different countries with nearly 50% of Evangelical Alliances indicated that the financial strength of churches and believers linked to their Alliances are either weak or very weak. Ways to support poorer evangelical churches and believers have to be looked into.

The Stewardship Survey responses indicate that there are already:

- 1 Evangelical Alliance stewardship officer;
- 2 WEA Denominational stewardship officers;
- 6 Evangelical Alliance stewardship working groups;
- 1 WEA Denominational stewardship working group;
- 1 WEA Denominational stewardship commission;
- 10 Evangelical Alliance fundraisers;
- 8 WEA Associate Member with full-time fundraisers;
- 8 WEA Associate Members with fundraising teams.

The Stewardship Survey responses also indicate that:

- 22 Evangelical Alliances have nobody in their Alliances who encourages giving
- 27 Evangelical Alliances and 3 WEA Denominational Members want to start stewardship working groups or commissions;
- 13 Evangelical Alliances and WEA Denominational Members want assistance in developing stewardship working groups or commissions;
- 34 Evangelical Alliances and WEA Denominational Members want to develop a generosity strategy;
- 37 Evangelical Alliances, WEA Associate Members and WEA Denominational Members want assistance in fundraising training;

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WEA
STEWARDSHIP
STRATEGY**

- 37 Evangelical Alliances, WEA Associate Members and WEA Denominational Members want assistance in generosity training;
- 32 Evangelical Alliances, WEA Associate Members and WEA Denominational Members want assistance in developing a fundraising culture in their Alliances, ministries and denominations.

The World Evangelical Alliance Stewardship Survey shows the challenge to make Biblical stewardship, generous living, Kingdom-focused giving and God-honouring fund mobilisation part of the life-style of every evangelical Christian, church and ministry. The question is how such a vision could be encouraged in the World Evangelical Alliance community.

The Survey provides some direction on how this vision could become a reality through for example a stewardship, generosity, giving and fund mobilization culture and strategy throughout the World Evangelical Alliance community. Such a movement should be supported and enabled by the World Evangelical Alliance global leadership. The Survey also provides a platform for further support for WEA members, initiatives, commissions and global partners in the area of stewardship, generosity, giving and fund mobilisation. This will hopefully result in increased income for WEA members.

The WEA Stewardship Survey responses suggest theological challenges, specific focus areas for support and the need for a WEA Stewardship Commission that can catalyse a stewardship, generosity, giving and fund mobilisation strategy in the WEA community. As such it would be good for Evangelical Alliances, WEA Associate Members and WEA Denominational Members to reflect on the results of the Survey.

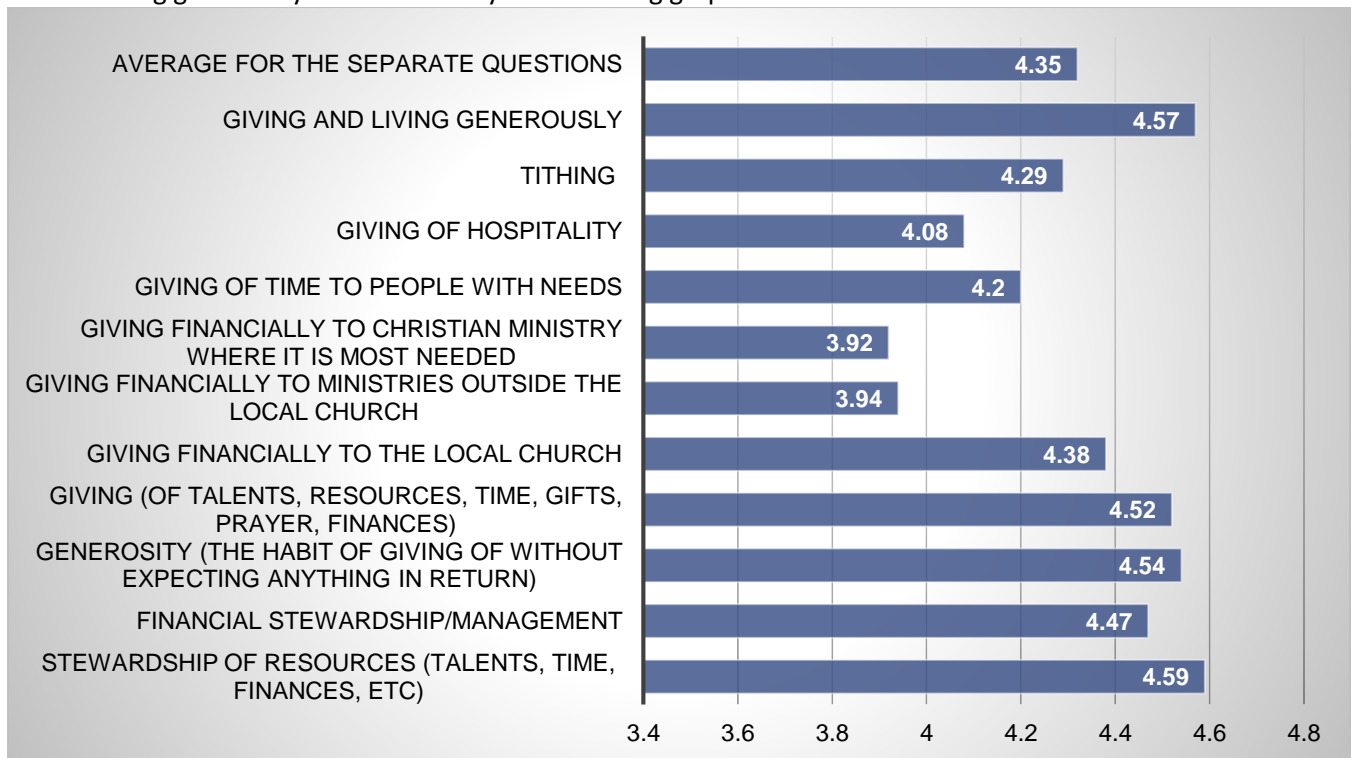
There are already a large number of stewardship, generosity, giving and fund mobilization resources at the following websites: <http://conversation.lausanne.org/en/resources/browse/category/Resource+Mobilization> and <http://community.generositymovement.org/en/resources>. One of them is the Generosity Resources List that can be accessed through the following link http://conversation.lausanne.org/en/resources/detail/13386#.UvACeBB_vuI. WEA members can download, use and distribute these resources. For further information and assistance please send an e-mail to ggncoord@gmail.com.

Dr Sas Conradie
Coordinator Global Generosity Network
February 2014

Key findings and graphs

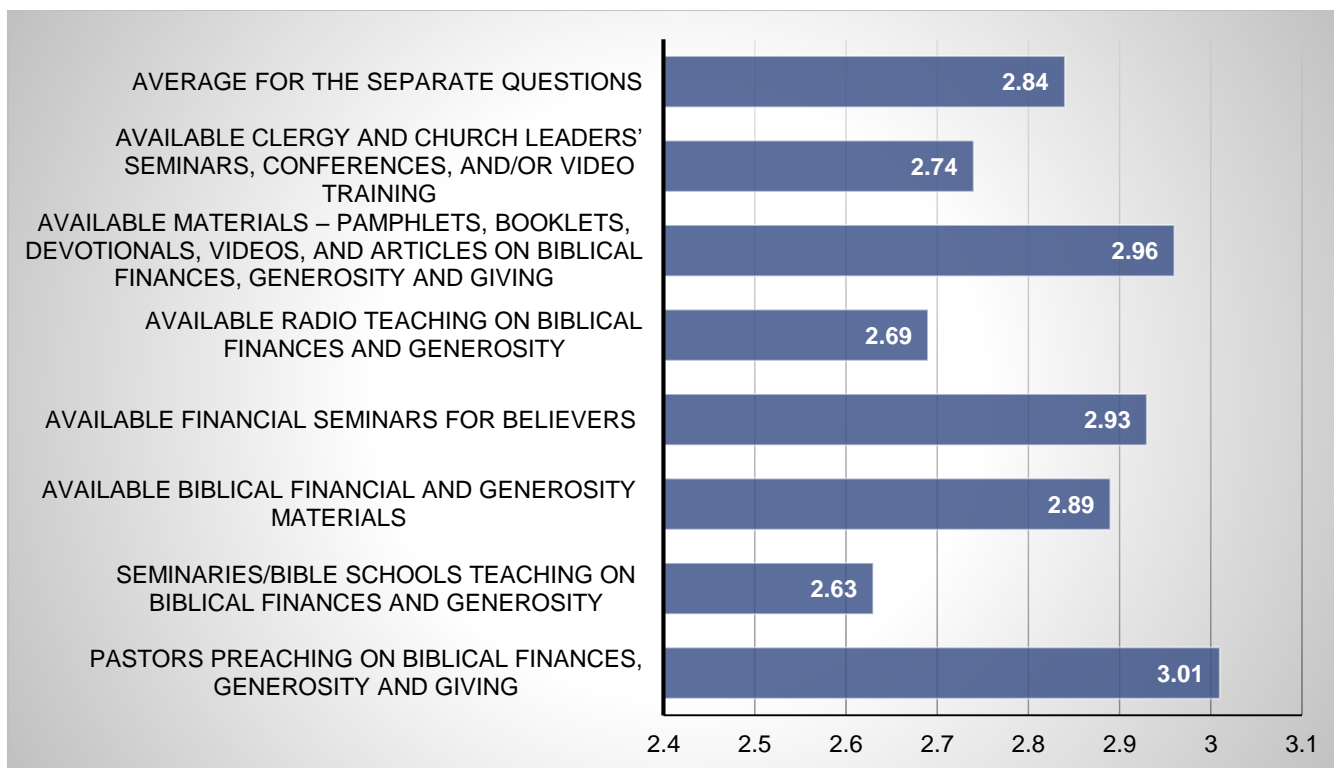
1) Importance of stewardship, generosity and giving in Christian life

Evangelical Alliances, WEA Associate Members and Denominational Members gave an average of 4.35 out of 5 for 11 questions on the importance of stewardship, generosity and giving in Christian life. The only 2 questions that received less than 4 out of 5 related to giving to ministries outside the local church and ministry where it is most needed. This was due to lower scores by especially Denominational Members. The highest scores were given to questions about stewardship of resources and giving and living generously as illustrated by the following graph:



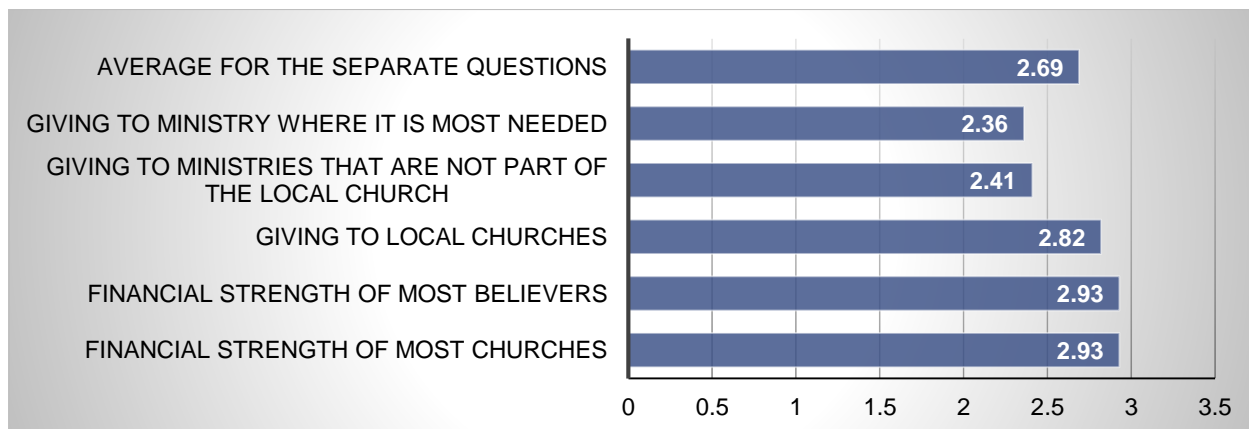
2) Perceptions about stewardship, generosity and giving teaching

Respondents gave an average score of 2.84 out of 5 to 7 questions about their perception of stewardship, generosity and giving teaching. As the graph shows, the highest score was given to pastors preaching about Biblical finances, generosity and giving. The lowest was given to seminaries and Bible Schools teaching on the themes with Denominational respondents specifically critical of the teaching in seminaries with a score of only 2 out of 5. In general Associate Members gave higher scores to the questions than Evangelical Alliances and Denominational Members.



3) Perceptions on local church giving

The relative low level of teaching and preaching might result in lower levels local church giving as is reflected in 5 questions related to local church giving. The average for the 5 questions was 2.69 with giving to ministries that are not part of the local church and giving to ministry where it is most needed scoring much lower than the questions on the financial strength of churches and believers as well as giving to local churches. It is interesting that the average scores for the financial strength of churches and believers are the same. That might indicate that most believers actually give close to their abilities to churches. The financial strength of believers might need to be increased to increase the financial strength of churches. What is not clear in the total figures, is the inequality between Christians and churches globally. Nearly half of Evangelical Alliances indicated that the financial strength of churches and believers are either very weak or weak. On the other side 7 indicated that the financial strength of churches and believers are either strong or very strong. This then has an impact on giving to local churches and ministries.

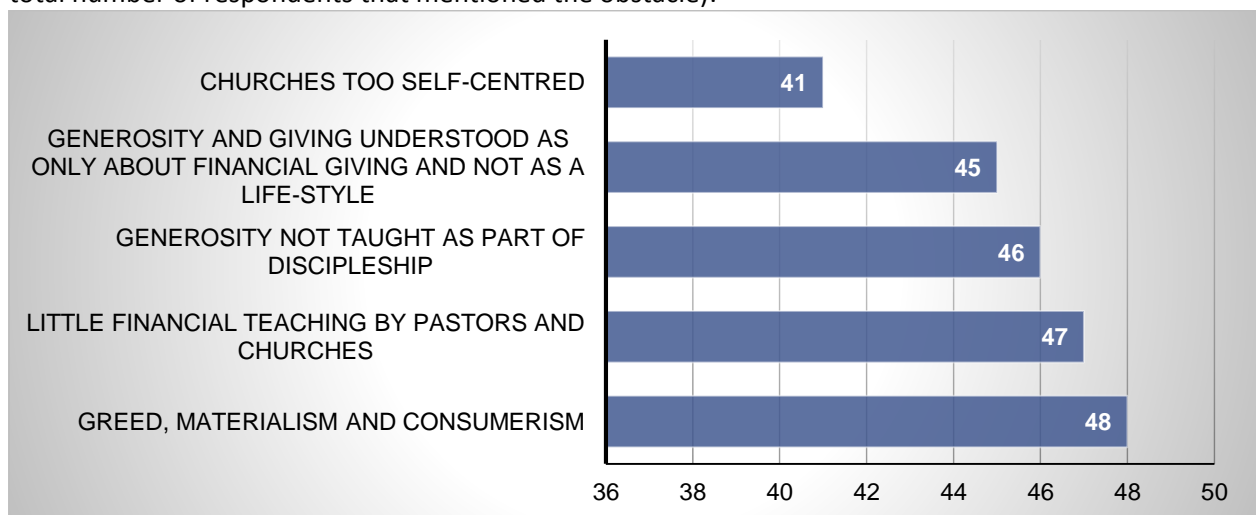


4) Existing perceived giving

An extremely difficult question to answer for most respondents, the best conclusion to the 4 sub questions might be that much more research is needed in the levels of church and cross-cultural mission giving. On the basis of the responses, it seems as if 10-25% of Christians tithe, they give about 5% or their income to Christian causes and give 3% of their giving to cross-cultural mission. However the denominational respondents estimate that their members give only 1-2% of their giving to cross-cultural mission. Local churches seem to give roughly 4% of their income to cross-cultural mission which is still very low and could be the result of a wrong theological understanding of the focus of giving as was observed in the first question.

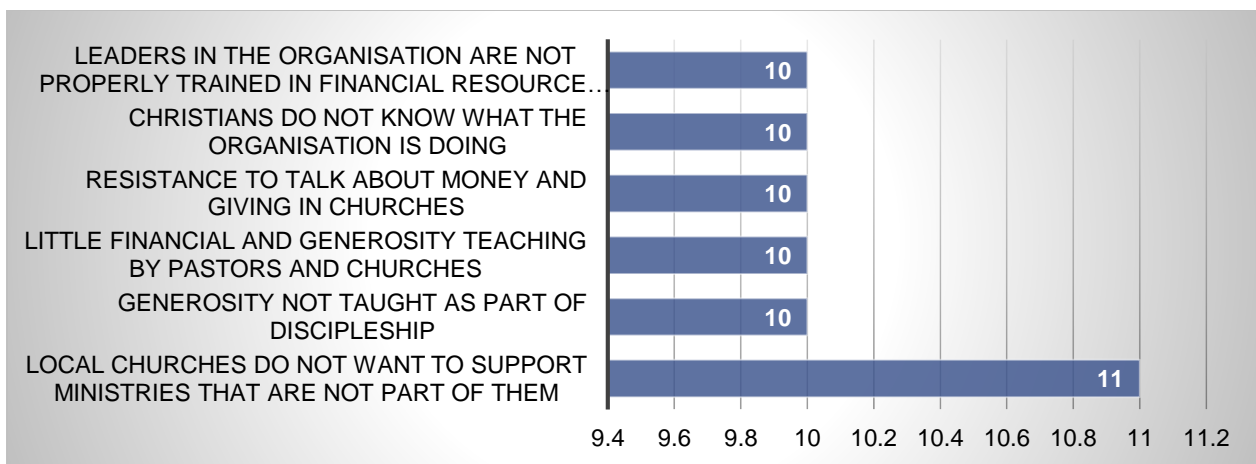
5) Obstacles to giving

Perhaps as expected, greed/materialism/consumerism was mentioned as the most important obstacle to giving. The lack of giving preaching and teaching and generosity not being part of discipleship were also mentioned as key obstacles to giving while it is clear that generosity and giving should be explained as a life-style and not just as financial giving. It is significant that denominations mentioned indebtedness as the most important obstacle to giving while poverty was mentioned by 25 Evangelical Alliances. The 5 most important obstacles to giving according to respondents are (the number is the total number of respondents that mentioned the obstacle):



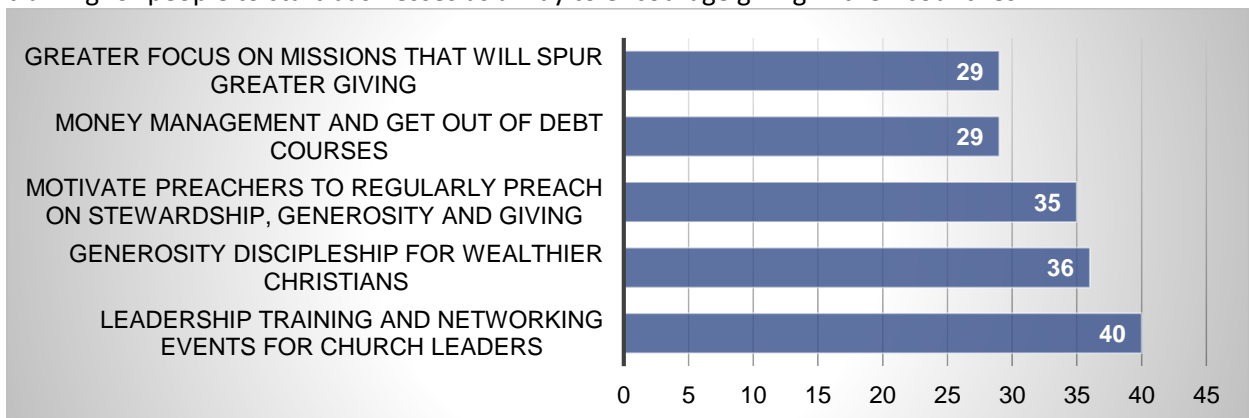
6) Obstacles to giving to Associate Members

In line with previous questions about giving to ministries that are not part of local churches, Associate Members mentioned local churches that do not want to support ministries that are not part of them as the greatest obstacle to giving to them (mainly large ministries). However obstacles such as leaders in the organization who are not properly trained in financial resource mobilization and Christians who do not know what the organization is doing return in later questions. The top 6 obstacles to giving to Associate Members are mentioned as:



7) Things that can be done to encourage stewardship, generosity and giving

Leadership training and generosity discipleship for wealthier Christians were the most important initiatives that respondents felt could be done to encourage stewardship, generosity and giving in their countries and denominations. In line with the view that indebtedness is the greatest obstacle to giving in their denominations, denominational leaders mentioned money management and get out of debt courses as potentially having the greatest impact on stewardship, generosity and giving. It is significant that a greater focus on missions that will spur greater giving is the joint fourth initiative as the graph of the 5 most important issues shows. Though understanding wealth and poverty was not in the top 5 initiatives, 20 Evangelical Alliances mentioned that as important to encourage giving. Wealth creation is also an important area to encourage giving for Alliances with 17 Evangelical Alliances mentioning training for people to start businesses as a way to encourage giving in their countries.



