

# How to Not Hate Preaching About Money

## Episode 392

Talking about money in church can feel like walking on eggshells while juggling chainsaws. (Okay, that may be a bit dramatic, but are we wrong?) What if it didn't have to be that way?

In this episode, Pastor Jason Anderson (yes, *that* Anderson—he's Amy's husband and somehow still agreed to be on our podcast!) from Crossroads Church shares how he turned potentially awkward "money talks" into powerful moments of discipleship and life change. From personal stories that build trust to practical strategies that won't send your congregation running for the exit, Jason breaks down how to tackle one of ministry's most challenging topics.

Whether you're a pastor who dreads the annual giving message or a church leader looking to build a culture of generosity, this conversation will help you find your voice on the topic of money. Because at the end of the day, it's not about what we want from people—it's about what we want for them.

### Key Quotes

1. JASON: "We should talk about money in the same way we would talk about serving or being in community because it's all important."
2. JASON: "When it comes to using our personal stories, it makes us so much more relatable as communicators and it makes what we're asking them to do attainable."
3. JASON: "I think it's part of our calling and responsibility as lead pastors to shepherd our flock in this really important area of money."
4. SEAN: "Our culture struggles to trust institutions as a whole. So the more that a pastor can model that they practice what they're literally preaching, the more trust they can build on that topic."
5. AMY: "It is just an absolute miss if we don't help people in this area because God's way on money is the way to freedom. It's the way to peace."

### Self-Assessment: How Are We Doing?

1. Reviewing our sermons over the past year, how often have we normalized talking about money and generosity in church by actually preaching on it?
2. Now, looking forward, when in the next year do we plan to preach on these topics? As we plan these sermons, let's consider these three areas that can increase the impact of these messages:
  - a. How can we bring authenticity to our messages on money? What personal stories can we share?
  - b. What is the giving culture in our church, and what do our people need to hear (e.g., ownership, practical help, etc.)?
  - c. How can we support our church in giving (e.g., finance/budget classes, books, etc.)?

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