

## ***New York Theological Seminary***

...a diverse and inclusive community of learning with a historic urban focus...

### **Course Syllabus**

[Stewardship and Development, MMM2794, 4 cr.]

(Fall or Spring)

(6:00 – 9:30 pm): 15 weeks

#### **YOUR PROFESSOR'S CONTACT INFORMATION**

Professor: Courtney Wiley-Harris, DMin.

Telephone: (212) 870 -1253

E-mail: cwiley@nyts.edu

Office Hours: Thursday 3:00 – 6:00 PM

#### **PERSONAL GREETING**

Hello!

I'm looking forward to journeying with you and affirming your call to ministry as a stewardship officer, and or developer of a faith-based organization. Often overlooked as a vital part of ministry, we will grow together embracing the work God has called us to in this most unique way. I'm anxious to assist you in discovering how to break barriers and get to the heart of your congregants and constituents in building the spirit of generosity through the lens of the Gospel that embraces and utilizes practical and transferable skills. Welcome!

#### **DESCRIPTION AND PURPOSE OF COURSE**

*“Fundraising is proclaiming what we believe in such a way that we offer other people an opportunity to participate with us in our vision and mission.” – Henri Nouwen.*

This course is designed to understand fundraising as a ministry. It will provide the perspectives of biblical stewardship; insights on creating generous congregants and constituents; and explore the practical steps in crafting a Theology of Development. This course is designed for lay leaders, ordained clergy, fundraisers and developers of nonprofit faith based organizations and institutions.

#### **THEME SCRIPTURE**

The Parable of the Sower: Matthew 13:1-30

## COURSE COMPETENCIES/LEARNING OBJECTIVES

Upon completion of this course, students should be able to:

1. Identify and understand the spiritual aspects of stewardship
2. Identify and understand the various administrative roles of ministry in a church or faith based setting.
3. Identify fundraising as a ministry of the church.
4. Be able to articulate their own perspective on money and its relational value.
5. Generate a dialog among congregants and/or constituents about the relational value of money and foster the spirit of generosity.
6. Create a plan of implementation to build generosity or create a stewardship ministry in their faith based location.

## REQUIRED READING

Jeavons, Thomas and Rebekkah Burch, *Growing Givers Hearts and Treating Fundraising as Ministry* California: Jossey and Bass:2000

Johnson, Luke Timothy. "The Life of Faith and the Faithful Use of Possessions" *Lake Family Institute on Faith and Giving*, 2006.

Lake Institute On Faith and Giving. "The 2013 Economic Congregational Impact Study" *Indiana University*,(2013).

Melanie A. McKittrick, J. Shawn Landres, Mark Ottoni-Wilhelm, and Amir D. Hayat, 2013. *Connected to Give: Faith Communities*. Los Angeles: Jumpstart.

Nouwen, Henri. *The Spirituality of Fundraising*. The Henri Nouwen Legacy Trust, 2010.

Panas, Jerold. *Asking: A 59-Minute Guide to Everything Board Members, Volunteers, and Staff Must Know to Secure the Gift*. Medfield, MA: Emerson & Church Publishers, 2004.

Roach, Jonathon, Gricel, Dominguez. *Expressing Theology: A Guide to Writing Theology that Readers Want to Read*. Oregon: 2015.

Robinson, Kerry Alys, *Imagining Abundance: Fundraising, Philanthropy and a Spiritual Call to Service*. Minnesota: Liturgical Press, 2014.

Rodin, Scott R. and Gary Hoag, *The Sower: Redefining the Ministry of Raising Kingdom Resources*, ECFA Press, 2010.

Rose, Daniel. "My Brother's Keeper", Fondazione Cariplo on Philanthropy. Milan. 2006.

Satterlee, Craig A. *Preaching and Stewardship: Proclaiming God's Invitation to Grow*. Herndon, VA: The Alban Institute, 2011.

Updegraff Spleth, Ann. "Generations and Generosity – A Travel Free Learning Article"  
*The Columbia Partnership*, (2011).

Willmer, Wesley K., *Revolution in Generosity: Transforming Stewards to be Rich Toward God*.  
Chicago: Moody Publishers, 2008.

Witherington III, Ben. *Jesus and Money: A Guide for Times of Financial Crisis*. Grand Rapids,  
MI: Bakers Publishing 2012.

Zondervan, The NIV Stewardship Bible, ECFA Press, 2010.

Zigarelli, Michael, *Influencing Like Jesus: 15 Biblical Principles of Persuasion*. Nashville, TN:  
B& H Publishing, 2008.

