

Motivations¹

Why do people participate in the life of the church?

Why do people make financial contributions?

Why do 20% of the people seem to do 80% of the above?

In his book [Giving and Stewardship in an Effective Church](#), Kennon L. Callahan identifies five reasons why people participate and contribute to the life of a congregation. While all these reasons may be present in each person, only two are usually predominant at any point in time. Reflect on your life. Which two are most important to you today? What about five or ten years ago?

Compassion Caring, loving, supporting, serving, giving, sharing. Many people serve God out of compassion. This may be because of love of humanity, children, family or community.

Community Affiliation, sense of social belonging, meaningful relationships. Many people are drawn to church in hopes of finding a spirit of community, support or good times.

Challenge Achievement, accomplishment, attainment. People who are very goal oriented want to accomplish tasks or achieve levels of recognition. This could include a new building or ministry.

Commitment Dedication, faithfulness, obligation, loyalty. These people are motivated out of faithfulness to God, their congregation or church or perhaps a pastor or other leader.

Reasonability Analytical, logical, thinkers, information oriented. These people are motivated by common sense and look to see that all actions are reasonable before undertaken.

Research suggests leaders place a higher priority on two. Which ones?

People new to the faith place a higher priority on two. Which ones?

What does it suggest if these two are the same or different?

1. By Keith A. Mundy, Assistant Director for Stewardship
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II Corinthians 9:11

“Each one must do as he has made up his mind, not reluctantly or under compulsion, for God loves a cheerful giver. And God is able to provide you with every blessing in abundance, so that you may always have enough of everything, and may provide in abundance for every good work.”

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