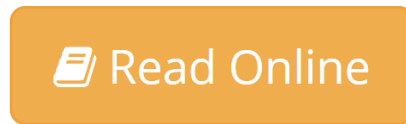


## Not Your Parents' Offering Plate: A New Vision for Financial Stewardship

By J. Clif Christopher



### Not Your Parents' Offering Plate: A New Vision for Financial Stewardship By J. Clif Christopher

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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### Editorial Review

#### About the Author

Dr. Clif Christopher, MDiv, CFRE, is the CEO of the Horizons Stewardship Company. He is a certified church growth consultant and has earned the coveted title CFRE (Certified Fund Raising Executive). Christopher founded the Horizons Stewardship Company in 1992 following a challenging and rewarding career in pastoral ministry. Since founding Horizons, he has led consultations in more than 400 churches, conferences, synods, and dioceses in all phases of building, finance, and church growth. For the last 10 years, Christopher has secured more than \$500 million for his clients. He has worked in more than 32 states and is a frequent speaker at stewardship seminars around the country. He is the author of several books including *Not Your Parents' Offering Plate*, which was published by Abingdon Press. Christopher has been an ordained minister of The United Methodist Church since 1975. He is a graduate of Hendrix College and Emory University. Christopher and his wife have four children. He lives in Cabot, Arkansas.

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