

# FUNDING CHALLENGES

SERVING PARTNERS ACROSS  
CANADA VIRTUALLY AND  
IN-PERSON

WE HELP CHRISTIANS  
GIVE MORE  
**EFFECTIVELY**  
FROM THEIR  
GOD-GIVEN RESOURCES

It has been observed that many financially capable households give more to charities than to their churches. While 67% of giving is spiritually motivated, over 75% is donated to Christian Charities as opposed to the donor's church. The reason givers are shifting their donations to nonprofits is they believe they can achieve a greater impact.

Although we encourage Churches to provide a clear theology of generosity which is essential for fostering spiritual growth and understanding the biblical principles of giving, stewardship, tithing, and offerings, it provides opportunity for other ministries, like yours, to engage. Donors react well with a visually engaging ministry plan that aligns with your organization's Mission, Vision, and Goals. It should be written in giver-centric language, focusing on the impact of giving from the giver's perspective. Through compelling stories and images, the plan demonstrates how members' generosity enables transformation. It should cast a clear vision, highlight plans for further growth, and include a direct invitation to give. A well-crafted ministry plan informs, inspires, and engages both current and potential givers, serving as a key tool in your organization's funding strategy.

A year-round, comprehensive funding plan outlines the why, what, when, how, and who of your financial goals and measurable outcomes. It should align with natural rhythms, like encouraging recurring giving before summer vacations or leveraging Giving Tuesday for year-end campaigns. Best practices include focusing on building donor relationships, communicating impact through transformation stories, creating clear calls to action, and ensuring transparency in how funds are used. By following these strategies, you can foster trust, measure success, and engage givers effectively.

**If you have read this far, you are likely thinking "we do all this already, what does this have to do with CSS?"** CSS can provide a great deal of "back office" processing and major gift handling which is also essential to a smooth transfer and a happy donor. By providing your donors with an unbiased professional to oversee the process and provide the technical answers to the donor's questions gives the donor an opportunity to assess the best strategy (from timing and asset type) through to the assurance that their understanding of the outcome (tax implications, control and scheduling) is correct. Engaging the tools which CSS brings to the table can greatly increase the likelihood of a successful donation where all participants are delighted with the outcome.



## Winter 2025 Conversation Series

We are excited to announce our upcoming Winter Conversations Series. Our consultants will be hosting open Q&A sessions giving valuable information on charitable giving, estate planning and more! We encourage you to share with your community this great opportunity to learn in the comfort of their home. Each week will include a special short introduction on a specific topic, then an open forum where the participant can ask the Consultant any estate and charitable giving question. **[Click on the link to check the dates](#)**

**[and spread the news.](#)**

**[CLICK HERE](#)** 