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Here are notes on the church council's March discussion of Chapter 10 – "Tell". The review of the book is not in chapter order but rather intends to follow an order reflecting KLC's year and activities.

The author starts by saying "God's people want to know that their giving makes a difference in people's lives." and continues the thought saying that they *deserve* to know, that here is a *joy* in knowing that their gifts make a difference. There is a link between Thanking and Telling, and in this chapter we hear of Telling in particular and why and how to tell.

The importance of telling is discussed. "Your congregation isn't the only fish in the giving sea. It is important to tell your mission story so that members of your congregation *know how* their giving to the congregation makes a difference. It is also important to tell your mission story to motivate people to give generously to your congregation."

Here's another thought from the author; see if you agree and you've observed this. He says "I have long operated with the principle that in the church you need to say something seven times in seven different ways before you can expect that people have heard your message. Recently I heard a marketer say that you shouldn't expect a response from someone until they have heard your message eleven times." The point here is that you can't assume that telling your message once or twice will get the job done.

"...telling needs to be both frequent and varied. ...Our telling needs to be frequent because we live in a society in which we are bombarded by messages. ...Our telling needs to be varied because in even the smallest congregation each person is more responsive to some communications media and less responsive to others." From KLC we see the Chimes and can pick up a copy of The Lutheran magazine, are given bulletin inserts, hear temple talks, receive letters and e-mail, and can visit the church's website. We have guest speakers, have had mission fairs, and best of all, we talk to each other. There is a fine line to being informed and being bombarded, but there is a genuine downside to leaving something untold. The author concludes by saying "...telling is an activity that isn't ever finished. There is always another ministry story to tell. Thanks be to God for that."

*The goal of our stewardship ministry is to help God's people grow in their relationship with Jesus through the use of the time, talents, and finances God has entrusted to them.*