## **Class Schedule, Sessions and Assignments**

### **I. The World Behind Stewardship and Development**

- Session 1**                      **What is "Stewardship" and "Development?"**  
*Reading:* Chapter 1: Preaching and Stewardship. (C. Satterlee)
- Session 2**                      **Why have "money" and "giving" become an issue in the nonprofit world and in the church?**  
*Reading 1:* "My Brother's Keeper", (D. Rose)  
*Reading 2:* Congregational Impact Study. (Lake Institute, Indiana University)
- Session 3**                      **Understanding the biblical roles of the steward, the developer, and the fundraiser.**  
*Reading:* Chart of Biblical Principles for Stewardship And Fundraising. (G. Hoag)
- Session 4**                      **The Altered Landscape of Religious Giving**  
*Reading:* Connected to Give: Faith Communities" (Jumpstart)

### **II. The World of and in Stewardship and Development**

- Session 5**                      **How is "fundraising" conceptualized as a ministry?**  
*Reading:* The Spirituality of Fundraising. (H. Nouwen)  
*Reading:* Imagining Abundance: Fundraising, Philanthropy and A Spiritual Call to Service

**Session 6**                    **What view does the steward, developer have of money?**  
*Reading:* Chapters 7 and 9: Jesus and Money: A Guide for Times of Financial Crisis. (B. Witherington, III)

**Session 7**                    **Understanding the “Generosity Perspective.”**  
*Reading:* “The Life of Faith and the Faithful Use of Possessions.” (L.Wilson)

### **III. The World In Front (Applying) Of Stewardship and Development**

**Session 8**                    **Understanding “Generosity” as a practice or virtue.**  
*Reading:* Revolution in Generosity (Section 1) : Transforming Stewards to be Rich Towards God (W.Willmer)

**Session 9**                    **Factors that influence giving.**

**Session 10**                  **Generosity among generations and faith traditions**  
*Reading:* Generations and Generosity (A. Spleth)

**Session 11**                  **Explaining the investment to congregants and potential donors**  
*Reading:* Influencing Like Jesus: 15 Biblical Principles of Persuasion (M.Zigarelli)

**Session 12**                  **Making an “Ask”**  
*Reading:* Asking (J. Panas)

**Session 13**                  **Getting what you want from donors and congregants**  
*Reading:* “Revolution in Generosity (Chapter 13) : Transforming Stewards to be Rich Towards God” (W.Willmer)

**Session 14**                  **Applying Your Own Theology**  
**Oral presentations/Critiques**  
*Reading:* “Expressing Theology: A Guide to Writing Theology that Readers Want to Read”. (J. Roach and G. Dominguez)  
*Reading:* “Revolution in Generosity (Chapter 7) : Transforming Stewards to be Rich Towards God” (W.Willmer)

**Session 15**                  **Final Presentations**

## **Assignments**

**ASSIGNMENT #1 Session 4:** With so many scriptures dedicated to the topic of money, choose a biblical scripture/principle that best defines your congregations/constituents outlook on giving: as a means to an end, or, as a vision to be shared. Explain how your verse fits one of these paradigms.

**ASSIGNMENT #2 Session 5** Write an analysis that explores your own concepts and findings on “FUNDRAISING” and on the concept of what you perceive to be “MINISTRY”. Include: the words, images and experiences that come to mind when you think of each topic. Also include the transition that needs to occur in how you think, understand and talk about fundraising to consider it a ministry.

**ASSIGNMENT #3 DUE Session 6:** Refer to the “Sharing Exercise” handout during Session 6. Answer question 15 “What is the relationship of money to your spiritual life?” Use a portion of the answers you provided in class to questions 1-14 as support.

**ASSIGNMENT #4 DUE Session 8:** Reflection Paper on “The Life of Faith and the Faithful Use of Possessions”(Wilson)

**ASSIGNMENT #5 DUE Session 9:** Using the etymology of the word “Generous” and a defining scripture, reflect on how “Generosity” has played out in your life...as a virtue or as a habit

**ASSIGNMENT #6 DUE Session 11:** Choose 5 of Zigarelli’s 15 Biblical principles of persuasion and explain how you would employ them in the development of your own approach to transforming donors or congregants to be more generous givers.

### **FINAL:**

**PROJECT SHOULD BE: 10 PAGES IN LENGTH; DOUBLE SPACED; SIZE 12 FONT; INCLUDE CITATIONS, STANDARD MARGINS (written and presented)**

Create an 8-12 month giving approach (A Strategic Plan) you will take as Stewardship Officer at your church or as a Development Officer at your organization in which you plan to actively fundraise.

- Include a generational description of the congregants/constituents and explain how you would shape your approach in creating a generous spirit.

### **Include the following:**

- What is the perceived attitude about money? Giving?
- What scripture guides your approach?
- How is the approach transforming or challenging for you?
- At what stage are your donors giving?
- Identify your own theology of giving.