

Not Your Parents' Offering Plate: A New Vision for Financial Stewardship

J. Clif Christopher

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People don't give to church because we don't offer them a compelling vision of the good their giving will achieve.

Hearing a young attorney speak of the faithbased reasons for which he had just made a substantial monetary gift to a community youth center, Clif Christopher asked the speaker if he would consider making a similar contribution to the congregation of which he was an active member. "Lord, no they would not know what to do with it" was the answer. That, in a nutshell, describes the problem churches are facing in their stewardship efforts, says Christopher. Unlike leading nonprofit agencies and institutions, we too often fail to convince potential givers that their gifts will have impact and significance. In this book, Christopher lays out the main reasons for this failure to capture the imagination of potential givers, including our frequent failure simply to ask.

Written with the needs of pastors and stewardship teams in mind, Not Your Parents' Offering Plate provides immediate, practical guidance to all who seek to help God's people be better stewards of their resources.



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