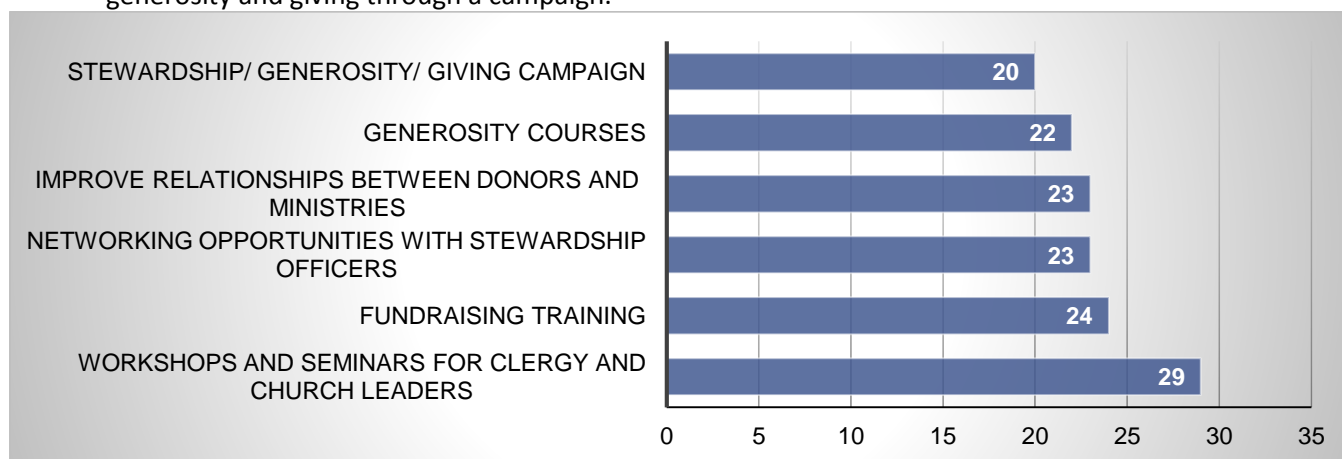
8) Who encourage giving

- 63 or 72.5% of respondents mentioned that at least somebody in the Alliance/organization/denomination encourages giving.
- That means 24 or 27.5% of the WEA members who responded do not have anybody who encourages giving. 22 Evangelical Alliances and 2 Associate Members indicated nobody in their Alliances and organisations encourage giving.
- Treasurers and financial administrators seem to be the most important in encouraging giving with 23 of respondents mentioning treasurers as encouraging giving although it was much higher in Evangelical Alliances with 18 out of the 55 respondents saying that Alliance treasurers encourage giving.
- The respondents mentioned 3 stewardship officers, 7 stewardship working groups, 1 stewardship commission, 20 Alliances/organisations with either full-time or part-time fundraisers, and 8 fundraising teams.

- It was significant that only 2 Associate Members mentioned that all their supporters encourage giving to the organization.

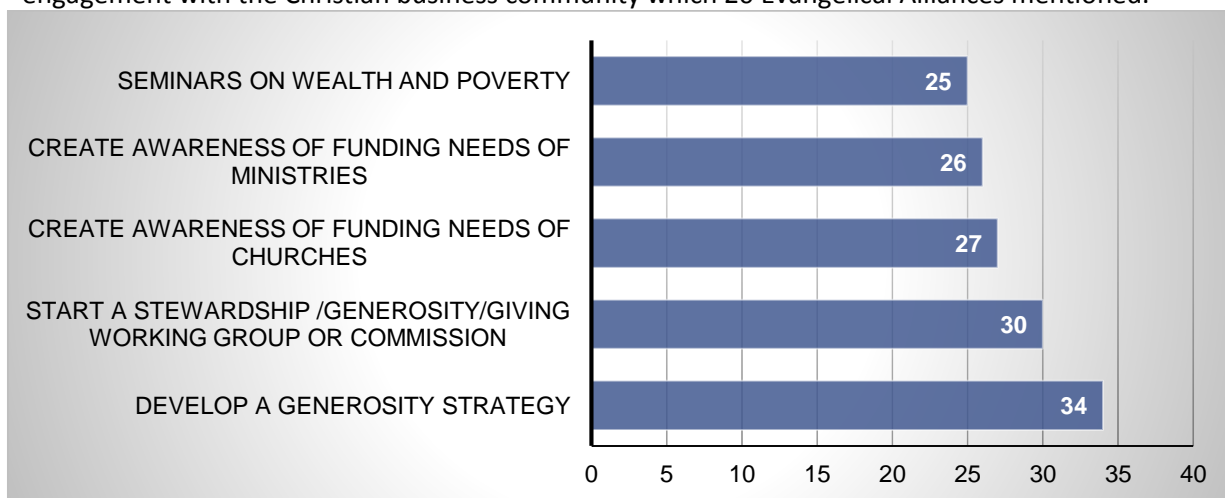
9) Most important things the Alliances/Denominations could do to help encourage stewardship, generosity and giving?

Evangelical Alliance and denominational leaders felt that the best way they could do to encourage stewardship, generosity and giving is through workshops and seminars for clergy and church leaders. Apart from the workshops, 13 said that they could be involved in generosity consultations to encourage stewardship. Live workshops and consultations are therefore the best engagement platform for Evangelical Alliances and denominations. It is significant that the top area of engagement for denominations that responded is to help improve relationships between donors and ministries. The importance of fundraising and generosity training is reflected again in the outside need mentioned while it is significant that 18 Alliances and 2 denominations indicated that they could encourage stewardship, generosity and giving through a campaign.



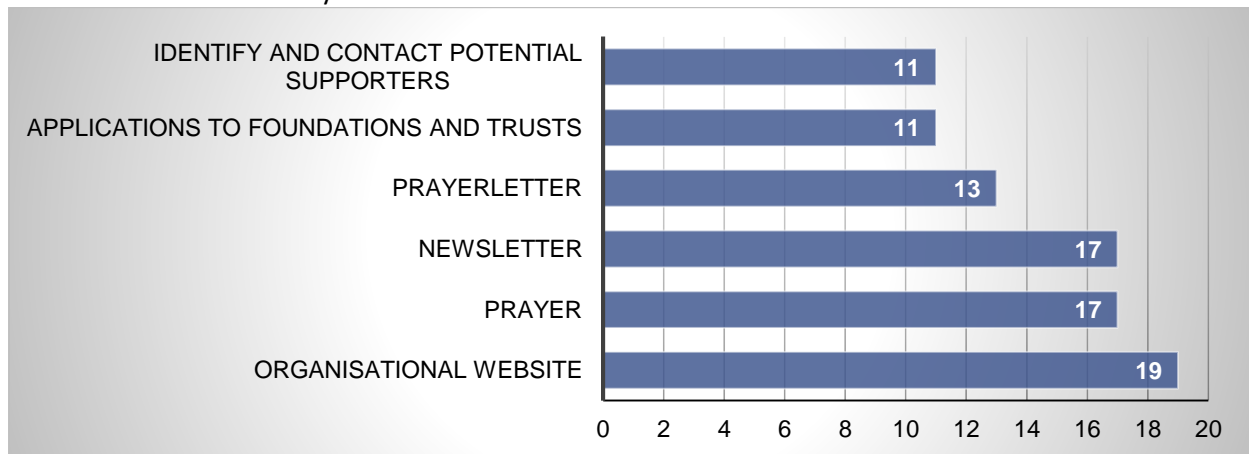
10) What else could the Alliance/Denomination do to encourage stewardship, generous living and giving

It is clear that Alliances and Denominations feel that there is a need to facilitate stewardship, generous living and giving on an operational level with 30 Alliances and 4 denominations mentioning the need for a generosity strategy and a total of 27 Alliances and 3 denominations mentioning the possibility of establishing either a stewardship working group or commission. They also clearly feel that creating awareness of needs of churches, ministries and people will encourage giving while it is significant that 24 Evangelical Alliances felt that seminars on wealth and poverty will facilitate giving. What does not come through in the most important ways to encourage stewardship, generous living and giving is the engagement with the Christian business community which 20 Evangelical Alliances mentioned.



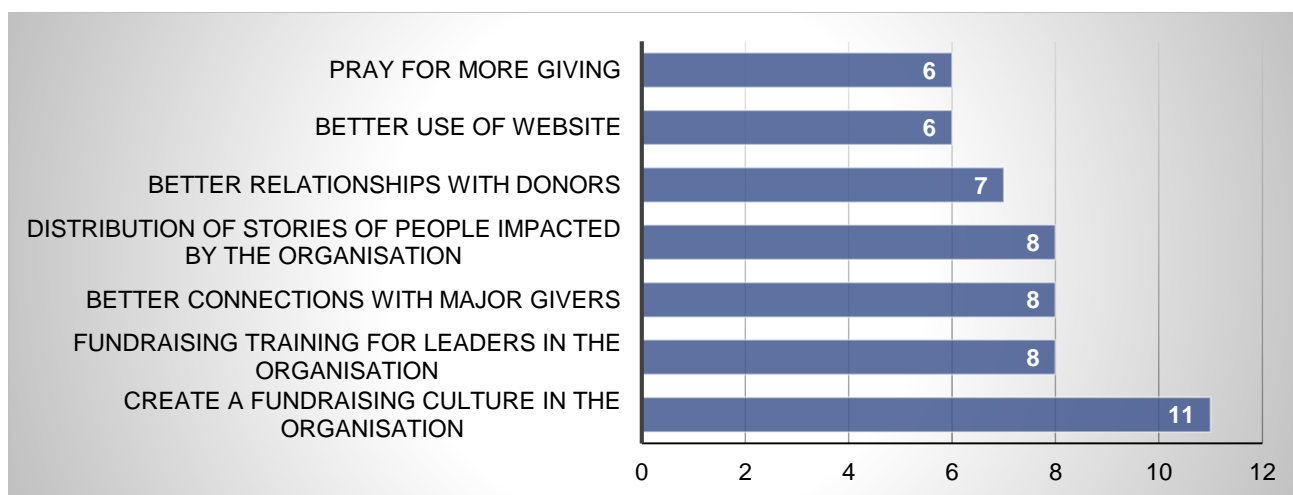
11) How does Associate Members encourage financial giving to their organisations

As perhaps expected WEA Associate Members use mainly websites, prayer, newsletters and prayerletters to encourage giving. It was a surprise that applications to trusts and foundations were mentioned as more important than speaking in churches, speaking to Christian business people and Christian professional fellowships or to speak at conferences or events. It was significant that only 7 respondents mentioned that they encourage their supporters to motivate their friends to give to the organization. That indicates that there is a potential barrier to envision and ask Christians to give more to the organizations. This could be a reason why Christians give less to ministries that are not part of local churches and ministry where it is most needed.



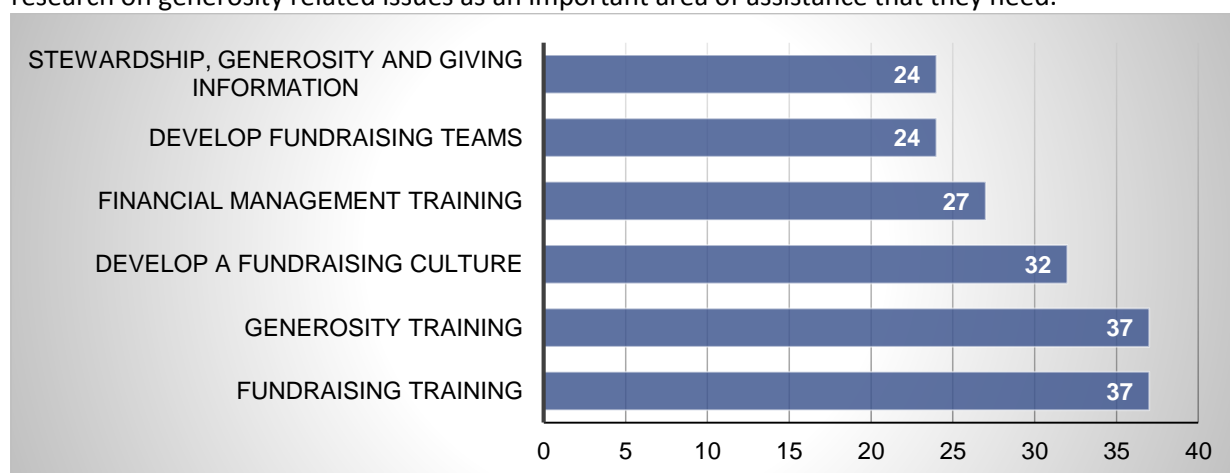
12) Most important additional things that can be done to encourage giving to Associate Members

Fewer Associate Members completed the question on additional things that can be done to encourage giving to their organisations than the question on what can be done. There could be a feeling among Associate Members that they already do enough to encourage giving to them despite deficiencies that appeared in the way they encourage giving. The majority of those who completed the question on additional things to encourage giving, mentioned the importance of creating a fundraising culture in the organization, fundraising training for leaders and better connections with major givers. It was again significant that better communication about what the organization is doing and better relationships with local churches were seen as less important. This confirms the trend that one of the most important reasons why there is not more giving to ministries outside the local church and where it is most needed might relate to the lack of envisioning and not necessarily a reluctance to give more. It is further significant that none of the respondents mentioned that providing opportunities for supporters to give their time to the organization and not only their money. In the context where one of the main obstacles to giving is that giving is only seen as financial giving and not as a life-style, it can be expected that organisations will have difficulty in encouraging giving to them if they do not create opportunities for personal engagement by donors.



13) Assistance needed from an initiative such as the Global Generosity Network

Fundraising and generosity training were definitely the most important assistance that respondents indicated they need. 30 Evangelical Alliances, 5 Associate Members and 2 Denominational Members mentioned fundraising training while 29 Evangelical Alliances, 6 Associate Members and 2 Denominational Members mentioned generosity training. Developing a fundraising culture, fundraising teams and stewardship working groups and commissions were also mentioned as key areas of support that might be needed. It was interesting that 3 of the 4 denominations that respondent mentioned research on generosity related issues as an important area of assistance that they need.



Introduction and survey outline

1) Introduction

The Global Generosity Network (GGN), an initiative of the World Evangelical Alliance (WEA) is about helping Christians to make generosity and wise stewardship part of whole-life discipleship. The dream of the GGN is a global Christian culture of Biblical stewardship, generous living, Kingdom-focused giving and God-honoring fund mobilization. The GGN designed a stewardship survey to help it serve the WEA community and prepare for the WEA General Assembly in October 2014. This report is an outline of the results of the survey, reflections on these results and recommendations to the WEA Board.

2) Survey design

Separate though largely similar multiple choice survey questions were sent between May 2013 and October 2013 to the 3 WEA membership groups – Evangelical Alliances, Associate Members and Denominational Members. That allowed for comparison but also helped to identify specific concerns. For the first 3 questions a median figure was obtained from the different responses. That is the average of all the responses to that specific question. The surveys were translated into Spanish, Portuguese and French to facilitate response.

3) Survey challenges

- a. The survey was not intended as an academic survey and therefore did not qualify as such. Respondents were specifically asked for their perceptions and not exact figures. That at least provided for broad comparisons although some respondents were reluctant to complete the survey because they could not provide the exact information;
- b. The online survey created many problems for people with poor electricity;
- c. It was very difficult to contact and even get the contact details of members and especially of Associate Members. That could have impacted the survey results although a fairly representative group of Evangelical Alliances responded;
- d. The word 'adequate' might have been a better description of 3 on a scale of 5 instead of the 'good' that had been used.
- e. There was a specific problem with the second question of question 4 (the one on the percentage that Christians give to Christian causes). Leaders were in general reluctant to complete the question because they just do not have the exact information. In addition it was clear after the initial survey was sent to Evangelical Alliances that the choices were too broad and had to change in the surveys to the Associate and Denominational Members. That made any comparison invalid and impossible to get an average percentage.

4) Survey responses from membership groups

- a. 58 Evangelical Alliances representing all regions and sizes of Alliances completed the survey although 5 of them were not fully completed because of technical problems to the website.
- b. 25 Associate Members which are mainly large North American based large ministries. It could therefore be expected that their responses reflect a more North American perspective
- c. 4 Denominational Members that are North American based.

Responses to Question 2 (Question 1 was organizational information) – importance of stewardship, generosity and giving in Christian life

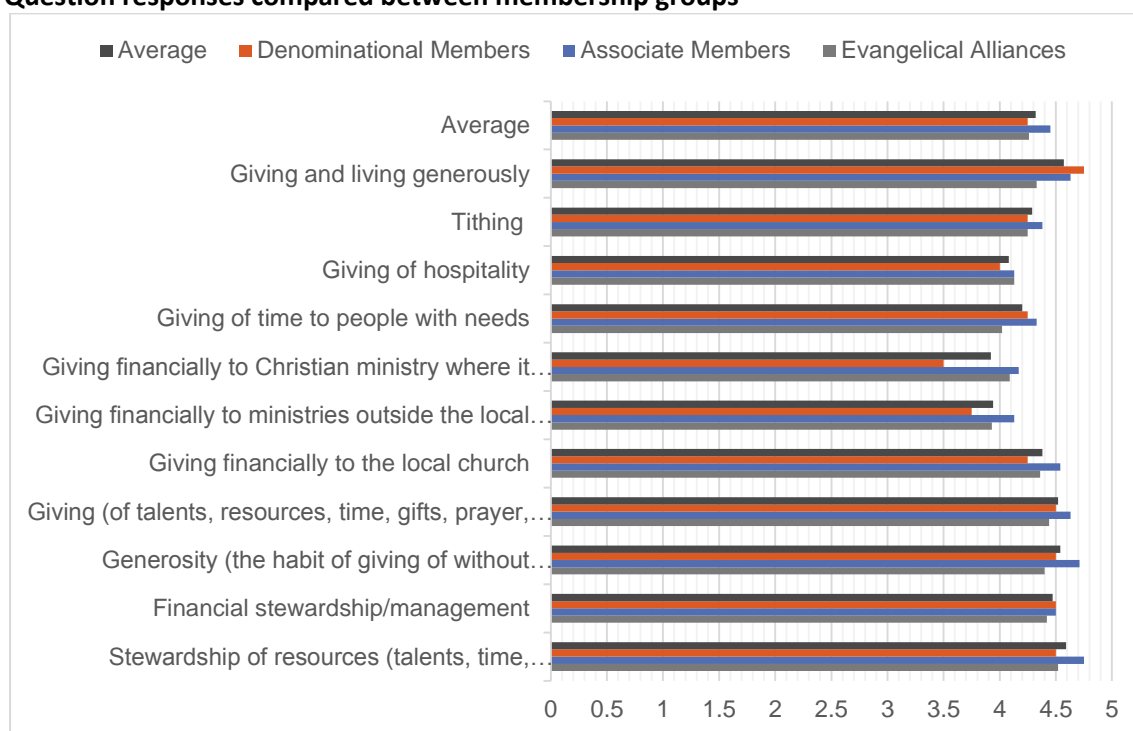
1) Question

How important is each of the following in Christian life? 1=Not important at all 2=Not important 3=Somewhat important 4=Very Important 5=Extremely Important

2) Responses in arithmetic median figures

	Evangelical Alliances	Associate Members	Denominational Members	Average
Stewardship of resources (talents, time, finances)	4.52	4.75	4.5	4.59
Financial stewardship/management	4.42	4.5	4.5	4.47
Generosity (the habit of giving of without expecting anything in return)	4.4	4.71	4.5	4.54
Giving (of talents, resources, time, gifts, prayer, finances)	4.44	4.63	4.5	4.52
Giving financially to the local church	4.36	4.54	4.25	4.38
Giving financially to ministries outside the local church	3.93	4.13	3.75	3.94
Giving financially to Christian ministry where it is most needed	4.09	4.17	3.5	3.92
Giving of time to people with needs	4.02	4.33	4.25	4.2
Giving of hospitality	4.13	4.13	4	4.08
Tithing	4.25	4.38	4.25	4.29
Giving and living generously	4.33	4.63	4.75	4.57
Average	4.26	4.45	4.25	4.35

3) Question responses compared between membership groups



4) Analysis

- a. There is broad agreement that stewardship, generosity and giving is very to extremely important to Christian life. The average scores of Evangelical Alliances and Denominational Members were nearly the same although that of Associate Members were marginally higher than the others although in none of the questions the responses were significantly higher.
- b. The 2 exceptions were giving financially to ministries outside the local church and giving financially to Christian ministry where it is most needed.
- c. It was a surprise to see denominational members view giving to ministry where it is most needed as only somewhat to very important. The only other question that scored an average of less than 4 was the question on giving financially to ministries outside the local church. That might indicate questions on what constitute Kingdom-focused giving. Do Christians, ministries and churches see giving more as church-focused giving or ministry-focused giving than Kingdom-focused giving?
- d. There also seem to be differences on tithing with a surprising 3 Evangelical Alliances mentioning that it is not important at all.
- e. It is clear from the responses that deeper theological reflection in the area of stewardship, generosity and giving as well as related issues such as tithing is needed.
- f. The question is how this importance of stewardship, generosity and giving becomes a reality in the life of the Body of Christ and the lives of churches and ordinary Christians.

