



The Reverend Kenneth Gordon Hurto, District Executive

Giving During Tough Economic Times

Best Practices

Compiled by UUA Stewardship Consultants

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1. Share the history of giving to faith communities during previous recessions.
2. Stay positive.
3. Act and lead with confidence.
4. Assume that all will be well . . . Don't assume the worst.
5. See the recession, and the start of a new presidency, as an opportunity to welcome new people, and to revisit your congregational vision and mission.
6. Ask "How important is the congregation to you?"
7. Believe that caring for people always trumps brick and mortar needs.
8. Use pie charts to depict the distribution of the previous year's spending.
9. Use pie charts to indicate the anticipated distribution of financial commitments when the goal is met.
10. Develop a line-item annual operating budget after completion of stewardship conversations.
11. Do not presume other's financial situation. Ask everyone for an annual financial commitment.
12. Be pastoral. Focus on "how are you doing" personal conversations.
13. In addition to monetary goals, create a goal for the number of congregants participating in the annual budget drive. Define success more broadly.
14. Sponsor a "turn down the heat" day each week and host a pot luck meal at church.
15. Sponsor a job-seeking club / a referral network / a resume writing workshop.
16. Promote open conversations about "living well in tough times."
17. Market a "business is booming" slogan to spread the good news of the congregation.
18. Focus on three key words; help, hope, and home.
19. Emphasize that the faith community is a haven during tough times.
20. Congregations that were strong before the recession, will remain strong during a recession. Weaker congregations will succeed if they have strong leaders.

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