



The Newsletter of the Northern New England District of the Unitarian Universalist Association

February, 2013

Greetings!

For many of our congregations this is the time of year to launch the annual pledge drive or stewardship campaign - a time of heightened anxiety for some ("Will we raise enough money for next year?" and "People don't like all this money talk.") - and for others a time of creativity and renewed energy and commitment.



This Winter 2013 edition of our NNED Northern Lights focuses on stewardship. The following articles and linked stories will inspire you with a number of ways to think afresh about the virtue of generosity and the ministry of stewardship, and help you bring creativity and new life into your stewardship efforts.

Laurel Amabile, Director of the Annual Program Fund for our UUA Office of Stewardship and Development, considers adaptive, non-anxious ways to engage conversations on money and generous giving, and then reflects on three complementary themes that can "(re)inspire members' generosity" - vision, leadership, and accountability. Laurel concludes with "Planning for S.U.C.C.E.S.S." elements of a compelling fundraising message - the "ask."

Kim Paquette, Multigenerational Ministry Director for our NNE District-UUA, offers strategies for stewardship that consider the various generational perspectives in our congregations. As Kim says in relation to giving, "While my grandmother needs no convincing, I need a story, an idea, or a dream." There's no such thing as a 'one size fits all' approach to successful fundraising.

Both Laurel and Kim offer valuable additional resources on stewardship at the end of their pieces.

Rev. Karen Brammer, Smaller Congregation and Justice Specialist for our NNE District-UUA, sees the deeply significant connection between congregational stewardship and her work with our UUA Green Sanctuary Program. Karen quotes one of

In This Issue

[Inspiring Generous Giving in Congregations](#)

[Multigenerational Ministry and ... Money?](#)

[Stewardship=Community Building](#)

[Burlington's Successful 2012 Stewardship Campaign](#)

[Further Reading](#)

Quick Links

[NNED Website](#)

[NNED Facebook](#)

[District Staff](#)

[Multigen Blog](#)

[UUA](#)

[Mass Bay and Clara Barton Districts - UUA](#)

[Ballou Channing District](#)

our UUA Congregational Stewardship Consultants, Mark Ewert, in bringing home the message that "Stewardship is about relationship, connection, and caring."

Kristin Kany, 2012 Stewardship Co-Chair for First Unitarian Universalist Society of Burlington, VT, reveals in the final piece the inspiration and energy of a successful stewardship campaign as it unfolds from launch to conclusion. The FUUSB 2012 stewardship story parallels the congregation's overall revitalization during their interim ministry period. I love how Kristin weaves stewardship and her connection to it into the core values and purpose of FUUSB. To quote Kristin, "Stewardship, buoyed by dollars, is the instrumental vessel of our benevolent quest."

We know you have stories of faithful stewardship that can inspire, too. Share them to our [NNED Facebook](#) page and let's continue the conversation.

Joe Sullivan, District Executive
Northern New England District of the
Unitarian Universalist Association



**Inspiring Generous Giving in
Congregations: Antidotes to**

Donor Fatigue By Laurel Amabile,
Director of the Annual Program Fund,

UUA Office of Stewardship and Development

Also found on the Giving Speaks blog*

Fundraising is the gentle art of teaching people the joy of giving. ~Hank Rosso

The members of our congregations make our faith what it is. As one looks out amongst the pews, the faces you see possess an energy, commitment, intelligence and engagement matched by few other groups of individuals. Along with their shared values and faith, each person that gathers together each week gives of themselves to make the celebration of this liberal faith tradition possible. Some contribute their talents and expertise in leading the congregation to greater fulfillment of its mission; others contribute their wisdom and compassion in bringing forth the very best of their fellow worshipers. Most also give generously of their wealth, whether great or small, to provide the resources necessary to support and grow the congregation that inspires them.

At times, however, these same individuals may experience what is commonly referred to as "Donor Fatigue," a situation in which these supporting members reduce or entirely cease their financial support of the congregation. Though certainly many household budgets have been challenged by the contracting economy, this drop in giving may be caused by any number of reasons: perhaps there is a lack of trust in the

congregation's ability to steward the resources effectively; concerns over inadequate staff, space, or budgets; or anxiety and conflict arising from differing theological perspectives or strategic priorities.

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Multigenerational Ministry and...Money?!

By Kimberly Paquette, Multigenerational Ministry Director, NNED

One of the more common misconceptions about my work as our District's Multigenerational Ministry Director is that I am the "Religious Education staff person" or, "the expert on youth". While I have interest in both of these areas, and do focus on them in some way, it's only a part of the work. Multigenerational Ministry refers to all areas of congregational life: Worship, Social Justice, Pastoral Care, and even Stewardship. Yes, Stewardship.

People give to their congregations for different reasons. Some of these differences can even be broken down broadly by generations. That makes sense, as each generation has had really different relationships with, and attitudes towards, money. Yet, we typically try to appeal to all of the members of our congregations in exactly the same way. My grandmother, a Traditionalist, faithfully gives money to her political party, regardless of who is running for office. She is duty bound and loyal and doesn't need any convincing. I, on the other hand, am of Generation X. I want to know how my donation will specifically be used to make an impact. Adding to an endowment is not compelling to me. While my grandmother needs no convincing, I need a story, an idea, or a dream. These are our generational differences at play.

Generally speaking, those over 70 are responsibility/duty bound, while 45-69 year old must be convinced to give, 30-45 year olds respond to specifics, and 20-29 year old need coaxing.

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Stewardship = Community Building

By Rev. Karen Brammer

I was in Boston for a meeting recently, with the UUA Congregational Stewardship Consultants, to talk with them about Green Sanctuary. I had met only two in the group before and wasn't surprised to find how creative and skilled these folks are. One of the consultants, Mark Ewert, said something I wrote down and asked later if I could quote.

He said, "Stewardship is the sometimes uncomfortable combination of community building and fundraising." That struck such a true chord with me that I looked him up in the

UUA Congregational Stewardship [blog](#) (fourth blog down from the top). July 5th, 2012 Mark Ewert wrote:

"We have to be more caring, trusting, inspiring, and inviting. We have to raise our heads up from the budget or the pledge numbers and be willing to be in relationship."

This will require us, as leaders, to embody a different approach to stewardship. What we do may look similar; we might still have testimonials, and one-on-one conversations, publish a brochure, do mailings, provide financial information, and put out a financial commitment form.

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The First Unitarian Universalist Society
of Burlington, Vermont

First Unitarian Universalist Society of Burlington's Successful 2012 Stewardship Campaign "Reigniting Connections"

By Kristin Kany

Last year, thanks to stewardship at our First Unitarian Universalist Society of Burlington, a heartening transformation occurred. The campaign "Reigniting Connections" helped foster an energetic rebirth within our congregation. It was an incredible journey of personal growth for me and a thrilling year for us all, including, we believe, our beloved Interim Minister, Rev. Roberta Finkelstein.

To share a taste of the 2012 campaign's successful approach toward rejuvenating congregational and fiscal health, here are excerpts from several articles I wrote while FUUSB stewardship co-chair alongside Debby Bergh.

December 2011, newsletter

Our UU faith means the world to me, as does our congregation especially. The inherent values of Unitarian Universalism make my heart sing, particularly when our beliefs and actions are congruent. I love the principles of our faith; I love our meeting house; and I love our dedication to creating Goodness around the world and within our own communities.

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Great Articles for Further Reading



[Fundraising Beliefs](#) by Dan Hotchkiss

[What motivates giving?](#)

[This article demonstrates](#) a way in which members of all ages

of a congregation were able to make financial decisions,
positively impacting their community and world.

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