Responses to Question 3 – perceptions about stewardship, generosity and giving teaching

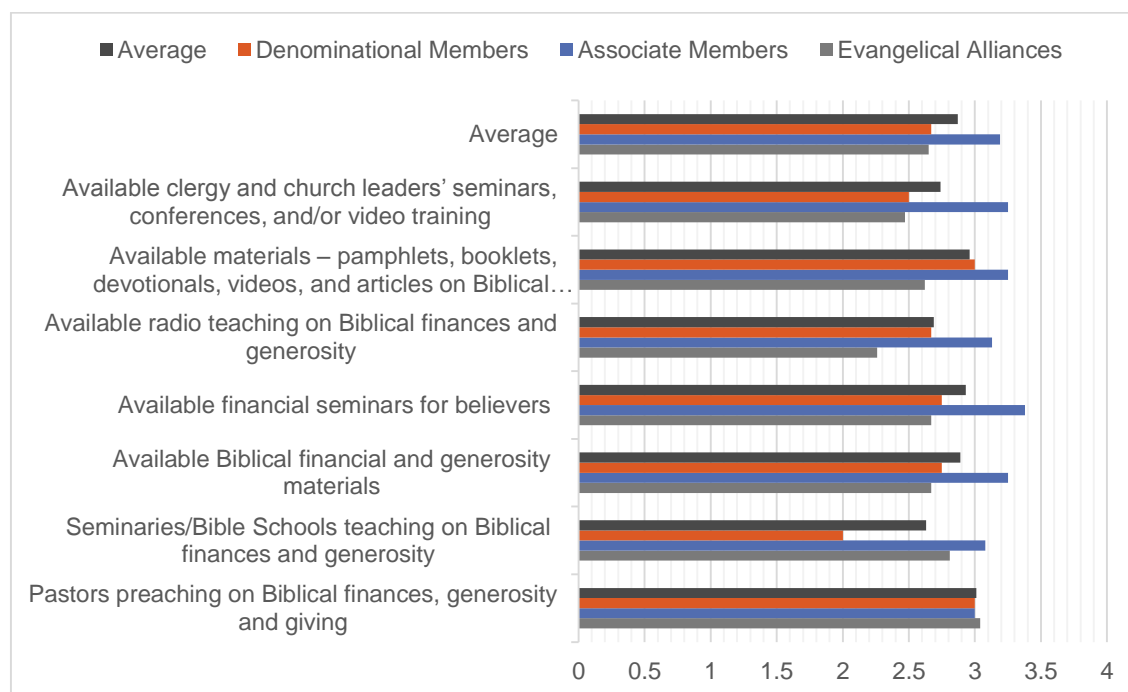
1) Question

Your perceptions about stewardship, generosity and giving teaching in a) your Evangelical Alliance and members of your Alliance (Evangelical Alliances), b) countries where your organisation are based (Associate Members), c) denomination/church network (Denominational Members) in each of the following. 1=Very Weak 2=Weak 3=Good 4=Strong 5=Very Strong

2) Question responses in arithmetic median figures

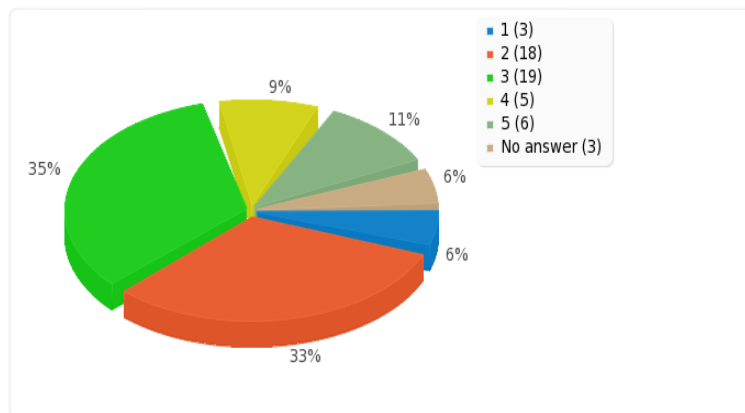
	Evangelical Alliances	Associate Members	Denominational Members	Average
Pastors preaching on Biblical finances, generosity and giving	3.04	3	3	3.01
Seminaries/Bible Schools teaching on Biblical finances and generosity in chapels, courses, seminars, or a portion of a course	2.81	3.08	2	2.63
Available Biblical financial and generosity materials for Sunday Schools, Bible studies and small groups	2.67	3.25	2.75	2.89
Available financial seminars for believers – church-based or community wide	2.67	3.38	2.75	2.93
Available radio teaching on Biblical finances and generosity	2.26	3.13	2.67	2.69
Available materials – pamphlets, booklets, devotionals, videos, and articles on Biblical finances, generosity and giving	2.62	3.25	3	2.96
Available clergy and church leaders' seminars, conferences, and/or video training	2.47	3.25	2.5	2.74
Average	2.65	3.19	2.67	2.84

3) Question responses graphically compared between membership groups



3) Evangelical Alliances responses

There was wide differences in the responses of the Evangelical Alliances to the individual questions in Question 3. For example responding to the question about stewardship teaching in Bible Schools 3 Evangelical Alliances said the teaching is very weak while 6 said it is very strong. This indicates that theological institutions in some countries emphasize stewardship teaching more than in others. The differences might also indicate a stewardship resource divide in the evangelical community that have to be addressed with many resources in some countries but very few in others.



4) Analysis

- a. Perhaps as expected the state of stewardship, generosity and giving teaching does not reflect the importance given to these subjects. An encouraging sign is that the average score for the 7 questions is 2.84 out of 5 which indicates that there is preaching and teaching on the themes but not as much as what there should be. There are also many resources available but again not as widely distributed as it could be. Some Evangelical Alliances mentioned that the available resources in their countries are actually very weak. Specific attention needs to be given to those countries with very few resources while Alliances, ministries and churches in countries with an abundance of resources could share it more with others.
- b. Associate Members gave in general a much better score than Evangelical Alliances and Denominational Members. That was especially the case with questions dealing with available stewardship and generosity materials and resources. This could be because Associate Members are mainly based in North America and Europe where it can be expected that there will be more resources for stewardship teaching and preaching than in some of the other regions.
- c. There seems to be a specific problem with the teaching of stewardship in theological institutions. It is significant that denominational leaders view the teaching as weaker than the Evangelical Alliances and Associate Members. The denominational leaders are perhaps much more in contact with ministers who had been trained in theological institutions.
- d. A surprise was the low score Evangelical Alliances gave to available radio teaching on Biblical finances and generosity. This might be an area that radio ministries should give attention to. I know TWR is developing radio based resources that will be available in the near future.
- e. Another area that might need to be addressed is the availability of seminars and conferences for clergy and church leaders in the area of stewardship, generosity and giving. This need is reflected in further questions where live church leadership events are mentioned as important to encourage giving.
- f. Stewardship, generosity, giving and fund mobilization resources are regularly posted on the Lausanne Conversation (<http://conversation.lausanne.org/en/resources/browse/category/Resource+Mobilization>) and Global Generosity Movement website (<http://community.generositymovement.org/en/resources>) from where it can be downloaded, where needed translated and distributed. Resources could also be sent to Dr Sas Conradie at ggncoord@gmail.com for distribution and use by others.

Responses to Question 4 – perceptions on local church giving

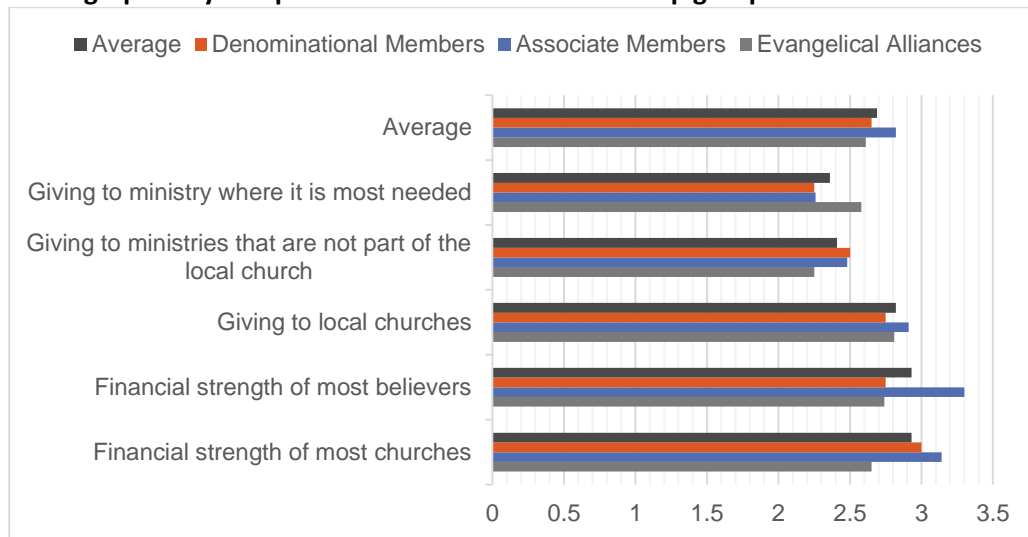
1) Question

Your perceptions on local church giving in a) your Alliance (Evangelical Alliances), country where you are based (Associate Members), denomination (denominations) in each of the following. 1=Very Weak 2=Weak 3=Good 4=Strong 5=Very Strong

2) Question responses in arithmetic median figures

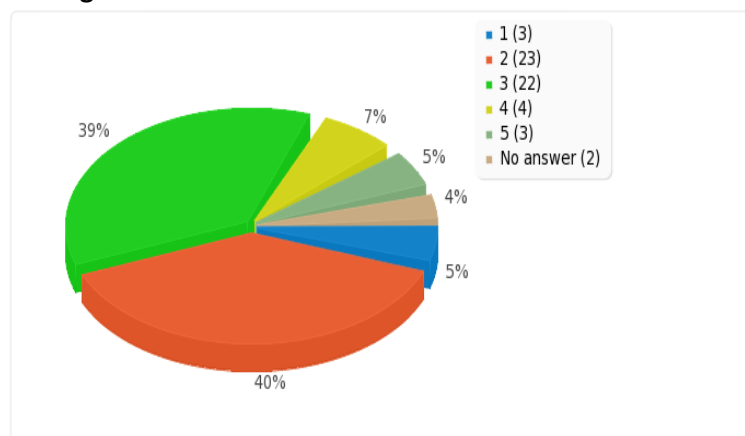
	Evangelical Alliance	Associate Members	Denominational Members	Average
Financial strength of most churches	2.65	3.14	3	2.93
Financial strength of most believers	2.74	3.3	2.75	2.93
Giving to local churches	2.81	2.91	2.75	2.82
Giving to ministries that are not part of the local church	2.25	2.48	2.5	2.41
Giving to ministry where it is most needed	2.58	2.26	2.25	2.36
Average	2.61	2.82	2.65	2.69

3) Responses graphically compared between WEA membership groups

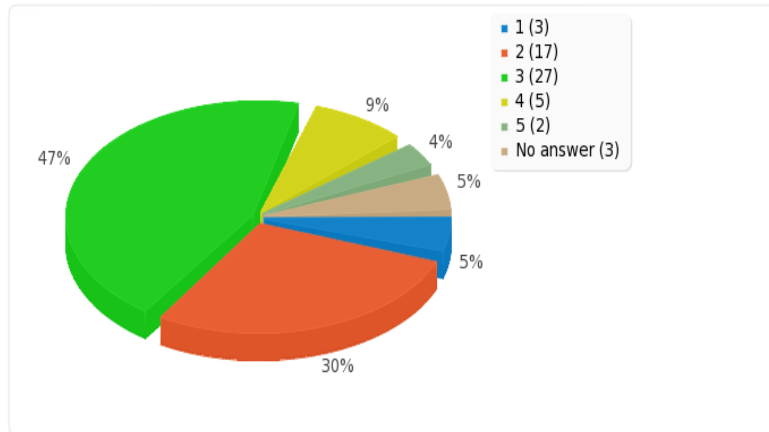


4) Evangelical Alliances responses to individual questions

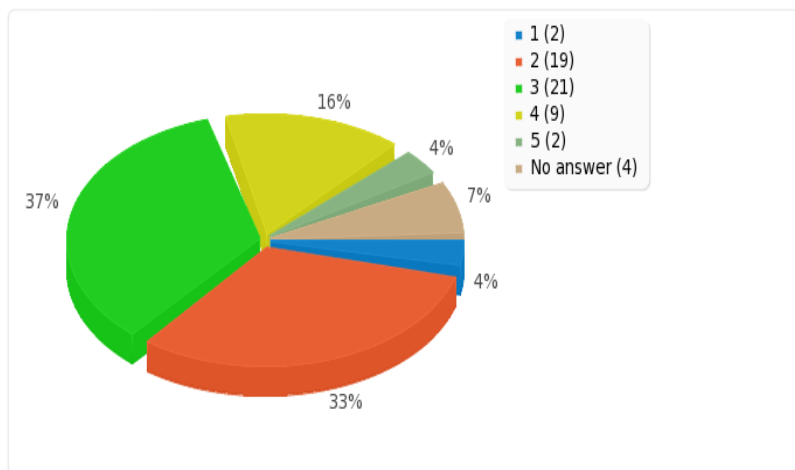
a. Financial strength of most churches



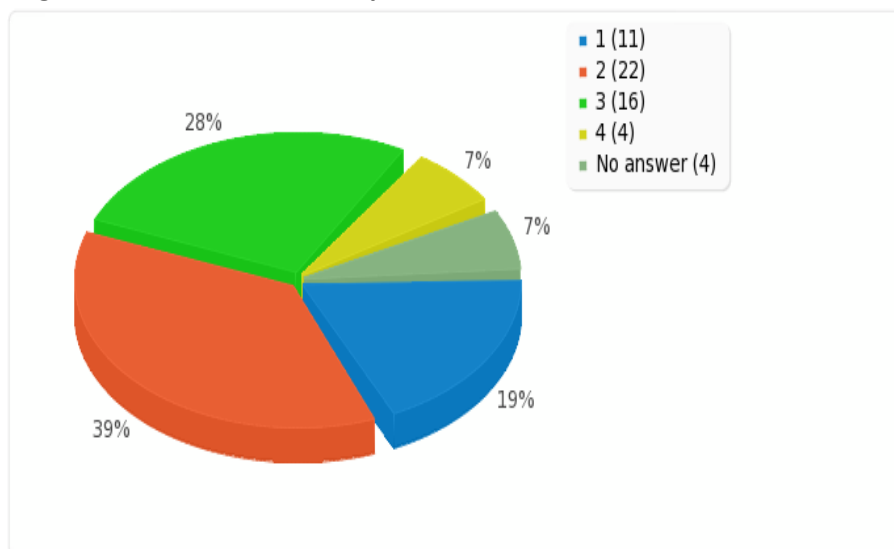
b. Financial strength of most believers



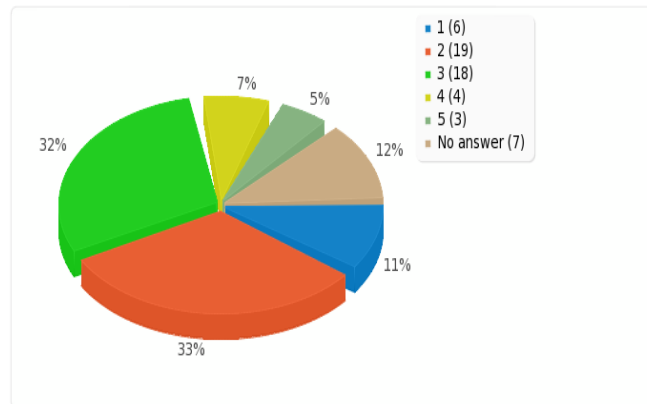
c. Giving to local churches



d. Giving to ministries that are not part of the local church



e. Giving to ministry where it is most needed



5) Analysis

- a. The scores in this question about perceived local church giving are lower than in the questions about the importance of stewardship/generosity/giving and stewardship/generosity/giving teaching. That shows that Christians and churches will not give if these subjects are not taught.
- b. The problem in question 1 around giving to ministry outside the church and ministry to where it is most needed seems to continue. This confirms the indication that serious theological engagement in the area of Kingdom-focused giving is needed. These questions scored significantly lower than the other questions in Question 4.
- c. The need for more Kingdom-focused giving can be seen in nearly 50% of Alliances said that local church giving to ministry where it is most needed is either weak or very weak. On the other side 7 Alliances mentioned that local church giving to where it is most needed is either strong or very strong. These Alliances are mostly based in countries with few Christians where nearly all giving is to giving to where it is most needed.
- d. Challenges around local church giving is also apparent in the sub question on local church giving to ministries that are not part of the local church. An astonishingly 33 Evangelical Alliances indicated that local church giving to groups that are not part of them are either weak or very weak. Only 4 indicated that it is strong. 3 out of the 4 denominations that responded mentioned that local church giving to ministry where it is most needed is weak with only 1 indicating that it is good. How could church-focused giving be changed to Kingdom-focused giving? How could evangelical Christians and churches become more aware of the importance to give to needs outside themselves instead looking after themselves? Is there a role for the World Evangelical Alliance in this area?
- e. The perceived average financial strength of most churches and believers are basically the same. If that is indeed the case, there is less potential giving than what might have been the case if the financial strength of believers was much more than those of the churches.
- f. The financial strength of believers was lower than expected. This is even evident in the responses of the denomination where 2 out of the 4 that responded indicated that the financial strength of Christians linked to them is weak. This has an impact on giving to local churches (2 of the 4 denominations indicated that giving to local churches are weak), giving to ministries that are not part of the local church. This trend continued throughout the survey with a strong emphasis on teaching on poverty and business training to improve the financial strength of Christians.
- g. There seems to be huge inequality among Christians and local churches with 26 Alliances mentioning that the financial strength of most churches linked to them are either weak or very weak and 20 Alliances mentioning that the financial strength of most believers are either weak or very weak. That can be compared to 7 Alliances indicating that the financial strength of churches and believers linked to them are either strong or very strong. With the call of Jesus in

- Matthew 25:31-46, the World Evangelical Alliance might look into ways through which Christians and churches in poorer countries could be assisted.
- h. To improve giving ways greater emphasis might be given to increase the financial strength of Christians. This is an area that this if often very neglected. The World Evangelical Alliance might need to look into ways how this could be done through business development, training, financial teaching and other ways.
 - i. Associate Members gave a much better score than Evangelical Alliances and Denominational Members to the question of the financial strength of believers and to a lesser extent to the question of the financial strength of churches. This could be because Associate Members are mainly based in North America and Europe where there is more wealth.

Responses to Question 5 – existing perceived giving

1) Question

Existing perceived giving (linked to Evangelical Alliance, in country where Associate Member is based and in denomination)

2) Comparative responses

	Evangelical Alliances	Associate Members	Denominational Members	Average
% of Christians a) linked to your Alliance, b) in country where your organisation is based (Associate Members), c) in your denomination who give 10% or more of their income and financial blessings to the Lord's work	>10% - 22.41% 10-25% - 37.93% 25-50% - 6.90% 50-75% - 15.52% 75-100% - 3.45% Not completed/no answer – 14.81%	>10% - 48% 10-25% - 28% 25-50% - 12% Not completed/no answer – 12%	10-25% - 50% 25-50% - 50%	Between 10-25%
Christians a) linked to Alliance, b) in country where your organisation is based (Associate Members), c) members of your denomination give to Christian causes (church, missions, ministries, needy, etc - % of income)	>1% - 10.34% 1-5% - 31.03% 5-10% - 32.76% <10% - 5.17% Not completed/no answer – 12.96%	>1-2% - 16% 3-5% - 52% 6-10% - 20% Not completed/no answer – 12%	3-5% - 75% 6-10% - 25%	Roughly 5% of income
Christians a) linked to Alliance, b) in country where your organisation is based (Associate Members), c) members of your denomination give to cross-cultural mission (% of giving to Christian causes)	>1% - 18.97% 1-2% - 20.69% 2-5% - 22.41% 5-10% - 17.24% <10% - 3.45% Not completed/no answer – 20.37%	>1% - 24% 1-2% - 32% 2-5% - 16% <10% - 12% Not completed/no answer – 16%	1-2% - 100%	Roughly 3% of giving
Local churches a) in your country, b) in country where your organisation is based (Associate Members), c) in your denomination give to cross-cultural mission (% of income)	>1% - 18.97% 1-2% - 20.67% 2-5% - 27.59% 5-10% - 13.79% <10% - 1.72% Not completed/no answer – 20.37%	>1% - 8% 1-2% - 20% 3-5% - 32% 6-10% - 24% <10% - 4% Not completed/no answer – 12%	3-5% - 50% 6-10% - 25% <10% - 25%	Roughly 4% of income

3) Analysis

- a. This question was perhaps the most problematic to respondents because of the percentages requested. Many respondents did not want to give even perceived figures. In addition different percentages in different questionnaires made it difficult to compare responses from Evangelical Alliances, Associate Members and Denominational Members.
- b. Despite the problems related to this question, the trend that Kingdom-focused giving (in this case expressed in giving to cross-cultural mission) is low continues. In line with previous questions, there seems to be a specific problem with giving to ministries outside the local church and ministry where it is most needed. This confirms the impression that serious thinking is needed in how Christians and churches could give more to Kingdom causes and not only to churches. More research into the reasons for this low level of giving to cross-cultural mission is needed.
- c. Average Christian giving to Christian causes seems to be about 5% of income which is a bit higher than what might have been thought although 6 Alliances estimated that Christians linked to their Alliances give less than 1% of their income to Christian causes.
- d. Giving to cross-cultural mission is about 3% of the giving. Churches seem to give only about 5% of their income to cross-cultural mission. This is better than expected but still extremely low. It is interesting to note that the denominational members estimate that Christians in their denominations give only between 1-2% of their giving to Christian causes to cross-cultural mission.
- e. 10 Evangelical Alliances estimated that Christians and local churches linked to their Alliances give less than 1% of their giving and income to cross-cultural mission. This is a very high percentage.
- f. It is significant that the denominations view cross-cultural mission giving by Christians as much lower than the Evangelical Alliances and Associate Members. This might actually indicate the more accurate figures of cross-cultural mission giving.
- g. What seems to be clear is that there is a correlation between the level of stewardship/generosity/giving teaching and the actual giving by Christians and churches. Stewardship teaching should improve to increase actual giving. Later questions indicate the importance to create greater awareness of needs also in the global mission community to facilitate increased giving to cross-cultural mission.

