

MASLOW MEETS JESUS

NEED	CHARACTERISTIC	GIVING BEHAVIOR	CONGREGATIONAL RESPONSE	RELATIONSHIP
TIME SPAN OF VISION				
Survival 20% (Percentages refer to makeup of an average congregation)	Concern with basic necessities (Food, Clothing, Shelter) Vision Span: 1-7 days	Nothing	Meet the immediate need Teach them to pray	Stranger/ Mere Acquaintance
Safety 20-25%	Survival becomes predictable Can imagine behaving in socially acceptable ways Vision Span: 3 months	When I come	Invitation to belonging Encourage regular prayer	Customer
Community/ Belonging 25%	Need for belonging Vision Span: 1 year	Dues Paying Pledge	Information Invitation to Bible study (engaging the Gospel)	Member
Identity 20%	Role in decision making Vision Span: 3 years	Fair share	Opportunities to engage the Gospel Opportunities for conversion Invitation to discipleship	Patron
– Conversion –				
Meaning 10%	Asking serious spiritual questions Exploring spiritual practices Experimenting with "holy habits" Vision Span: Lifetime	Percentage Tithe	Education for meaning – programs like EFM Opportunities to discern ministry Notion of "vocation" Invitation to apostleship	Partner
Purpose 1-5%	Only interested in pouring out lives in service to God Can minister to those experiencing survival/safety needs Vision Span: Eternity	Joyful Givers Tithe and beyond	Stories of lives saved and changed Support and nurture their ministry Send them out!	Family