

## **POWER OF THE DONOR: *FOR THE SAKE OF THE CHURCH***

Donors come in all sizes, shapes, and ages. Some are wealthy, some just comfortable, and some not so wealthy. We can never forget Jesus' story of the widow's mite. In many respects donors are as atypical as the human race. A donor once replied when asked why he drives a Chevy when he could afford a Cadillac by simply saying "because I want to."

That is the power of the donor. A donor makes personal choices, selecting activities and events that have meaning or offer a sense of need that can be filled. A national survey reported that the typical donor contributes to no less than 11 different charitable entities annually, including a local church (congregation).

It has often been said a donor contributes to an entity because there is a sense of ownership (not legal title but personal relationship or connection). What is at stake in this concept is an emotional connection, previous or present relationship, compelling case, or even a recommendation or encouragement from a friend. A case in point in recent news was the Bill and Melinda Gates relationship with Warren Buffet. When you consider the details of the news clips, you soon realize it was not just the dollars that brought them together. They shared a common commitment for the betterment of life. . .and they were friends.

There is a sense of pride in being a donor. It is the kind of pride that signals the importance of giving or sharing with an entity that will make a difference now and in the future. Some folks call it a "feel good" because they were able to participate in something larger than themselves. "Joint effort" may be a good expression of what really happens in most cases. It comes close to the old story of the fly telling the elephant "we really shook that bridge."

Donor pride, interested party, personal relationship, worthy case, stake holder, emotional connection, joint effort, common commitment, etc. . .No matter what you call it, a donor is one who gives a gift because the gift will make a difference now and in the future.

*For the Sake of the Church* endowment effort is a case in point. Today's gift(s) reduces the cost of Lutheran students attending a Concordia who are preparing to serve their church and society in the future. . .by making a difference!