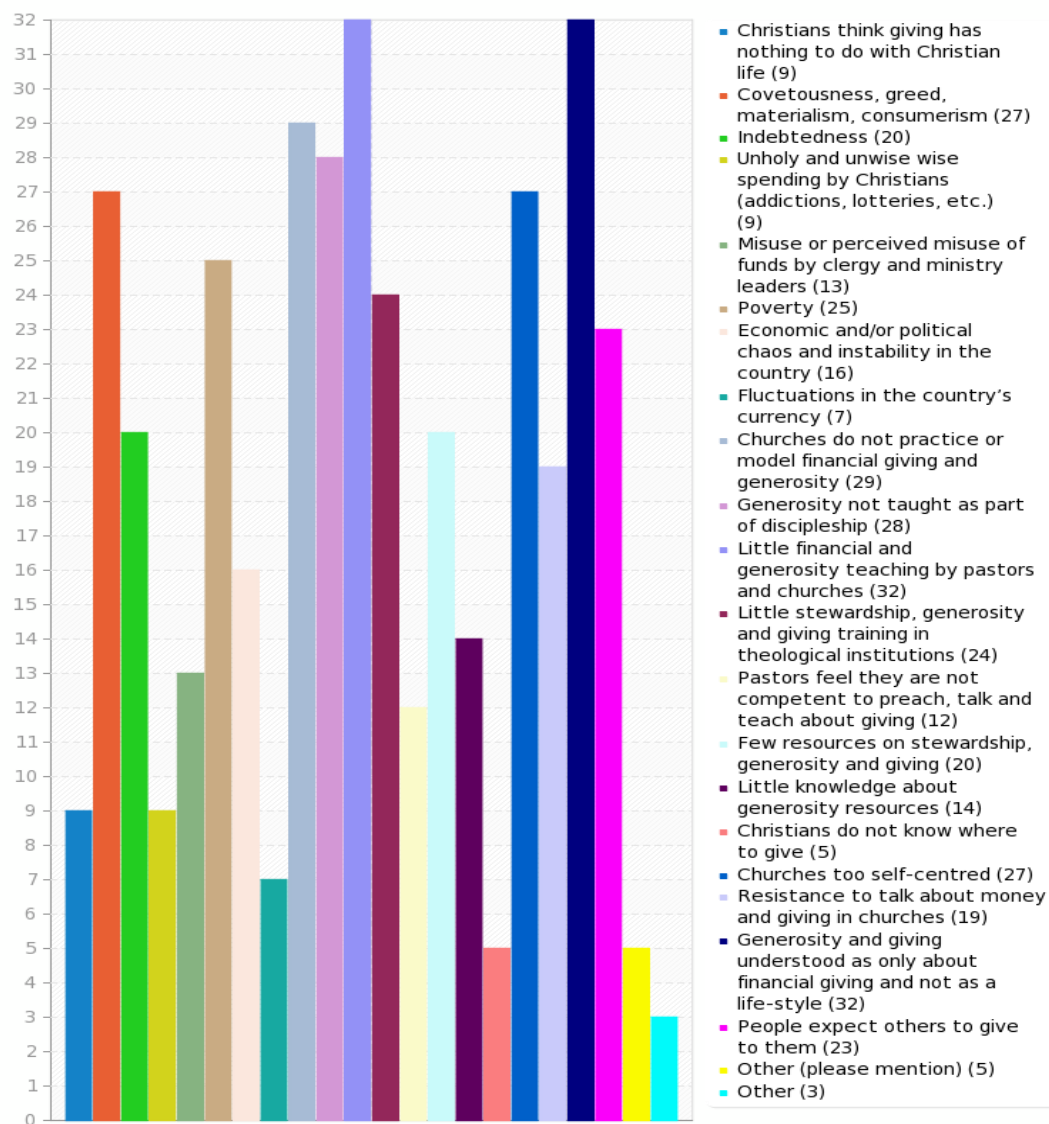
Responses to Question 6 – obstacles to giving

1) Question

What are the most important obstacles to Christian giving in a) your country (Evangelical Alliances), b) in countries where you are working (WEA Associate Members) and c) in your denomination/church network?

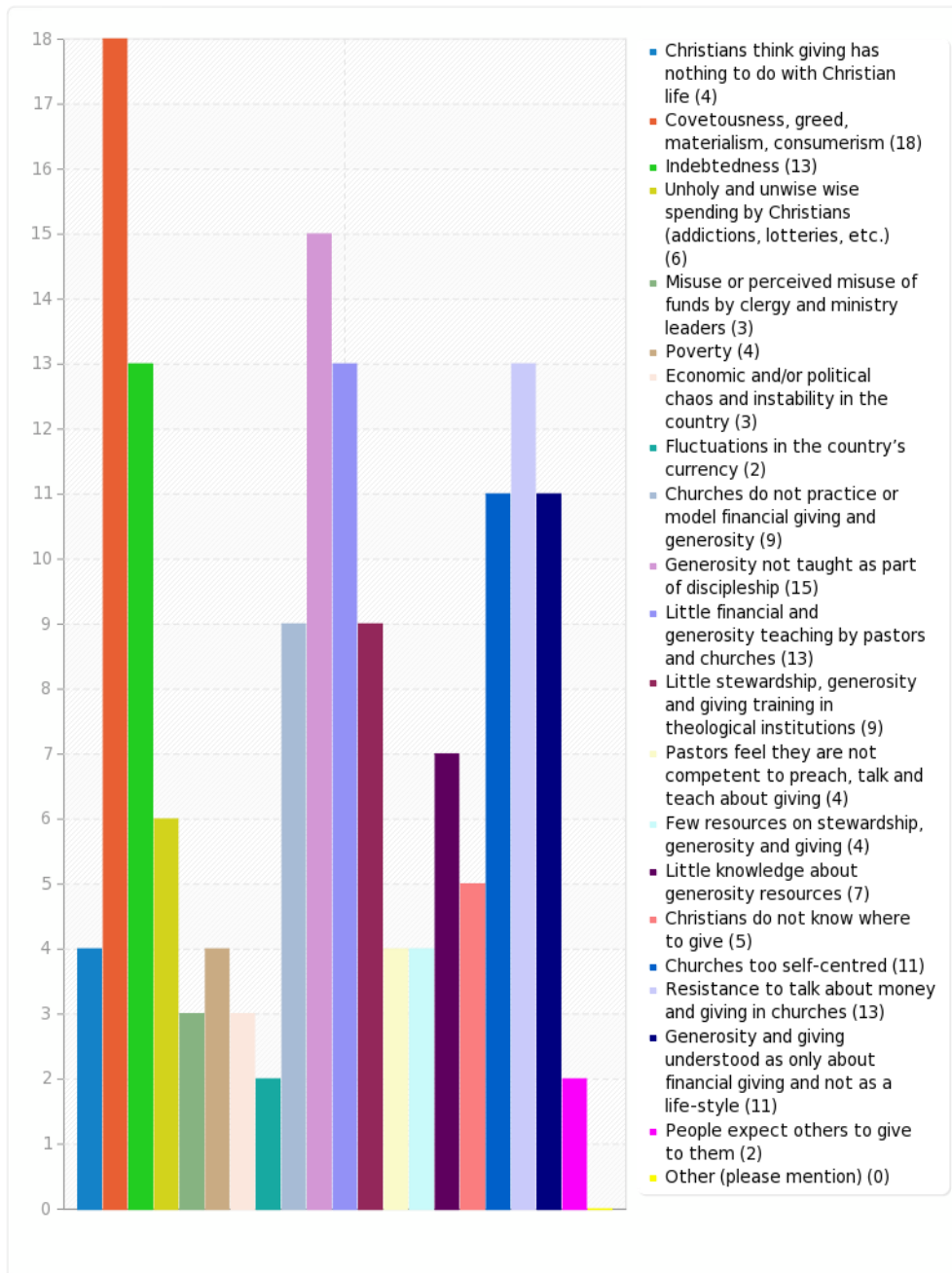
2) Responses

a. Evangelical Alliances



The Alliances mentioned the following as the most important obstacles to giving in their countries – generosity and giving not a understood as a life-style (32 responses); little financial and generosity teaching by pastors and churches (32 responses); churches do not model giving and generosity (29 responses); generosity not taught as part of discipleship (28 responses), greed, materialism and consumerism (27 responses); churches too self-centred (27 responses), poverty (25 responses); lack of teaching in theological institutions (24 responses) and the expectation that people need to give them (23 responses)

b. Associate Members



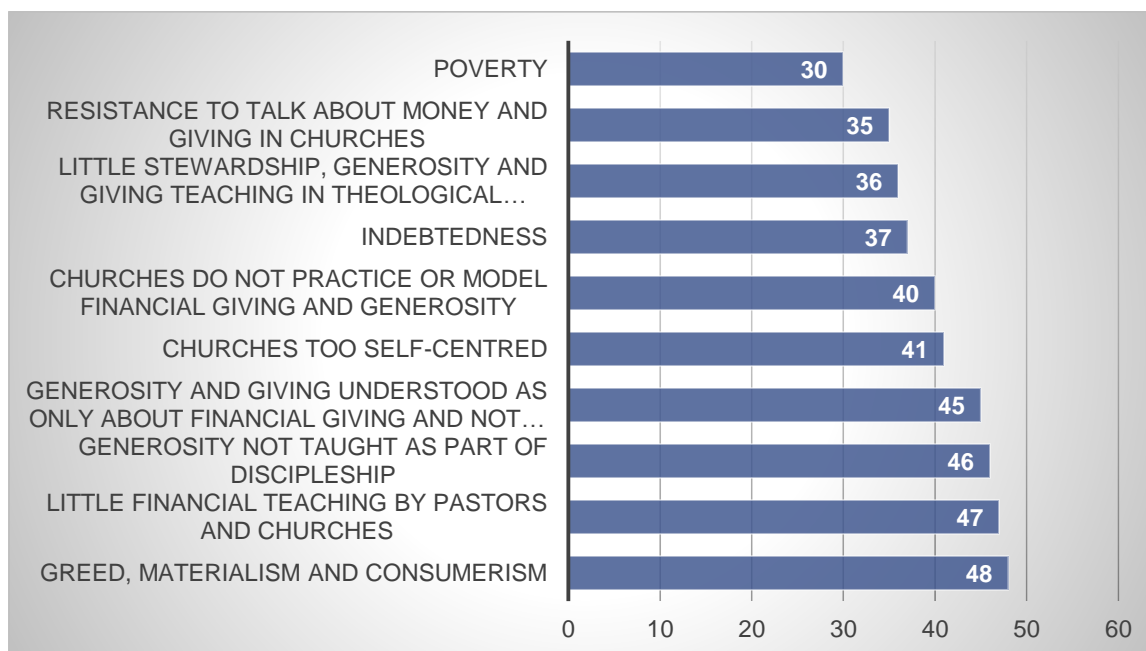
Associate Members mentioned the following as the most important obstacles to giving in the countries they are based (mostly the USA) – Greed, materialism, consumerism (18 responses); generosity not taught as part of discipleship (15 responses); indebtedness (13 responses); little financial and generosity teaching by pastors and churches (13 responses); resistance to talk about money (13 responses); generosity and giving not a life-style (11 responses); and churches too self-centred (11 responses)

c. In the denomination



Denominational Members mentioned the following as the most important obstacles to giving in the denomination – Indebtedness (4 out of 4 responses); Greed, materialism and consumerism (3 responses); generosity not taught as part of discipleship (3 responses); little stewardship training in theological institutions (3 responses); pastors do not feel competent to preach and talk about giving (3 responses); churches too self-centred (3 responses); and resistance to talk about money and giving (3 responses)

d. Aggregate most important obstacles to giving



3) Analysis

- a. **The aggregate most important obstacles to Christian giving are therefore the following -** Greed, materialism and consumerism (48 responses); little financial and generosity teaching by pastors and churches (47 responses); generosity not taught as part of discipleship (46 responses); generosity and giving not a life-style (45 responses); churches too self-centered (41 responses); churches do not model or practice financial giving or generosity (40 responses); indebtedness (37 responses); little stewardship, generosity and giving teaching in theological institutions (36 responses); resistance to talk about money and giving in churches (35 responses); and poverty (30 responses though 25 were from Evangelical Alliances).
- b. **Generosity and giving should become a life-style for every Christian and every church¹.** In the end generosity and giving is not only about financial giving but about a life-style. It should be included in discipleship programs, taught in theological institutions and preached in churches. What is more churches should practice and model generous giving and living themselves and should not expect Christians to give to them. We need to move away from church-focused giving to Kingdom-focused giving. And Christians should be more open to talk about money and giving – also about their own financial challenges. That will help them to get more support for the financial challenges they face. All of this will facilitate increased Christian giving globally. This is perhaps the core message from this question.
- c. **There were surprising differences in responses between the Evangelical Alliances, Associate and Denominational Members.** That might be explained by Associate and Denominational Members being mostly based in North America where the obstacles to giving are definitely different than elsewhere in the world. Still it was a surprise that indebtedness was mentioned as such an important obstacle by especially the denominations. Sometimes it is the result of economic factors outside the control of Christians and churches. High debt could for example be the result of student debt. That indicates a lack of appropriate financial stewardship among

¹ See the Individual Declaration for individual Christians at http://conversation.lausanne.org/en/resources/detail/12901#.UvC57BB_vul and the Corporate Generosity Declaration for corporate Christian bodies such as churches at http://conversation.lausanne.org/en/resources/detail/12505#.UvC6jBB_vul. These Declarations encourage a commitment to a generous life-style.

Christians in the West that has to be addressed. There seems to be a need for Christians to engage in the wider economic issues that can cause the debt levels².

- d. In line with the Cape Town 2010 Generosity Survey³, **greed/materialism/consumerism is mainly seen as an obstacle by Alliances/Associate Members/Denominational Members based in richer countries and poverty mainly by poorer countries**. In the case of Evangelical Alliances this split was nearly 50/50 which shows the different economic contexts of evangelical Christians in rich and poor countries. Economic inequality might therefore be a dividing line between evangelical Christians. This indicate the need for a broader discussion on wealth, poverty and economic inequality in the global evangelical community.
- e. I was surprised by the **obstacles not mentioned as that important**. That include misuse or perceived misuse of funds by Christian leaders (17 responses), unholy and unwise spending by Christians (16 responses), Christians think giving has nothing to do with Christian life (13 responses in total), and Christians do not know where to give (10 responses). Lack of information on needs is therefore not an obstacle to giving. There might therefore be other reasons for the perceived low level that Christians give to ministry where it is most needed (question 4) and cross-cultural mission (question 5).
- f. It seems as if the **availability of and access to stewardship, generosity and giving resources** is not a major obstacle to giving but the way these resources are used in preaching and teaching. However there seems to be a 'resource divide' with about 35% of Evangelical Alliances mentioning that there are few resources in their countries.
- g. **Dependency** also seems to be a problem within a specific part of the evangelical community. Though it was not one of the most important aggregate obstacles to giving, about 40% of responses from Evangelical Alliances indicated that people expect others to give to them and therefore they do not give. This is an extremely high percentage and issue that has to be looked further into.

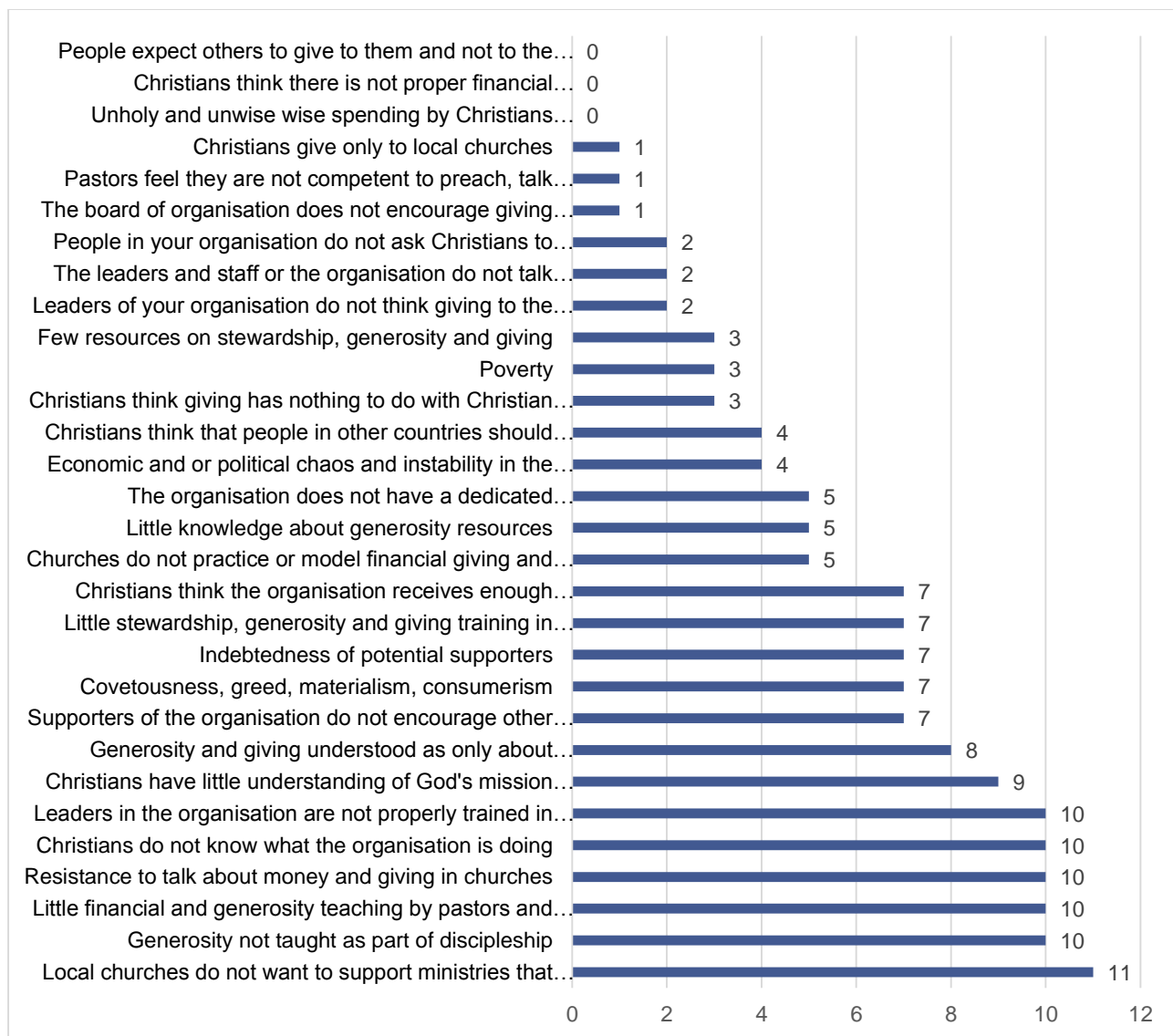
4) Question to Associate Members only - What are the most important obstacles to giving to your organization?

a. Responses

² Dr. John Preston's book 'The Money Revolution – Applying Christian principles to handling your money' is very practical book that deals with these issues. It can be downloaded free of charge from the following website http://conversation.lausanne.org/en/resources/detail/12979#.UvC10xB_vuI. There are further excellent resources related to this book through the following website http://conversation.lausanne.org/en/resources/detail/12948#.UvC2ihB_vuI.

³ SAS CONRADIE 'CHRISTIAN GENEROSITY TRENDS AND THE FUTURE OF CHRISTIAN GIVING' IN LAUSANNE GLOBAL ANALYSIS VOLUME 2 ISSUE 2 MARCH 2013 14-17

HTTP://CONVERSATION.LAUSANNE.ORG/EN/RESOURCES/DETAIL/12967#.URFOX_RDXUI



Associate Members mentioned the following as the most important obstacles to giving in the countries they are based (mostly the USA) – Local churches do not want to support ministries that are not part of them (11 responses); generosity not taught as part of discipleship (10 responses); little financial and generosity teaching by pastors and churches (10 responses); resistance to talk about money and giving in churches (10 responses); Christians do not know what the organisation is doing (10 responses); leaders in the organisation are not properly trained in financial resource mobilisation (10 responses); Christians have little understanding of God's mission in the world (9 responses); generosity and giving understood as only about financial giving and not as a life-style (8 responses); supporters of the organisation do not encourage other people to give to the organisation (7 responses); greed, materialism, consumerism (7 responses); indebtedness of potential supporters (7 responses); little stewardship, generosity and giving training in theological institutions (7 responses); Christians think the organisation receives enough support (7 responses)

b. Analysis

- i. The most important obstacles to giving to Associate Members mentioned were very similar to the obstacles to giving in their countries.
- ii. It seems as if the concerns raised in questions 2, 4 and 5 about Kingdom-focused giving such as giving to ministries outside the local church, giving to ministry where it is most

needed and giving to cross-cultural mission by Christians and local churches are obstacles to giving to WEA Associate Members which are more independent ministries outside the local church.

- iii. Christians might not understand God's mission in the world but from the responses to this question some of the difficulties with Kingdom-focused giving could relate to organizations and not necessarily with local churches. Lack of proper communication of what the organizations are doing, leaders in organizations who are not properly trained in financial resource mobilization and supporters of organizations who do not encourage others to give to the organizations are all internal organizational challenges that can be addressed through for example training⁴.
- iv. Lack of board involvement, financial management deficiencies and leaders and staff who do not encourage giving to the organizations are not seen as obstacles to give to Associate Members. This is good news since it shows that basic fundraising foundations had been laid in most Associate Members.
- v. An interesting additional obstacle mentioned in 'other' obstacles is perceived project competition from churches and other Christian groups. This obstacle should have been included in the Survey list of obstacles to giving to Associate Members since I expect that competition for funds between different ministries and churches is a serious issue that has to be looked further into.

⁴ OM started with an initiative to train and coach all the country leaders in fund mobilization. See http://conversation.lausanne.org/en/resources/detail/13433#UvDQ_vl_vuI. This could be an example to other organizations.

