

The ROI of the Offering

How many of you know what ROI stands for? Some of you. If you own your own business or are in marketing you know what that term means. ROI stands for, return on investment. Business people are continually thinking about their ROI. They evaluate whether spending money on a particular type of advertising brings them a return on the money they invest in those ads. The same is true for any venture they or their business undertakes. Is there a return on their investment? If there isn't then they spend their money someplace else.

Have you ever thought about the ROI of our weekly offerings? Every week we take up an offering. We do so because the Scriptures tell us we are to do this. Yet is there a return on the investment? Does the money you so generously put in the plate bring any returns? The answer to that is an unqualified, YES! Let me illustrate.

Here share examples of how the offering funds various missions and ministries. Below is one example.

Right now across our campus while we sit here lives are being changed. We have about XX number of babies, preschoolers and elementary children in various classes. They are not there simply to give you an hour of free time without worrying about your kids. That is an added bonus! They are there learning about God's love. They are being taught biblical principles that will yield results in their lives both now and in the future. Many of you are here because some caring children or youth worker invested in your life. We are doing the same every week here.

Your gifts make that happen! What's the ROI? Young lives impacted by the life changing principles of God's Word allowing them to make wise decisions that will help them avoid the pitfalls of our society. You could argue that by training up these children we are making them better citizens that ultimately will save our town, state and nation.

But what is in it for you? Is there a return for you on the investment you make by giving to the offering? Here is what just one passage of Scripture says, II Corinthians 9:6-11, "6 Remember this: Whoever sows sparingly will also reap sparingly, and whoever sows generously will also reap generously. 7 Each of you should give what you have decided in your heart to give, not reluctantly or under compulsion, for God loves a cheerful giver. 8 And God is able to bless you abundantly, so that in all things at all times, having all that you need, you will abound in every good work. 9 As it is written: "They have freely scattered their gifts to the poor; their righteousness endures forever." 10 Now he who supplies seed to the sower and bread for food will also supply and increase your store of seed and will enlarge the harvest of your righteousness. 11 You will be enriched in every way so that you can be generous on every occasion, and through us your generosity will result in thanksgiving to God."

So as we take up this offering today I can tell you with assurance there is not any other thing you can spend your money on that will bring a greater ROI to others and to yourself!