WAD Strategy to Address Giving Since the Pandemic

Natural growth is automatic and sustainable. Artificial development, on the other hand, is stagnant and unsustainable. At the onset of covid-19, it became clear that sustainability is a natural phenomenon in the context of life’s continuity and giving. As evident in literature and country-specific statistics, the West-Central Africa Division, like all of the 13 world divisions and attached fields giving patten, has been negatively impacted due to the covid-19 pandemic.

It immediately raises many anxieties and concerns ranging from the local church level up to the General Conference. The question was, how do we handle this new but challenging phenomenon? We quickly started initiating measures we hope would help to address this new challenge. Hence, zoom becomes a vehicle to convey our strategies and implement them. But as hard as we did, we still had no clue how to deal with it. Our effort fell short of the needed solution as members lost jobs, businesses, and loved ones. The challenge got more extensive, and at times aimless.

Then it became clear that conceiving a plan based on sustainability would be the most successful way of dealing with this new challenge. It was not only to dish out money or help those adversely affected by the pandemic, nor to have various meetings with WAD administration or colleagues in the field. But instead to consider giving from the analogy of natural growth stated above. Our thought of natural growth led us to recalibrate and look at our giving plan and evaluate its impact on our lives as administrators, members, and directors of stewardship.

Hence, at the moment, we have taken a closer look at our system of giving being the combined offering plan. In this closer look, we realize several gaps in our implementation, which call us to question the effect that covid-19 has had on our members and operations. We recognize that we did overlook many provisions provided in the plan to make it successful, thus the reason for the cracks we see in our giving. So we set out to correct all that needed to be done before implementing the plan. In this respect, we hope to revisit our ten unions to relaunch the combined offering plan taking into account natural growth as a spiritual power that may help us in our role as stewards.

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