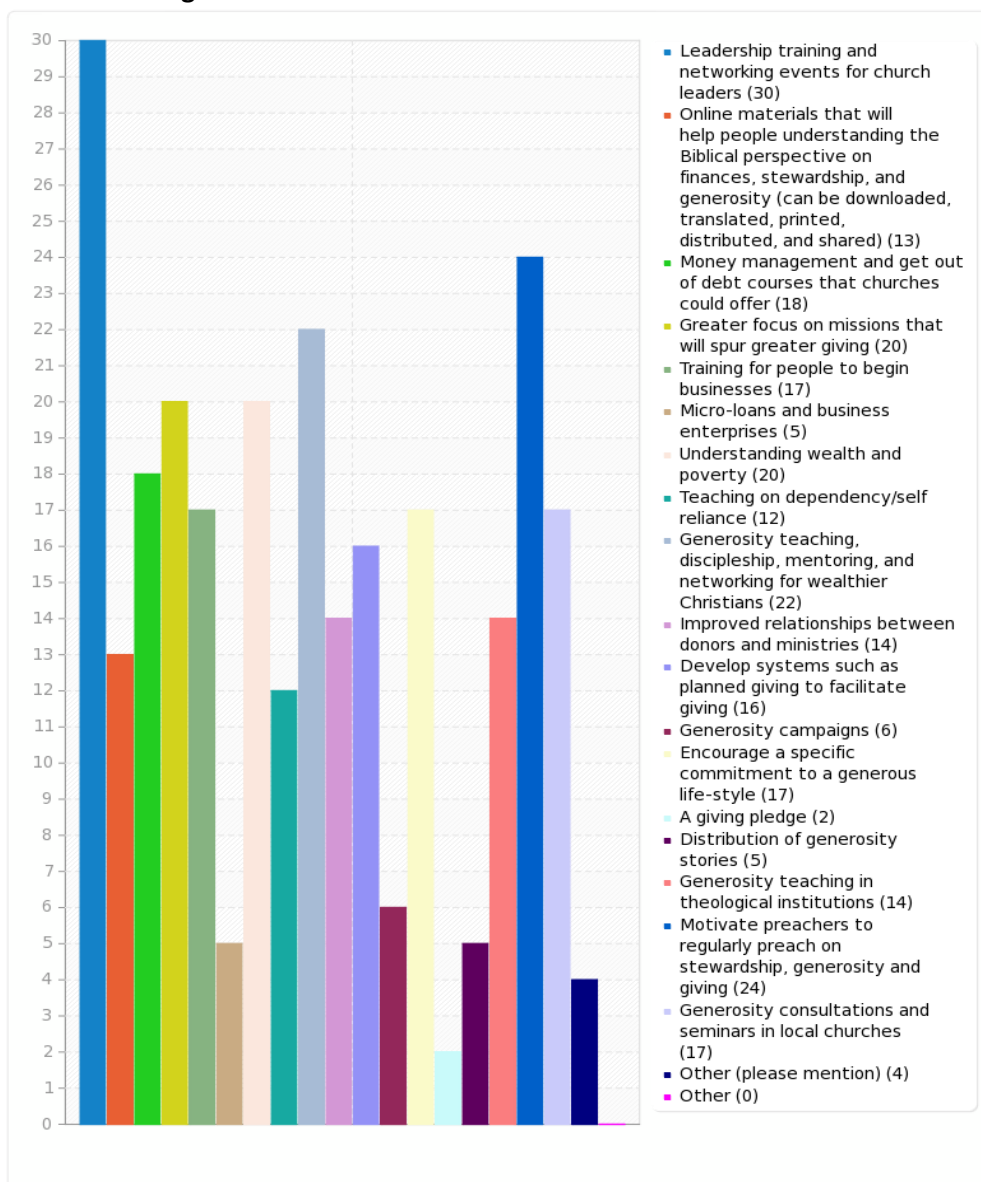
Responses to Question 7 – things that can be done to encourage stewardship, generosity and giving

1) Question

What are the most important things that can be done to encourage stewardship (including financial stewardship), generosity and giving a) in your country (Evangelical Alliances), b) in countries where your organization is working (Associate Members), c) teaching in your denomination?

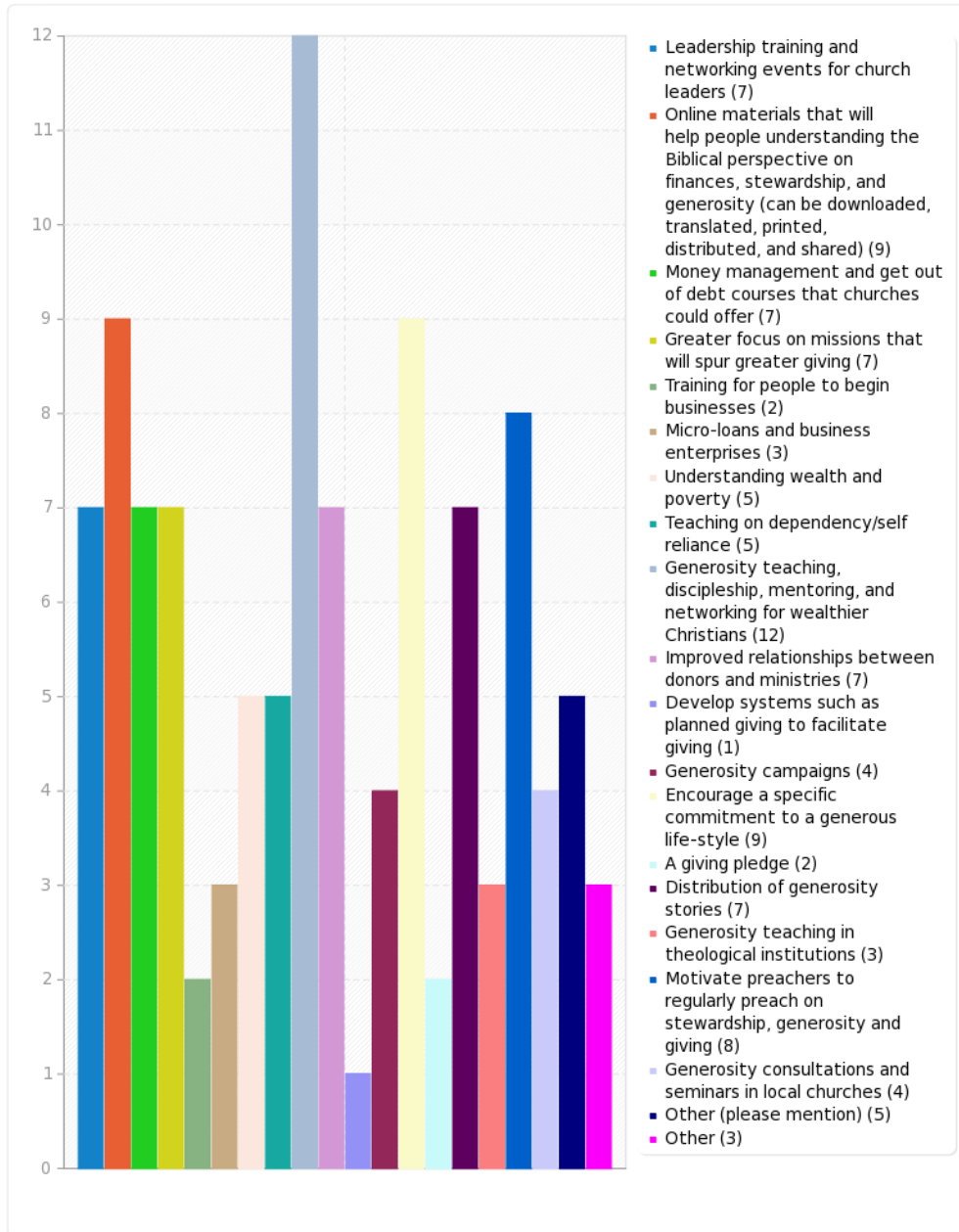
2) Responses

a. Evangelical Alliances



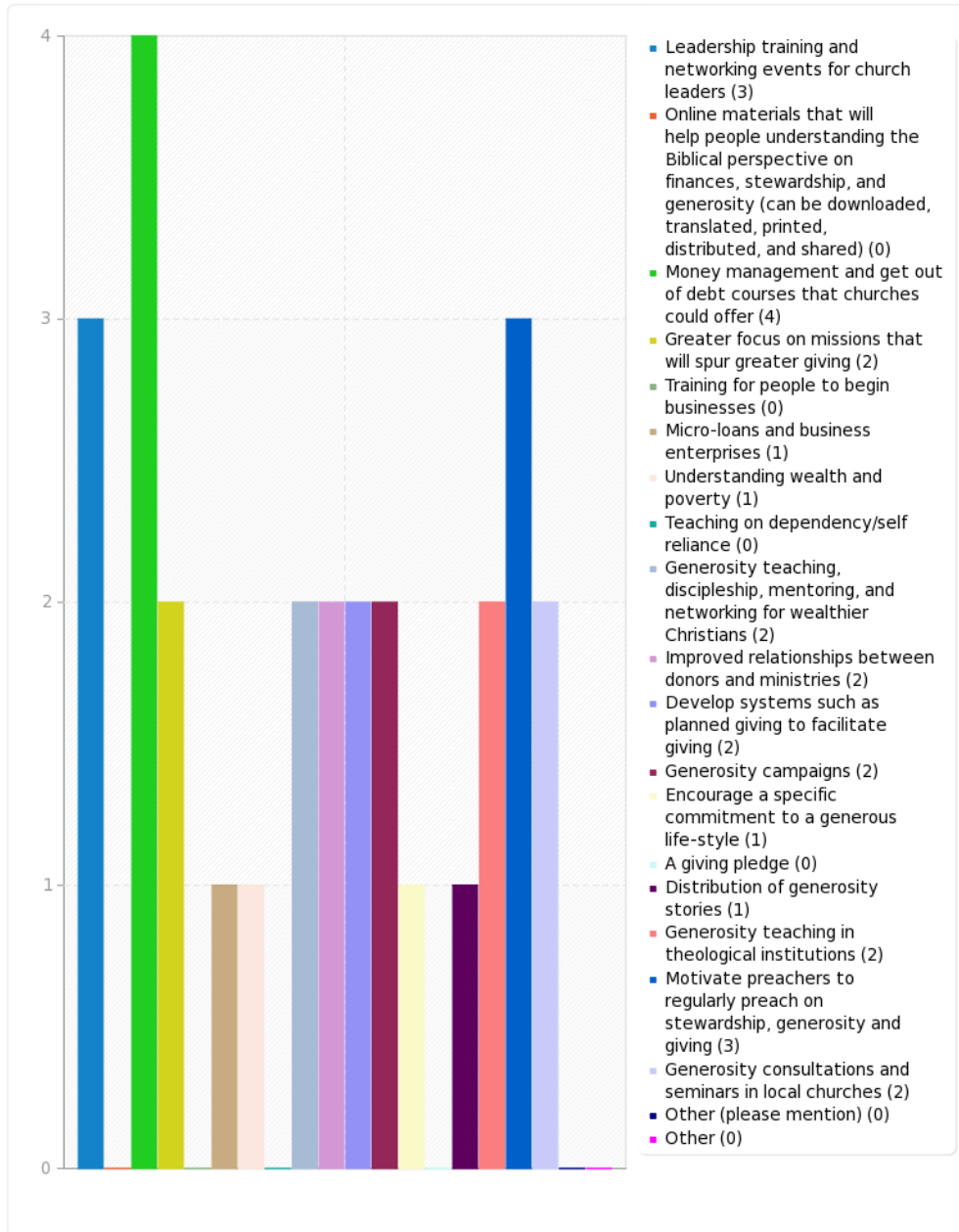
The Alliances mentioned the following as important ways to encourage stewardship teaching in their countries - leadership training and networking events for church leaders (30 responses); motivate preachers to regularly preach on stewardship, generosity, giving (24 responses); generosity teaching, discipleship, mentoring and networking for wealthier Christians (22 responses); greater focus on missions to spur giving (20 responses); understanding wealth and poverty (20 responses); money management and get out of debt courses (18 responses); consultations and seminars in local churches (17 responses); business training (17 responses); and encourage a specific commitment to a generous life-style (17 responses)

b. Associate Members



The Associate Members mentioned the following as important ways to encourage stewardship teaching - generosity teaching, discipleship, mentoring and networking for wealthier Christians (12 responses); online materials and resources (9 responses); encourage a commitment to a generous life-style (9 responses); distribution of generosity stories (7 responses); leadership training and networking events for church leaders (7 responses); money management and get out of debt courses (7 responses); greater focus on missions to spur giving (7 responses); and improved relations between donors and ministries (7 responses).

c. Denominational Members



The Denominational Members mentioned the following as important ways to encourage stewardship teaching - money management and get out of debt courses (4 responses); leadership training and networking events for church leaders (3 responses); motivate preachers to regularly preach on stewardship, generosity, giving (3 responses); greater focus on missions to spur giving (2 responses); generosity teaching, discipleship, mentoring and networking for wealthier Christians (2 responses); improved relations between donors and ministries (2 responses); develop giving systems (2 responses); generosity campaigns (2 responses); generosity teaching in theological institutions (2 responses); and consultations and seminars (2 responses)

d. Aggregate of most important responses



3) Analysis

- a. **There were wide differences between the responses from the different member groups**, but it is clear that there are more fundamental issues to encourage stewardship and generosity teaching than to provide resources, launch campaigns or sign pledges. Stewardship training for and engagement with church leaders through for example consultations, discipleship of wealthier Christians, and stewardship courses for Christians is seen to have a greater impact to increase giving than giving methods such as giving pledges and campaigns.
- b. **In view of this trend it was perhaps a bit of a surprise that a commitment to a generous life-style was the 6th most important initiative** that could encourage stewardship, generosity and giving. The Generosity Declarations mentioned in Question 6 could therefore potentially be widely used. This is something the World Evangelical Alliance leaders could consider distributing during the General Assembly and encourage members to use the Declarations much more intentionally during events.
- c. **Because of the challenges related to the financial weaknesses of churches and believers indicated in previous questions, it might have been expected that** understanding wealth/poverty would be seen as important to encourage stewardship, generosity and giving. This was especially the case with Evangelical Alliances but less so with Associate and Denominational Members. This is another indication of the inequality among the different parts of the World Evangelical Alliance community with poverty not seen as a problem in some parts of the community and a very serious problem in other parts. It is significant that nearly 30% of Evangelical Alliances mentioned the importance of training to start businesses. This shows the importance to engage on a very practical basis with poverty issues.

- d. **Mission initiatives should also find ways to educate and engage Christians and churches in missions** and link that education and engagement to giving. That could be a way to facilitate a change from church-focused giving and ministry-focused giving to Kingdom-focused giving.
- e. **It was interesting that generosity campaigns and a giving pledge received very few responses.** That indicates that though it might be of interest in some countries in general it will not receive much support if launched.

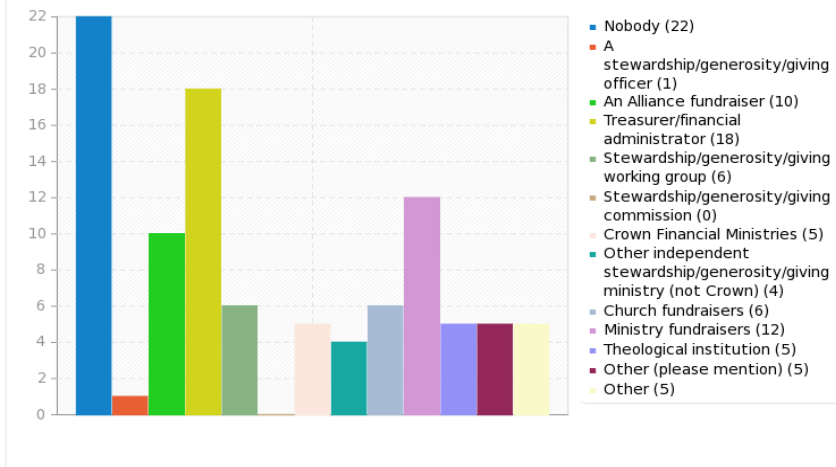
Responses to Question 7 – who encourage giving

1) Question

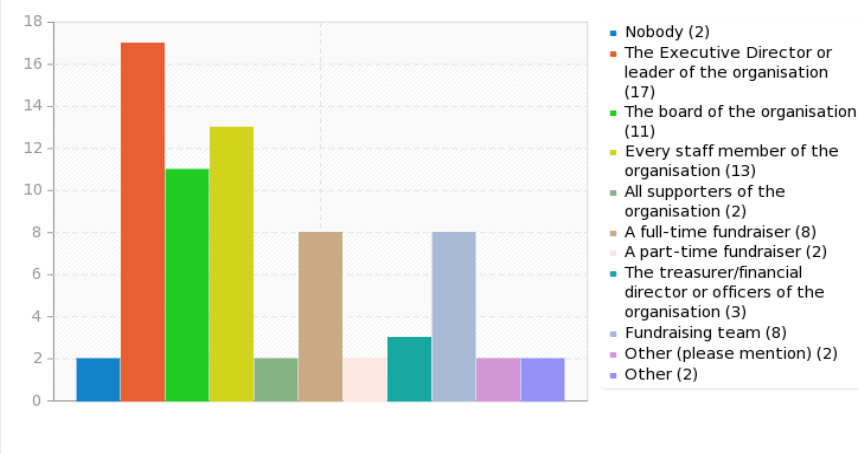
Who are encouraging stewardship, generosity and giving in your Alliance, organization, denomination?

2) Responses

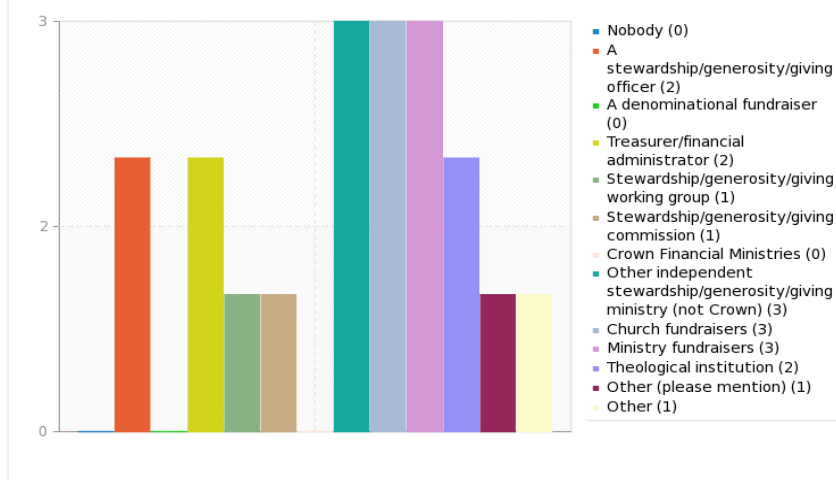
a. Evangelical Alliances



b. Associate Members



c. Denominational Members



3) Analysis

- a. **It was very encouraging that only 24 or 27.5% of the 87 respondents mentioned that there is nobody in their Alliance, organization or denomination who encourages giving.** This is much fewer than what was expected but still a significant number. In addition in many of the other cases a treasurer is mentioned as encouraging giving. Though it is positive that at least somebody in an Alliance, organization or denomination encourages giving, experience indicates that treasurers who must make sure that budgets balance, are not always the best people to encourage giving.
- b. It was further encouraging that **there are 3 stewardship officers, 7 stewardship working groups, 1 stewardship commission, 20 Alliance/organizations with either full-time or part-time fundraisers, and 8 fundraising teams** in Associate Members. This indicates the potential for a WEA Stewardship Commission that could provide a networking platform for these leaders. One of the respondents mentioned that the Executive Director of the Alliance is encouraging giving. I expect that to be the case with many if not most Alliances.
- c. **Unfortunately there is still much to do. With 22 or 37.93% Evangelical Alliances having nobody who encourages stewardship and giving,** there could be a need for a potential WEA Stewardship Commission to help develop the needed structures and platforms through which every WEA member (Alliances, Associate Members and Denominational Members) will have leaders with a specific role and function to encourage stewardship, generosity, giving and fund mobilization. There is therefore also a structural problem that has to be addressed within the Alliances and other members;
- d. **None of the Associate Members (mostly international ministries) mentioned their supporters as encouraging giving to the ministry.** The CEO, fundraisers and fundraising teams were mentioned as the ones who encourage giving. There could therefore be a problem in the way funds are raised by ministries. That indicates the need for fundraising training even in ministries that have the needed fundraising structures in place.
- e. **Generosity ministries seem to play less of a role in encouraging giving especially outside North America** than might have been expected. It was significant that only 12 Alliances and Denominations out of 62 mentioned generosity ministries as encouraging giving. Closer collaboration between these ministries and the WEA members should be facilitated so that the excellent resources of these ministries could be better used and reach more people.
- f. Though church and ministry fundraisers seem to play some role in encouraging stewardship, generosity and giving **much more could be done to encourage fundraising in churches and ministries.**
- g. The trend that emerged in previous questions about the **lack of stewardship and giving teaching in theological institutions** had been re-affirmed in this question with only 7 out of the 62 Evangelical Alliances and Denominations mentioning that theological institutions encourage giving. This is an area that have to be urgently addressed.

