

# IT'S THE PERSPECTIVE!

## STEWARDSHIP VS. FUND RAISING



LOOK UP

### STEWARDSHIP

Campaign Focus:

*Ministry*

Giving is:

*Spiritual*

Decision on  
Amount to Give:

*Faith Driven  
(Heart & Head)*

Give From:

*Lifestyle*

Source:

*Resources God  
has entrusted  
me.*

### FUND RAISING

Campaign Focus:

*\$\$\$*

Giving is:

*Financial*

Decision on  
Amount to Give:

*Logic Driven  
(Head)*

Give From:

*Surplus*

Source: *My*

*Resources*

**"THERE ARE THREE CONVERSIONS A PERSON NEEDS TO EXPERIENCE: THE CONVERSION OF THE HEAD; THE CONVERSION OF THE HEART; AND THE CONVERSION OF THE POCKETBOOK." - MARTIN LUTHER**

**"STEWARDSHIP IS NOT A MATTER OF MONEY... BUT IT IS NEVER LESS THAN A MATTER OF MONEY."**

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