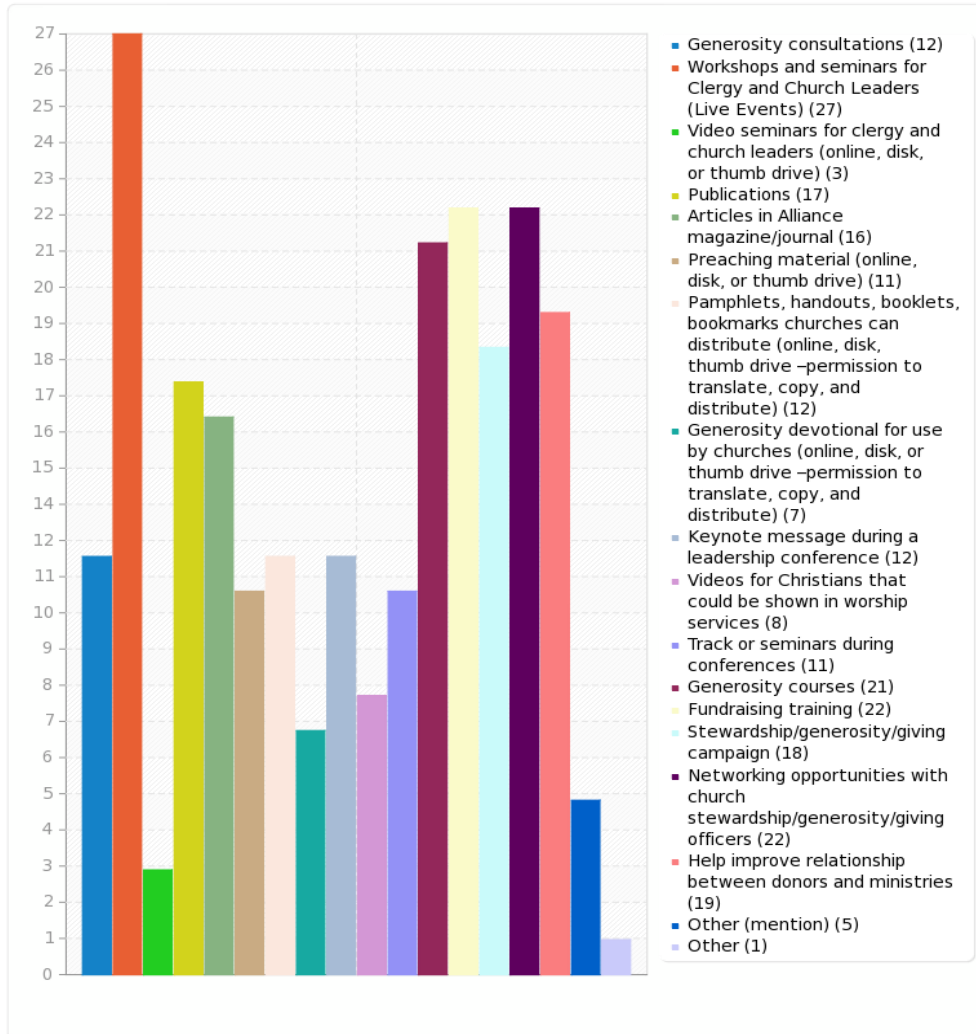
Responses to Questions 8 and 9 (Evangelical Alliances and Denominational Members) – things Alliance/Denomination can do to encourage stewardship, generosity and giving

1) Question 8

What are the most important things you feel your Alliance/Denomination could do to help encourage stewardship (including financial stewardship), generosity and giving?

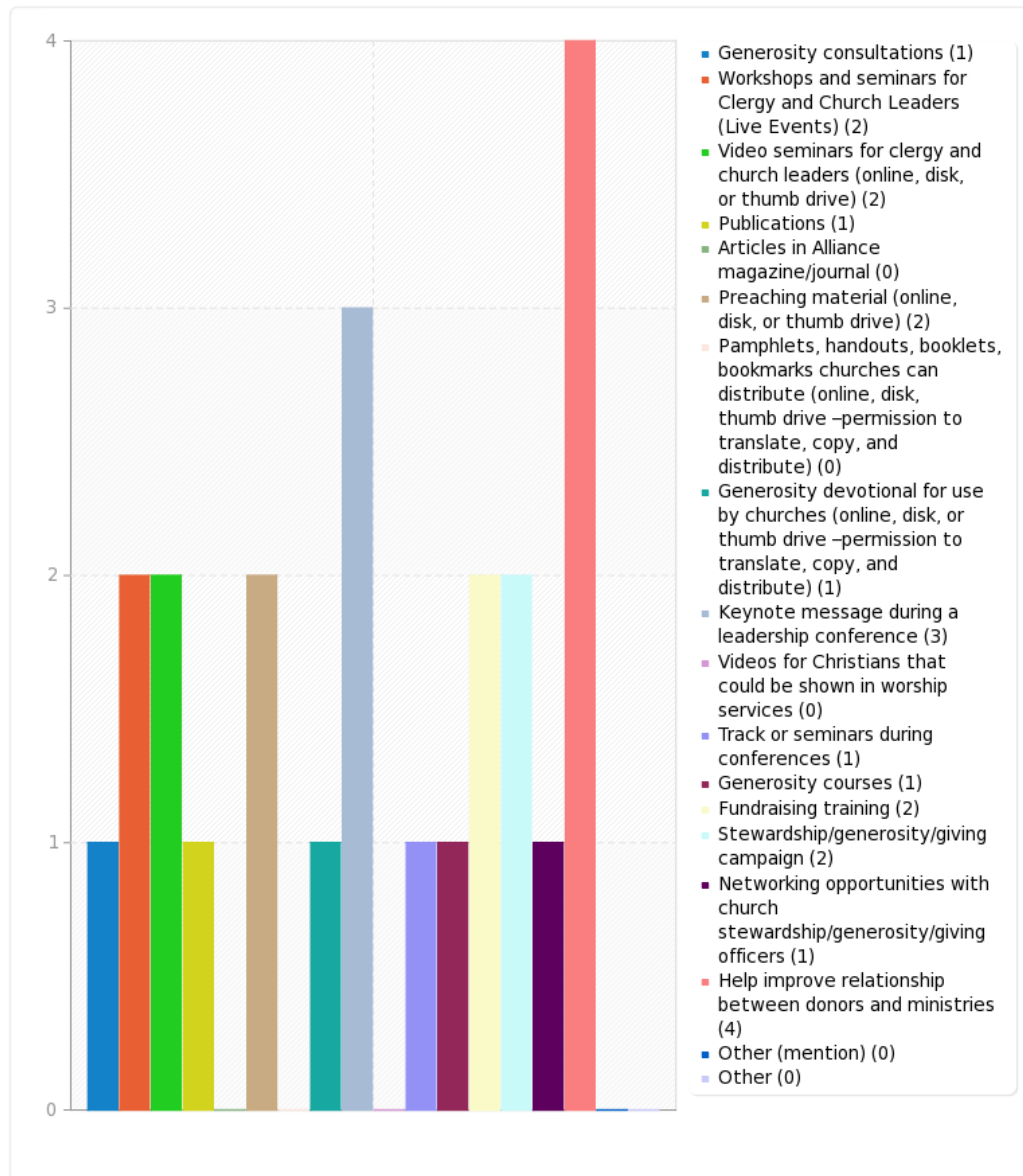
2) Responses

a. Evangelical Alliances



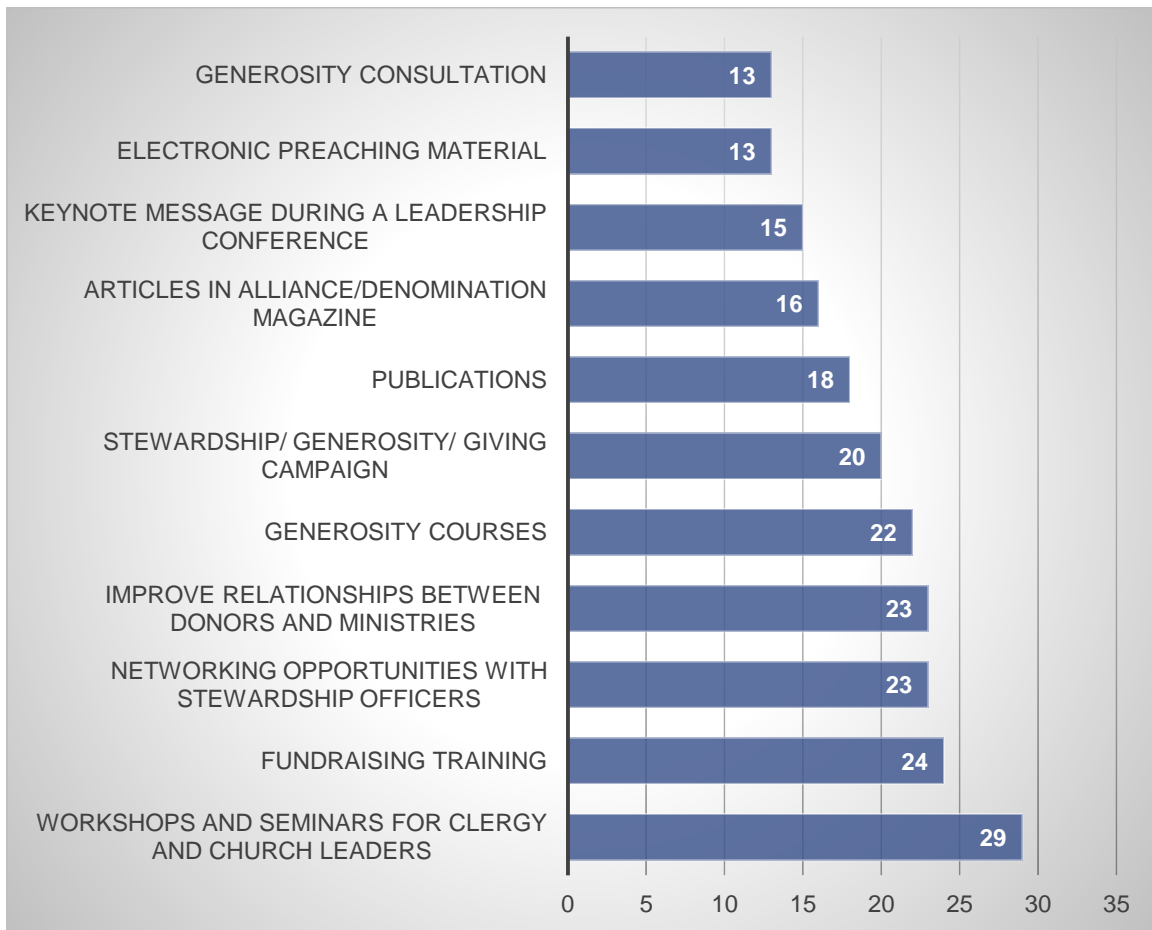
The Alliances mentioned the following as important things they could do to help encourage teaching on finances, stewardship and generosity – workshops and seminars for clergy and church leaders (27 responses), fundraising training (22 responses); networking opportunities with church stewardship/generosity/giving officers (22 responses); generosity courses (21 responses); help improve relationships between donors and ministries (19 responses); stewardship/generosity/giving campaign (18 responses); publications (17 responses); and articles in Alliance magazine/journal (16 responses)

b. Denominational Members



The Denominations mentioned the following as important things they could do to help encourage teaching on finances, stewardship and generosity - help improve relationships between donors and ministries (4 responses); keynote message during a leadership conference (3 responses); workshops and seminars for Clergy and Church leaders (2 responses); preaching material (2 responses); fundraising training (2 responses); stewardship/generosity/giving campaign (2 responses)

c. Aggregate - the most important things Alliance/Denomination could to help encourage stewardship, generosity and giving

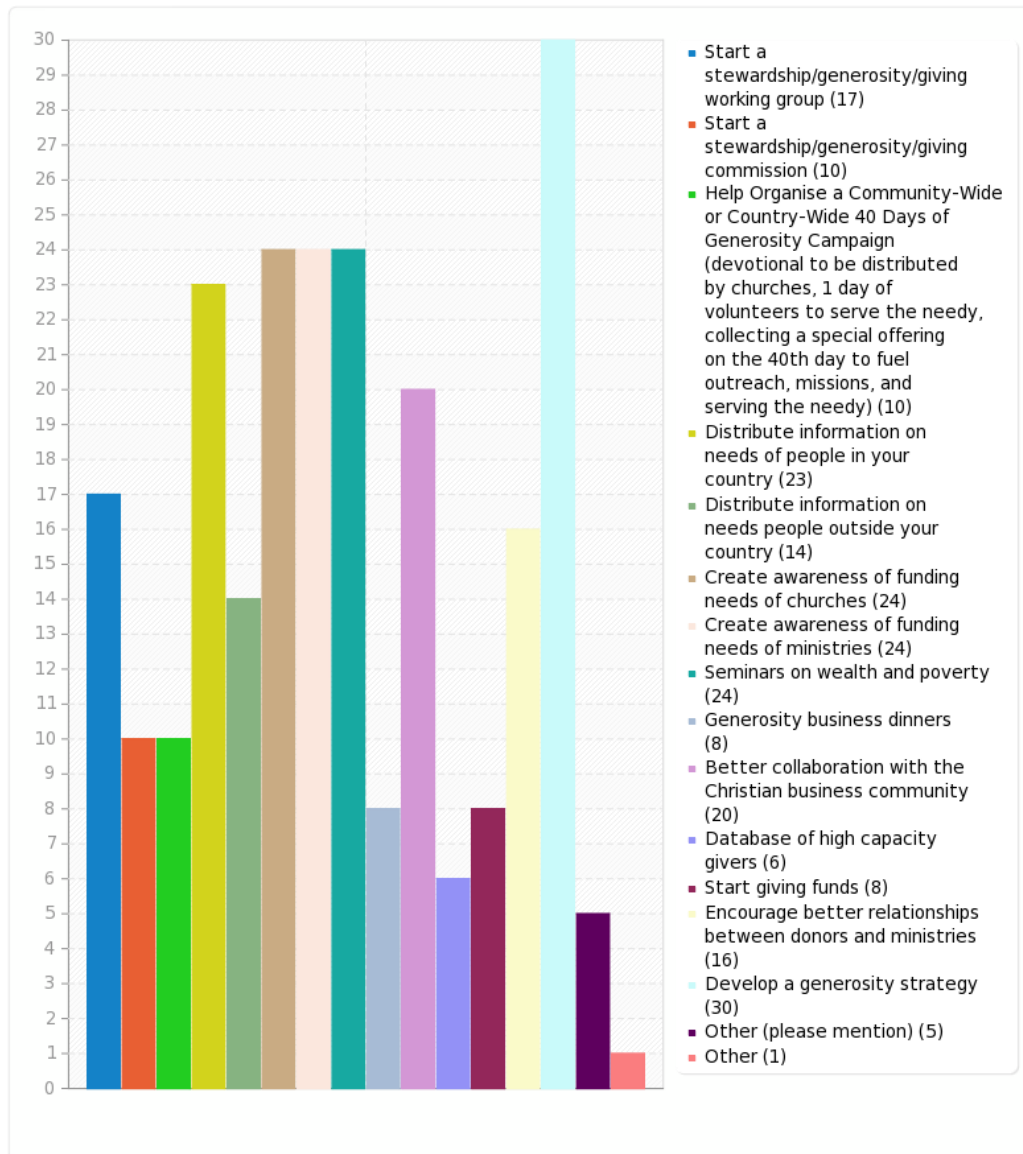


3) Question 9

What else could your Alliance/Denomination do to encourage stewardship, generous living and giving?

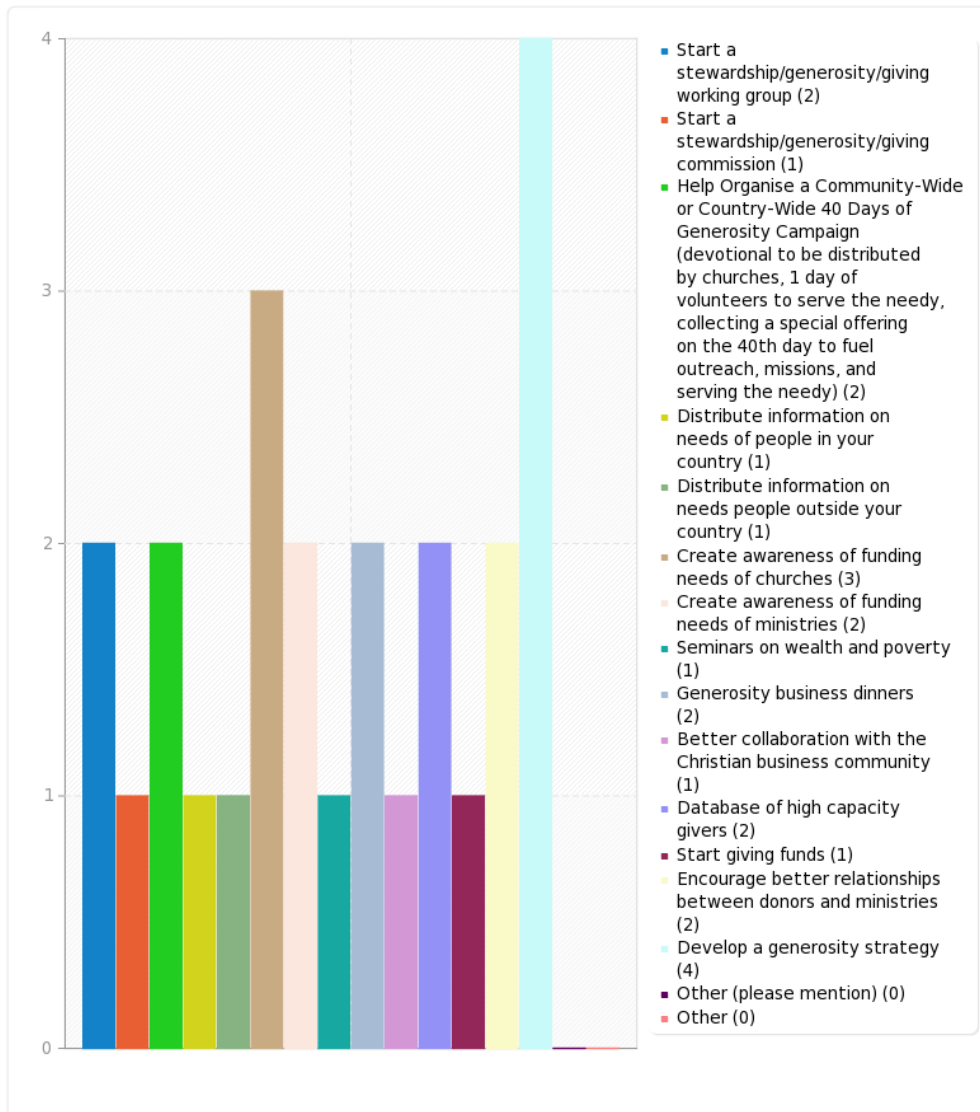
4) Responses Question 9

a. Evangelical Alliances



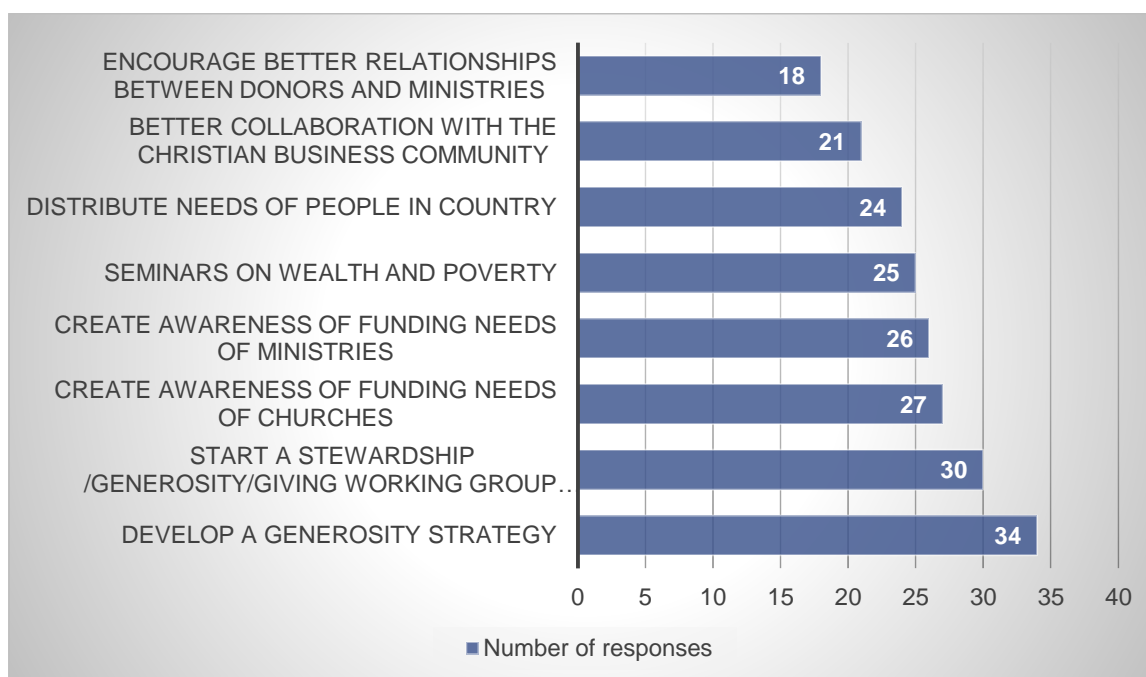
The Alliances mentioned the following as ways they could to encourage stewardship, generous living and giving - develop a generosity strategy (30 responses); start a stewardship/generosity/giving working group or commission (27 responses in total); create awareness of funding needs of churches (24 responses); create awareness of funding needs of ministries (24 responses); seminars on wealth and poverty (24 responses); distribute information on needs of people in your country (23 responses); better collaboration with the Christian business community (20 responses).

b. Denominations



The Alliances mentioned the following as ways they could to encourage stewardship, generous living and giving - develop a generosity strategy (4 responses); start a stewardship/generosity/giving working group or commission (3 responses in total); create awareness of funding needs of churches (3 responses); help organize a community-wide or country-wide 40 Days Generosity Campaign (2 responses); create awareness of funding needs of ministries (2 responses); generosity business dinners (2 responses); database of high capacity givers (2 responses); encourage better relationships between donors and ministries (2 responses).

c. Aggregate - what else can Alliance/Denomination do to encourage stewardship, generous living and giving



5) Analysis

a. When the questions 8 and 9 are grouped together, broad categories of potential Evangelical Alliance and denominational engagement to encourage stewardship, generosity and giving become clearer:

i. Evangelical Alliances

1. Create awareness of funding needs of people, churches and ministries (85 responses)
2. Workshops, seminars and consultations also during conferences (62 responses)
3. Publications – articles in magazines, pamphlets, booklets (45 responses)
4. Generosity and fundraising training (43 responses)
5. Develop a generosity strategy (38 responses)
6. Help improve relationships between donors and ministries (35 responses)
7. Engagement with wealthy Christians (34 responses)
8. Generosity campaigns (28 responses)
9. Start a stewardship/generosity/giving working group/commission (27 responses)
10. Seminars on wealth and poverty (24 responses)
11. Networking with stewardship/generosity/giving officers (22 responses)
12. Electronic resources (22 responses)

ii. Denominational Members

1. Create awareness of funding needs of people, churches and ministries (7 responses)
2. Workshops, seminars and consultations also during conferences (7 responses)
3. Help improve relationships between donors and ministries (6 responses)
4. Engagement with wealthy Christians (5 responses)
5. Develop a generosity strategy (5 responses)
6. Generosity campaigns (4 responses)
7. Electronic resources (4 responses)

8. Generosity and fundraising training (3 responses)
 9. Start a stewardship/generosity/giving working group/commission (3 responses)
 10. Seminars on wealth and poverty (1 responses)
 11. Networking with stewardship/generosity/giving officers (1 responses)
 12. Publications – articles in magazines, pamphlets, booklets (1 responses)
- b. **Creating awareness of funding needs and organizing workshops, consultations and seminars for Christian leaders** were mentioned by both the Evangelical Alliances and denominations as the most effective ways they can be involved to encourage stewardship, generosity and giving. **Better communication platforms** in Evangelical Alliances and denominations might have to be developed to share information on these needs with potential donors. In addition **fundraising and generosity training** are seen especially by Evangelical Alliances as something they could do to encourage stewardship, generosity and giving.
 - c. **18 Evangelical Alliances and 2 denominations indicated that they could organize stewardship, generosity and giving campaigns.** This indicates that such campaigns might be viable especially if the individual Evangelical Alliances and denominations are directly involved in the campaigns. This is something the WEA leadership might look into.
 - d. **Organizing workshops, campaigns and fundraising/generosity training could be part of a generosity strategy developed by Alliances and denominations.** It was encouraging that 30 or more than 50% of the Evangelical Alliances and all 4 denominations that responded indicated that they could develop generosity strategies in their Alliances and denominations. This is a very significant number.
 - e. **A generosity strategy could be catalyzed by stewardship working groups and or commissions.** These working groups and commissions could also be platforms develop better collaboration with the Christian business community and to **network stewardship, generosity and giving officers** (which 22 Alliances and 1 denomination indicated they feel they can help facilitate). It is significant that 27 Evangelical Alliances (again more than 50% of Alliances) and 3 denominations (75% of denominations that responded) indicated that they would consider starting either a stewardship working group or commission. This again is a very significant number. The Evangelical Alliances and denominations should be assisted and supported by the World Evangelical Alliance leaders in doing that.
 - f. **However there are differences between Evangelical Alliances and Denominations.** Publications are seen as much more important by Evangelical Alliances than denominations while denominations proportionally emphasized the relationships between donors and ministries more. This had been seen as important by all 4 denominations that responded. It was also encouraging that 3 of the 4 denominations mentioned the possibility of a keynote message on stewardship, generosity and giving during a leadership conference as a way to encourage stewardship and giving.
 - g. **Based on the responses to these 2 questions, the following could be process that the World Evangelical Alliance leaders could suggest to Evangelical Alliances and Denominational Members:**
 - i. Organize stewardship, generosity and giving workshops, seminars and consultations also during conferences;
 - ii. Start stewardship, generosity or giving working groups or commissions in every Evangelical Alliance and Denominational Member that would also be stewardship, generosity and giving networking platforms;
 - iii. Develop generosity strategies through these working groups/commissions that can include:
 1. generosity campaigns;
 2. creating communication platforms to share information on funding needs of Evangelical Alliances, denominations, churches, ministries and people;

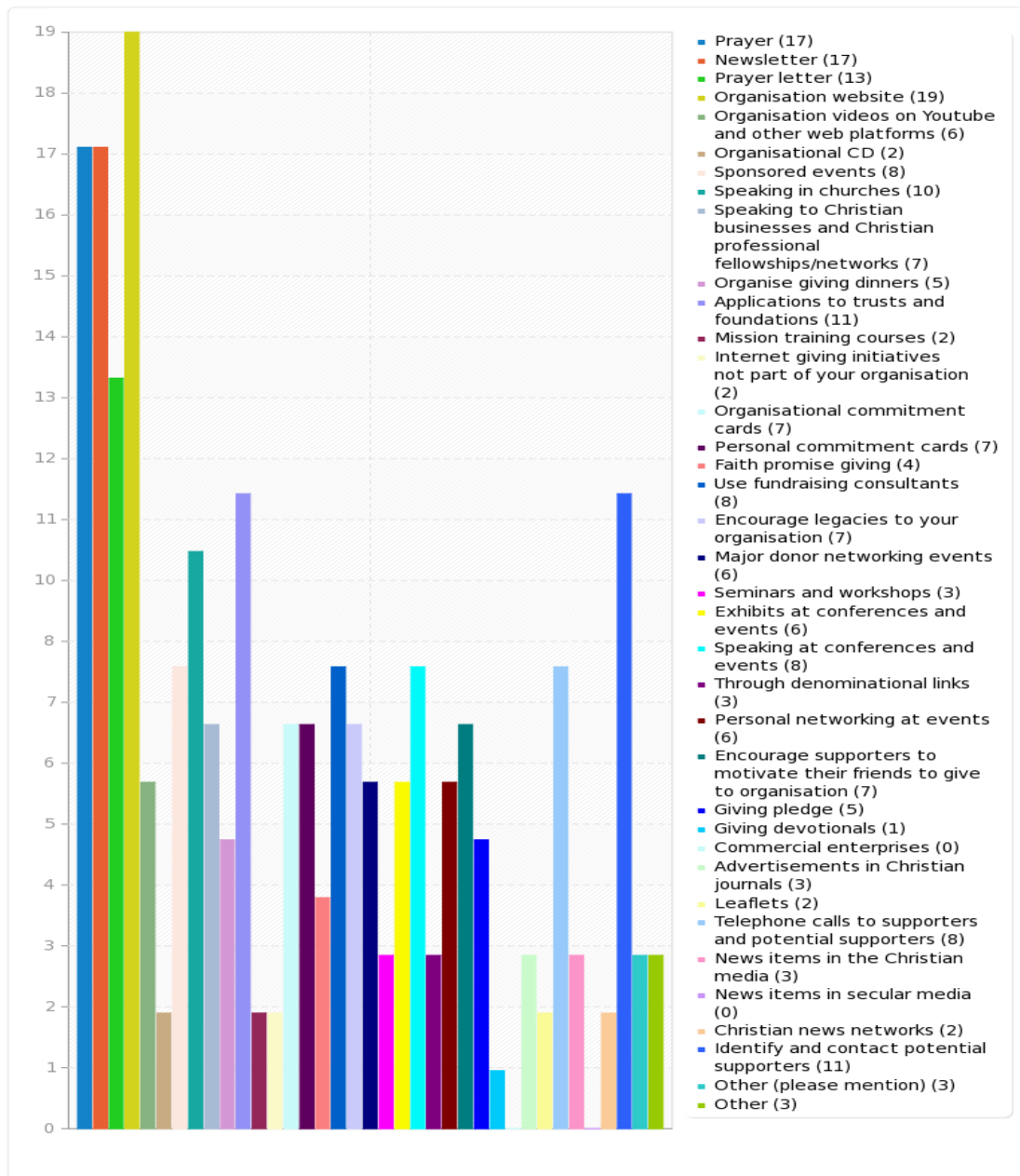
3. generosity and fundraising training;
 4. engagement with wealthy Christians;
 5. improving relationships between donors and ministries;
 6. publications and articles in magazines;
 7. seminars on wealth and poverty; and
 8. distributing preaching materials for pastors.
- h. **It is becoming clear that it might be essential to establish a World Evangelical Alliance Stewardship Commission to work with the WEA members in organizing the consultations, start stewardship working groups or commissions and to work with Evangelical Alliances and Denominational Members in catalyzing stewardship strategies.**

Responses to Questions 8 and 9 (Associate Members) – how does and could organization encourage giving to the organisation

1) Questions 8

How does your organisation encourage financial giving to the organisation?

2) Responses Question 8

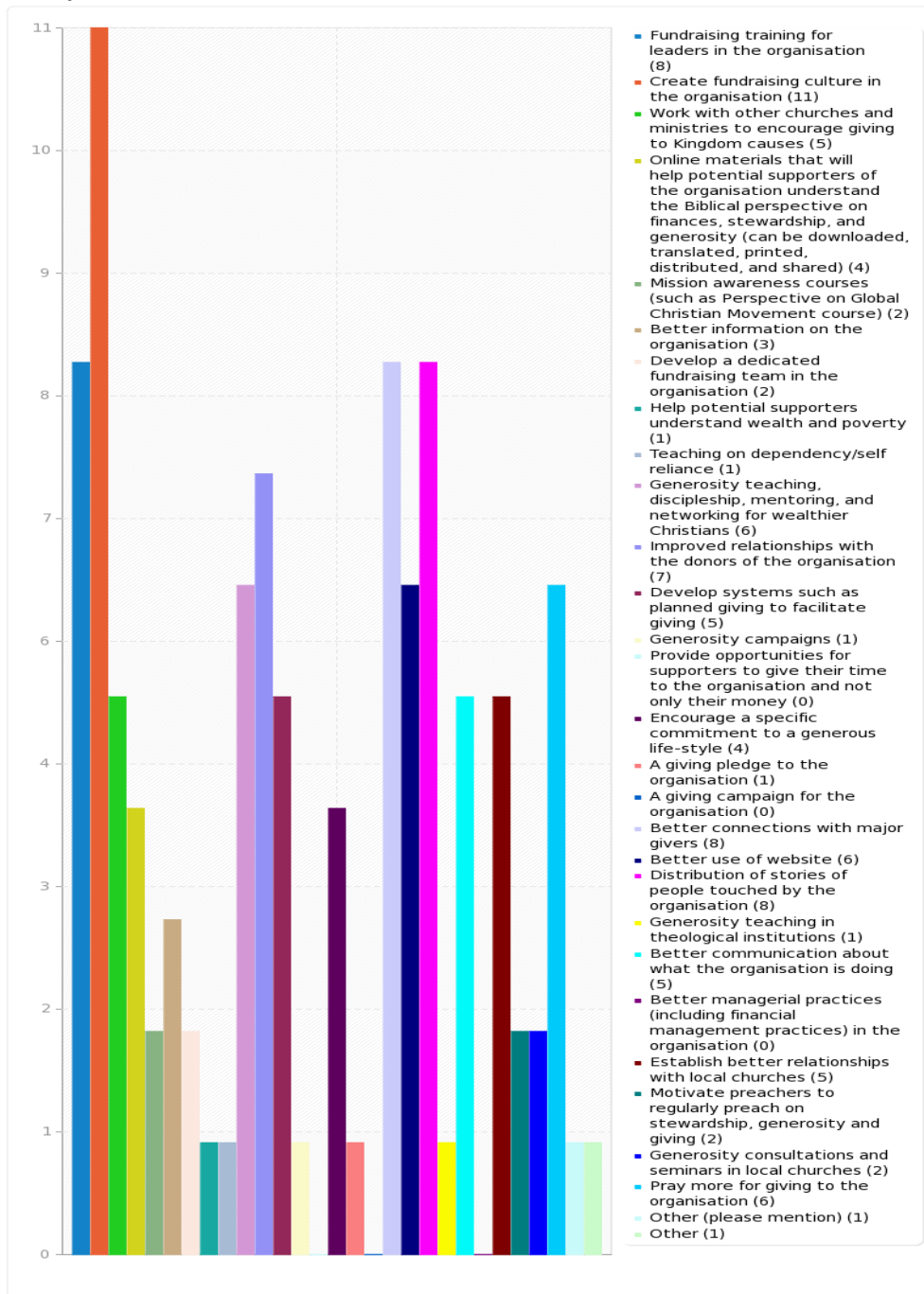


The Associate Members mentioned the following as the most important ways they encourage giving to their organisations - Organisation website (19 responses); prayer (17 responses); newsletter (17 responses); prayerletter (13 responses); applications to foundations and trusts (11 responses); identify and contact potential supporters (11 responses); speaking in churches (10 responses); sponsored events (8 responses); speaking and conferences and events (8 responses); telephone calls (8 responses); and using fundraising consultants (8 responses).

3) Question 9

What are the most important additional things that can be done to encourage giving to your organisation?

4) Responses Question 9



The Associate Members mentioned the following as additional things they can do to encourage giving to their organisations – create a fundraising culture in the organisation (11 responses); fundraising training for leaders in the organization (8 responses); better connections with major givers (8 responses); distribution of stories of people touched by the organization (8 responses); improved relationships with the donors of the organization (7 responses).

5) Analysis

- a. Perhaps as expected **prayer, newsletters, and websites were the platforms most used by Associate Members to encourage giving to their ministries.**
- b. It was **a surprise that other forms of fundraising is not more used.** Only 10 out of the 25 respondents indicated that their organizations speak in churches to encourage giving to their organizations. That is one response less than the 11 organizations that indicate that they apply to foundations and trusts for support. Raising funds from trusts and foundations seems to be more important than any other form of envisioning through engagement opportunities – either in churches, major donor networking events, personal networking at Christian events, Christian business leaders or giving dinners. Could applying to trusts and foundations be seen as an easier option to raise money than to engage with potential donors where they are?
- c. Could it be that **churches just do not have a vision to support ministries outside the local church** or where it is most needed and therefore do not give to those ministries because **they do not hear about ministries and are not envisioned to give to those ministries?** The same is the case with individual Christians, Christian business people and major donors.
- d. It was also a surprise that **only 7 Associate Members mentioned that they encourage giving through their supporters as giving champions.** This is in line with Question 7 where only 2 Associate Members indicated that all their supporters encourage giving to the organizations. Since one of the aims of every fundraising strategy is to motivate every supporter to encourage their friends to give to the organization, actually every supporter becoming a giving champion, it is clear that there might be serious fundraising deficiencies in WEA Associate Members that have to be addressed.
- e. A further surprise was that so **few Associate Members mentioned that they encourage giving through faith promise giving, giving pledges, news items in the Christian media and Christian news networks.** These are important vehicles to generate interest in what the organizations are doing (mentioned as one of the most important obstacles to giving to the organizations in Question 6.4) and to encourage specific giving commitment.
- f. Unsurprising **creating a fundraising culture in the organization is mentioned as the most important additional thing that can be done to encourage giving** to Associate Members. Other important possibilities include fundraising training for the leaders, networking with wealthy donors and distributing of stories what the organization is doing.
- g. However **few Associate Members that mentioned mission awareness courses, better information on what the organization is doing, a commitment to a generous life-style and better relationships with churches as additional ways to encourage giving to the organization.** All of these were mentioned as obstacles to giving in Question 6.4.
- h. **Not one Associate Member mentioned opportunities for supporters to give their time and not only their money as way to encourage giving to the organization.** In a context where donors want to get more involved in ministries and not only to give money (see also the responses to Question 6 where giving which is seen as only about financial giving and not a life-style is one of the key obstacles to giving) this understanding might need to change.
- i. From the responses it is clear that **a better understanding of fund mobilization is seriously needed in WEA Associate Members to increase giving to them** and possibly ministries outside the local church in general. It could be expected that the same need would be in Evangelical Alliances.
- j. **A recommendation could be for the World Evangelical Alliance to offer structured fundraising training to all Evangelical Alliances, WEA Associate Members, Denominational Members, Commissions, Initiatives and even Global Partners.**

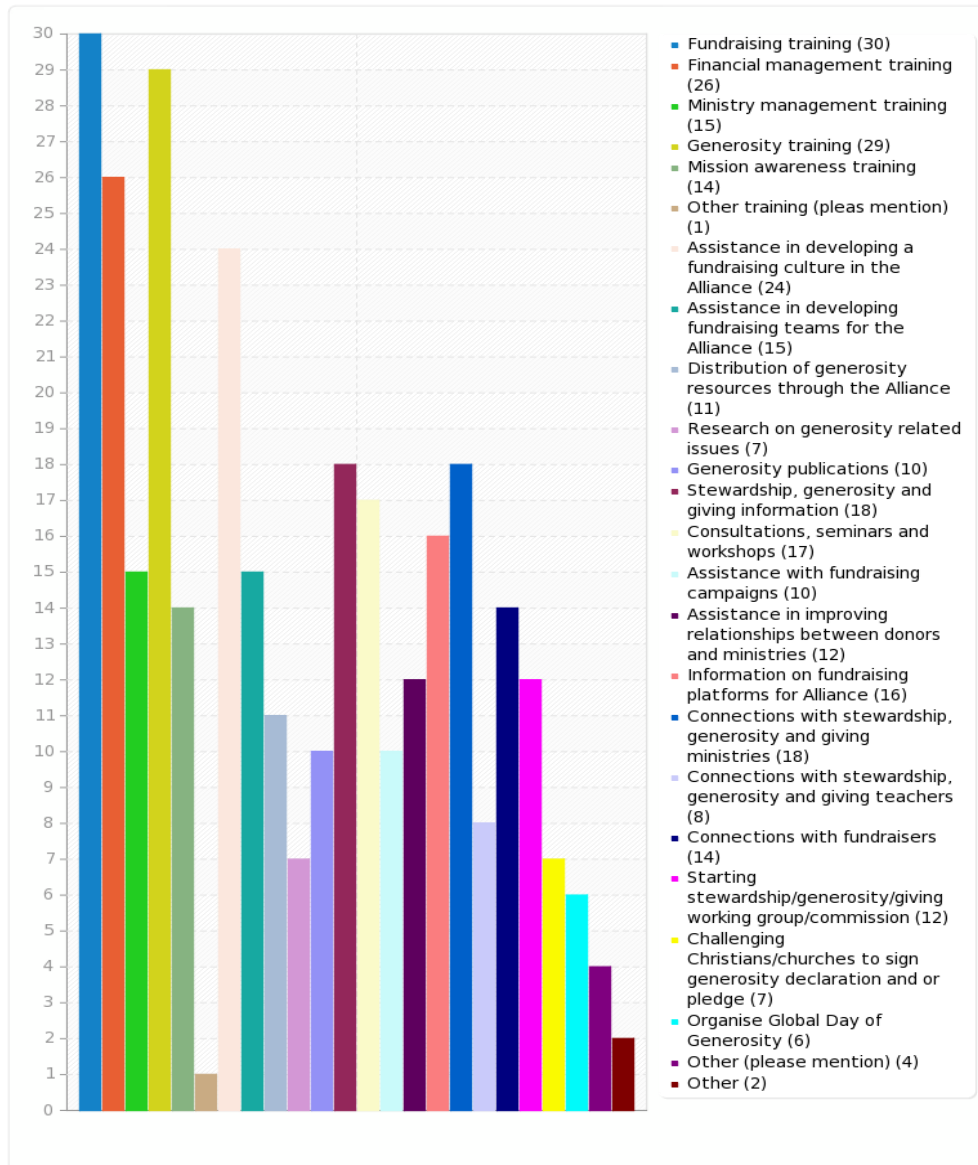
Responses to Question 10 – assistance needed from Global Generosity Network

1) Question

What assistance would you like from an initiative such as the Global Generosity Network as World Evangelical Alliance initiative focusing on stewardship, generosity and giving?

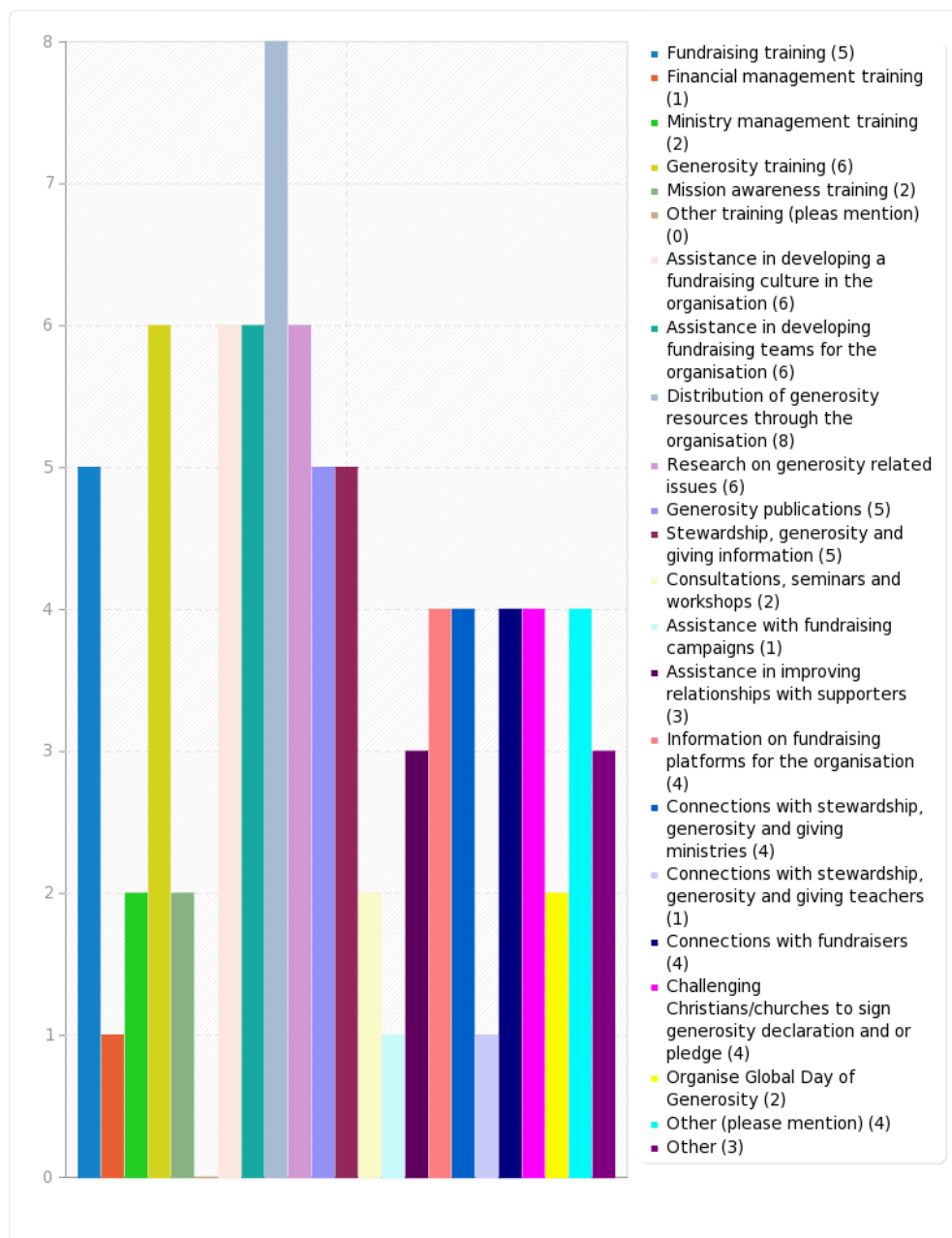
2) Responses

a. Evangelical Alliances



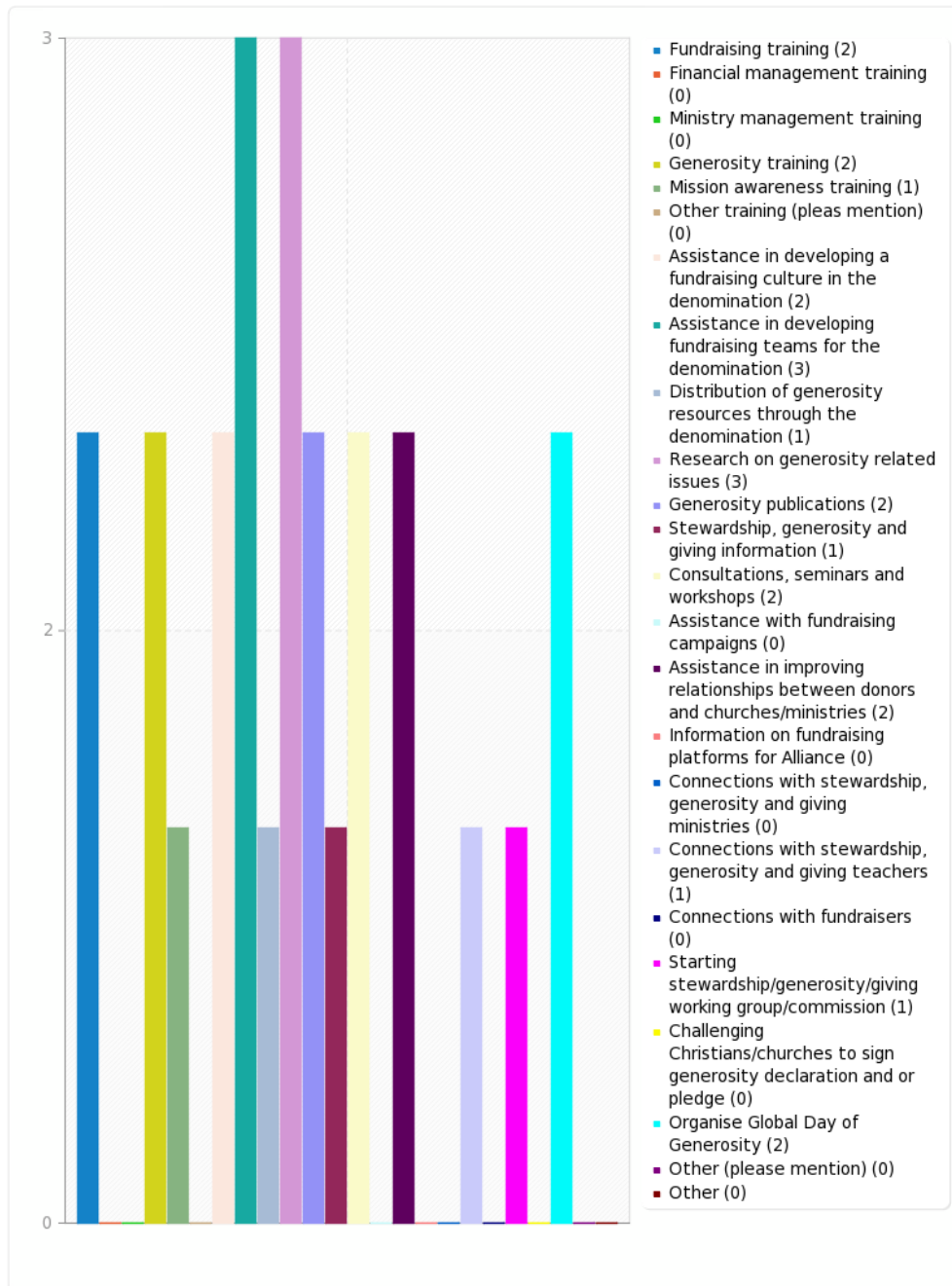
Most important areas of assistance requested by Alliances - fundraising training (30 responses , 52% of respondents); generosity training (29 responses - 50% of respondents); financial management training (26 responses - 45% of respondents); assistance in developing a fundraising culture in Alliance (24 responses - 41% of respondents); stewardship, generosity, giving information (18 responses - 31% of respondents); connections with stewardship ministries (18 responses - 31% of respondents); consultations, seminars and workshops (17 responses - 29% of respondents); information on fundraising platforms (16 responses - 28% of respondents)

b. Associate Members



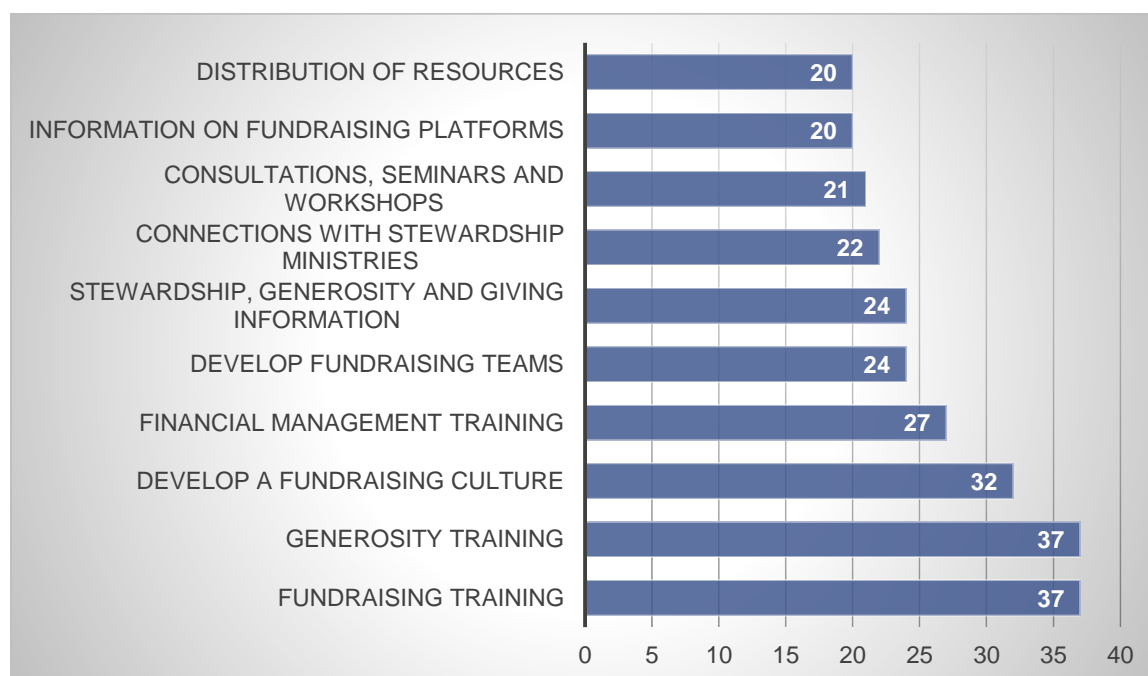
Most important areas of assistance requested by Associate Members - distribution of generosity resources (8 responses - 32% of respondents); generosity training (6 responses - 24% of respondents); assistance in developing a fundraising culture (6 responses - 24% of respondents); research on generosity issues (6 responses - 24% of respondents); fundraising training (5 responses - 20% of respondents); generosity publications (5 responses - 20% of respondents); stewardship, generosity and giving information (5 responses - 20% of respondents)

c. Denominational Members



Most important areas of assistance requested by Denominational Members - assistance in developing fundraising teams for denomination (3 responses - 75% of respondents); research on generosity related issues (3 responses - 75% of respondents); fundraising training (2 responses - 50% of respondents); generosity training (2 responses - 50% of respondents); assistance in developing fundraising culture in denomination (2 responses - 50% of respondents); publications (2 responses - 50% of respondents); consultations/ seminars/ workshops (2 responses - 50% of respondents); assistance in improving relationships between donors and churches/ministries (2 responses - 50% of respondents); Global Day of Generosity (2 responses - 50% of respondents)

d. Aggregate assistance needed



4) Analysis

a. Counted together, the following are mentioned by the different membership groups as the most important outside assistance that they need:

- i. Fundraising training (30 Evangelical Alliances, 5 Associate Members and 2 Denominational Members or 43% of respondents);
- ii. Generosity training (29 Evangelical Alliances, 6 Associate Members and 2 Denominational Members or 43% of respondents);
- iii. Developing a fundraising culture (24 Evangelical Alliances, 6 Associate Members and 2 Denominational Members or 37% of respondents). In addition information on fundraising platforms was mentioned by 16 Evangelical Alliances and 4 Associate Members as assistance they need;
- iv. Financial management training (26 Evangelical Alliances and 1 Associate Member or 31% of respondents);
- v. Develop fundraising teams (15 Evangelical Alliances, 6 Associate Members and 3 Denominational Members or 28% of respondents);
- vi. Stewardship, generosity and giving information (18 Evangelical Alliances, 5 Associate Members and 1 Denominational Member or 28% of respondents);
- vii. Consultations, seminars and workshops (17 Evangelical Alliances, 2 Associate Members and 2 Denominational Members or 24% of respondents);
- viii. Connections with generosity ministries, fundraisers and trainers were also important if taken together. This indicates a need for better networking in the area of stewardship in the World Evangelical Alliance.

b. Areas that did not receive much support were:

- i. Assistance with fundraising campaigns (10 Evangelical Alliances and 1 Associate Member);
- ii. Challenge churches and Christians to sign a generosity declaration or pledge (7 Evangelical Alliances and 4 Associate Members);
- iii. Global Day of Generosity (6 Evangelical Alliances, 2 Associate Members and 2 Denominational Members).

- c. **Areas that were supported by some membership groups:**
- i. Start a stewardship/generosity/giving working group/commission (12 Evangelical Alliances and 1 Denominational Member);
 - ii. Research was important to Associate Members and Denominational Members but not to Evangelical Alliances;
 - iii. Assistance in improving relationships between donors and churches/ministries (12 Evangelical Alliances, 3 Associate Members and 2 Denominational Members);
 - iv. Networking opportunities with other similar fundraisers and convene a forum of WEA members to talk about "best practices" in fundraising.
- d. It was a surprise that the **ideas of the generosity declaration/pledge and Global Day of Generosity did not receive more support**. These are areas that the GGN focused in the past. It could be that the different members are so busy with their own engagement in this area that they do not want to become involved in more initiatives even though they might support the reasons behind it. It was interesting that there was support for a commitment to a generous life-style in other questions of the survey.
- e. **The needs expressed in Question 10 is in line with the responses to previous questions. Fundraising, generosity and financial management training together with assistance to develop a fundraising culture in the broader WEA community are clearly the areas where most assistance is needed.** Other specific areas for involvement include the development of stewardship platforms such as working groups and commissions, organizing consultations, assistance in developing fundraising teams and stewardship networking. This should be the focus of the Global Generosity Network as WEA initiative in the area of stewardship, generosity, giving and fund mobilization.

Analysis and recommendations

1) Analysis

- a. **The World Evangelical Alliance Stewardship Survey shows the challenge to make Biblical stewardship, generous living, Kingdom-focused giving and God-honoring fund mobilisation part of the life-style of every evangelical Christian, church and ministry.** The question is how such a vision could be encouraged in the World Evangelical Alliance community.
- b. **It might be essential to establish a World Evangelical Alliance Stewardship Commission** to work with the WEA members in organizing stewardship consultations, start stewardship working groups or commissions and to work with WEA Members in catalyzing stewardship strategies.
- c. There is **broad agreement that stewardship, generosity and giving is an extremely important part of Christian life;**
- d. This importance is **not always reflected in Christian training, teaching and preaching**, especially in theological institutions;
- e. **Christian giving is better than we might think although there seems to be a problem with Kingdom-focused giving.** More theological reflection about Kingdom-focused giving and the practical application of Kingdom-focused giving is needed;
- f. The **main obstacle** to a culture of Biblical stewardship, generous living, Kingdom-focused giving seems to be that **generosity and giving are not integrated into discipleship and teaching.** Generosity and giving are therefore not part of the life-style of every Christian.
- g. **Poverty, indebtedness, extreme economic inequality between Christians and information on needs** have to be addressed as well. There seems to be a special challenge in discipling wealthier Christians in the area of generosity and giving;
- h. **Initiatives have to be considered to increase the financial strength of believers that will increase giving to churches and ministries.** The responses from the poorer countries to the question what they can do to increase stewardship, generosity and giving in their countries were very interesting. They mentioned helping people to start businesses, micro-loan initiatives and business enterprises as solution. This emphasis should come through in consultations, teaching and training. Courses on business and enterprise development could and possibly should be offered through theological institutions. This will enable local Christian communities to become catalysts for economic development in their communities;
- i. Though the **highest percentage of Evangelical Alliances do not have the needed stewardship structures in place**, there is a **strong base** in the WEA community of stewardship working groups, officers, fundraisers, commissions and others to promote a culture of stewardship, generosity, giving and fund mobilization. The leaders could be networked while further stewardship structures such as stewardship commissions and working groups in Evangelical Alliances, Associate Members and Denominational Members could be formed. There seems to be general support for the development of such structures or platforms;
- j. WEA members (Alliances, Associate Members and Denominational Members) have a **challenge to increase their own income while also facilitating Biblical stewardship, generous living, Kingdom-focused giving and God-honoring fund mobilization** in their countries and areas of influence in general;
- k. **Consultations, training, information, publications, networking and campaigns** are the most important assistance that is needed to:
 - i. Increase income streams of WEA members; and
 - ii. promote a culture of stewardship, generosity, giving and fund mobilization in the members and in their countries or areas where the operate;

- l. **Leaders** in Alliances, Associate Members and Denominational Members who have a **specific responsibility in the area of stewardship, generosity and giving** had been **identified**. They can now be **networked** and enabled to help other members to improve stewardship, generosity, giving and fund mobilization throughout the WEA;
- m. It was interesting that little knowledge about where to give was not mentioned as an obstacle to giving but creating mission awareness and spreading information on the needs of churches and ministries were mentioned as initiatives that will encourage giving. It seems as if a lack of information on needs and the where of giving is therefore an area that has to be addressed. **Better giving information platforms** that will inform people and churches about where to give has to be looked into;
- n. Though many of the Associate Members indicated that they do not need fundraising training it is clear from the responses that there are **fundraising weaknesses in the organizations** that have to be addressed;
- o. Authors, mission educators, and trainers should be **encouraged to include a focus on stewardship, generous living and Kingdom-focused giving in their material**.
- p. There seems to be interest in **some form of a generosity campaign** in the WEA community.
- q. **There is a need (possibly an urgent need) for a culture of Biblical stewardship, generous living, Kingdom-focused giving and God-honoring fund mobilization in the WEA community**. Such a culture should be catalyzed through a concerted effort by WEA leaders.
- r. **Fundraising, generosity and financial management training together with assistance to develop a fundraising culture in the broader WEA community are clearly the areas where most assistance is needed**. WEA members should also be assisted to develop stewardship platforms such as working groups and commissions.

2) Recommendations

- a. **Establish a World Evangelical Alliance Stewardship Commission that could:**
 - i. Advise the WEA leadership, members, global partners and commissions/initiatives on matters pertaining to the theology and practice of Christian stewardship, generosity, giving, funding and fundraising;
 - ii. Encourage a coherent theological basis for Christian stewardship and responsible use of the resources across the WEA;
 - iii. Facilitate the development of appropriate stewardship platforms and structures in the WEA, its bodies and members;
 - iv. Network WEA related stewardship working groups and commissions, stewardship officers and leaders who are involved in any area of stewardship, generosity, giving and fund mobilization;
 - v. Consider and advocate for issues related to funding the WEA, its bodies and members in general while nurturing and developing stewardship, generosity and giving across the WEA in particular;
 - vi. Foster growth in stewardship and funding capability and capacity across the WEA by developing and promoting appropriate training in Christian stewardship for preachers, stewardship officers, fundraisers, giving officers and others involved in some area of stewardship, generosity, giving and fund mobilisation;
 - vii. Nurture discipleship in the WEA community in areas related to money, wealth and giving through the development of appropriate resources;
 - viii. Identify and document good practice in stewardship and fundraising, and develop appropriate resources for WEA members to use.
 - ix. Facilitate increased giving to the WEA community through information on funding sources and how to develop those resources;

- x. Where needed monitor international and national financial legislation and policies as it relate to the WEA community.
- b. **Launch the World Evangelical Alliance Stewardship Commission** during the WEA Assembly in October 2014;
- c. The World Evangelical Alliance Global Leadership supports and enables **a culture of Biblical stewardship, generous living, Kingdom-focused giving and God-honoring fund mobilization in the WEA community;**
- d. The World Evangelical Alliance Global Leadership **facilitates stewardship strategies throughout the WEA community;**
- e. The WEA launches a **fund mobilization training program similar to the OM Financial Developer 24** (http://conversation.lausanne.org/en/resources/detail/13433#.UvICRfl_vul) and requests 3 leaders from every Evangelical Alliance and potentially other WEA members and partners to participate in the training;
- f. The WEA globally, regionally, nationally and even locally have a **greater focus on stewardship, generosity, giving and fund mobilization during assemblies, conferences and events;**
- g. Make time during the WEA General Assembly and other WEA related conferences for participants to sign the **Generosity Declaration** as their commitment to a generous life-style;
- h. Develop stewardship platforms in WEA members to catalyze a stewardship culture, develop stewardship strategies and increase their income streams. Start with those who indicated this as a specific need;
- i. **Conduct more research** into different aspects of stewardship, generosity, giving and fund mobilization, especially the way these themes are expressed in different cultures;
- j. **Engage with theological institutions** to include stewardship, generosity, giving and fund mobilization teaching in their curriculum. That teaching will then flow to the pastors and church leaders who are not only trained by these institutions but also resourced by them;
- k. Find ways to **better communicate the financial needs** in the global evangelical community;
- l. **Distribute stewardship, generosity, giving and fund mobilization resources to the WEA community.** Work with leaders to develop context appropriate resources;
- m. Organize **stewardship consultations** in every WEA region, country and where needed communities.
- n. Launch some kind of **WEA generosity campaign.**

Conclusion

The World Evangelical Alliance Stewardship Survey clearly indicates the need and support for a culture of Biblical stewardship, generous living, Kingdom-focused giving and God-honoring fund mobilization in the World Evangelical Alliance community – global leadership, commissions, initiatives, Evangelical Alliances, associate members, denominational members and global partners. Such a culture will not just happen. It has to be intentionally catalysed. It is not about additional work for Evangelical Alliances (seemingly a fear for some) or to develop ‘shining new fundraising strategies’ a leader of an Evangelical Alliance indicated. Yes, such an intentional stewardship culture and strategy is about increasing the income of WEA members and partners. The reality is that without financial support Evangelical Alliances, organizations and churches will struggle to continue with their work. This is how God decided to provide for His church. Just look at the ministry of Paul.

But a culture of and strategy for stewardship, generosity, giving and fund mobilization is much more than income streams for WEA members. It is to help evangelical Christians, churches, ministries and networks to become what they by nature of being Christian are:

- Wise managers of the financial and other resources God has entrusted to them to achieve His purposes;
- Sharing generously what God has given them with others;
- Giving (including financially) to their full potential to see God’s Kingdom become a reality in people and communities across the world;
- Inspiring others to give to their full potential to Kingdom causes. Paul is a wonderful of example of somebody who inspired churches and Christians to give to needs of other churches and Christians.

I hope that the Stewardship Survey might have provided some directions on how a culture of Biblical stewardship, generous living, Kingdom-focused giving and God-honoring fund mobilization could be catalysed throughout the World Evangelical Alliance. As such it would be good for Evangelical Alliances, WEA Associate Members and WEA Denominational Members to reflect on the results of the Survey.

It is encouraging that many Evangelical Alliances, Associate Members and Denominational Members already have the platforms in place to catalyze a stewardship and generosity culture. However, much more is needed. There are also a large number of stewardship, generosity, giving and fund mobilization resources at the following websites <http://conversation.lausanne.org/en/resources/browse/category/Resource+Mobilization> and <http://community.generositymovement.org/en/resources>. WEA members can download, translate, use and distribute these resources. But we need more of these kinds of resources that can be used by others. Please send that to me.

Finally, the Global Generosity Network exists to help Evangelical Alliances, organizations, churches and Christian networks in the areas of stewardship, generosity, giving and fund mobilization. Please contact me for further information.

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February 2014