



THRIVE

during uncertain times

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Sr. Generosity Strategist

How to Create a Culture Generosity in Your Church

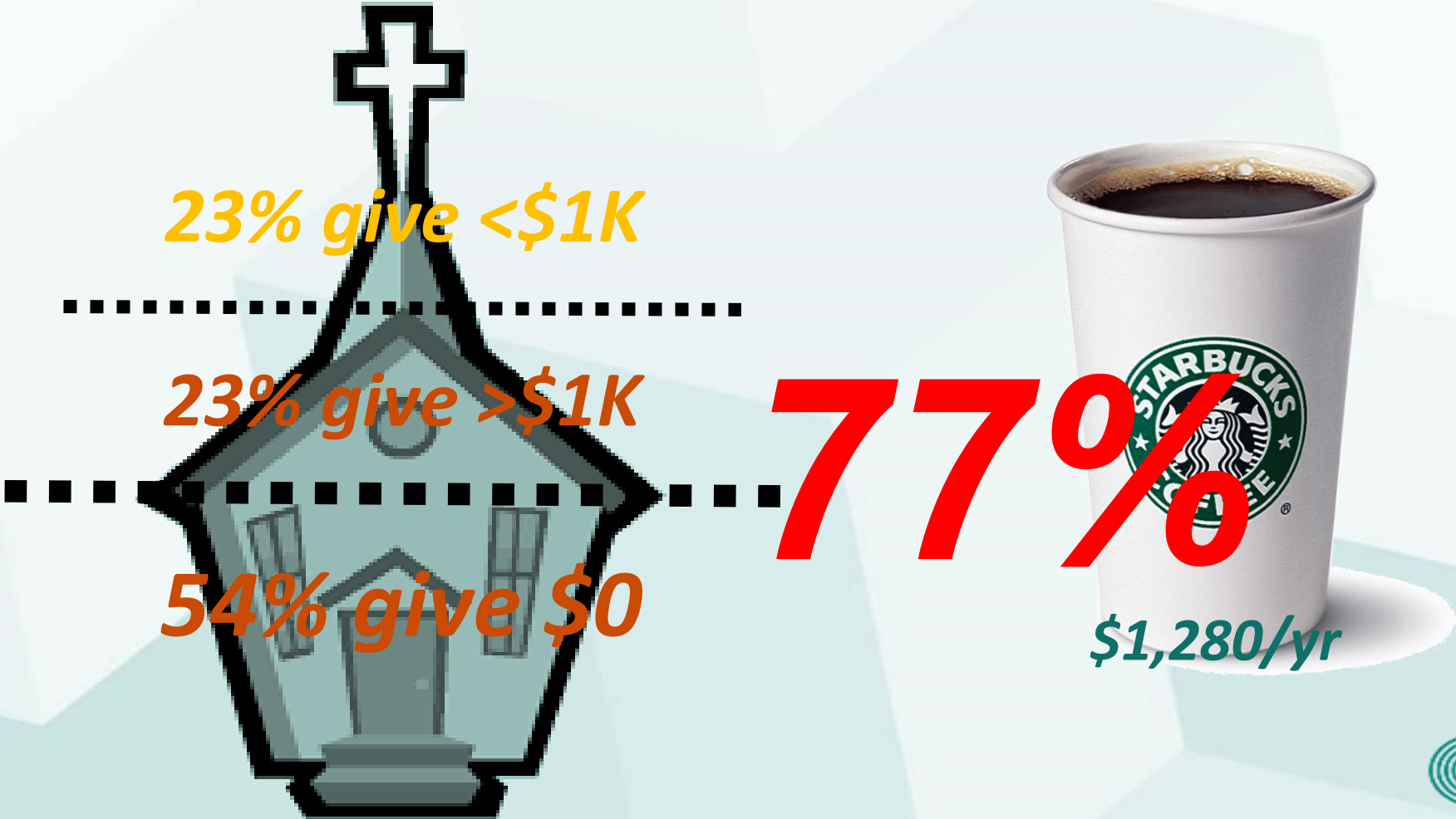
- **Reality Check**
- **3 Steps to Living Generously**
- **Leadership Matters**
- **How Money is Raised**
- **The Weekend**
- **Celebrate**
- **Key Action Steps**
- **THRIVE Study**
- **Regathering**
- **Q&A**

Pastors Leading the WAY

Jesus, undeterred, went right ahead and gave his charge: “God authorized and commanded me to commission you: Go out and train everyone you meet, far and near, in this way of life, marking them by baptism in the threefold name: Father, Son, and Holy Spirit. Then instruct them in the practice of all I have commanded you. I’ll be with you as you do this, day after day after day, right up to the end of the age.”

Matthew 28:18-20 MSG

Reality of Giving in the Average Church



DURING UNCERTAIN TIMES

How to Live Generously

2 Samuel 24:24

- **Reassessment of Lifestyle:**

An honest appraisal of our material wealth

Proverbs 27:23

- **Reordering of Priorities:**

A conscientious appraisal of our values

Luke 14:33

- **Reallocation of Resources:**

A serious consideration of where we want to invest ourselves ***Luke 16:11***

Leadership Matters

- Are you generous?
- Is your staff faithful in their generosity?
- Is your Core Leadership faithful in their generosity?
- Generosity can't grow in a Silo, make it **permeate every part of your church.**
- This is the most fixable and a great place to start.
 - *This isn't a hunt for high \$ leaders.*

How Money is Given

% of Total \$\$



LEVERAGE THE WEEKEND EXPERIENCE

- You have **52** chances per year!
- Testimonies
- Be intentional about everything, especially the **offering time** – build trust, show impact, teach
- Talk about **abundance** not scarcity
- Use visual media
- Web, online giving and social media

CELEBRATE!!! & MEASURE PROGRESS

- Annual Statements: Express gratitude again and again

1 Thessalonians 1:2

- You can't **manage** what you don't **measure**
- Leaders need accurate, specific giving **data**
- Donor Analytics

Develop a Strategy for Generosity

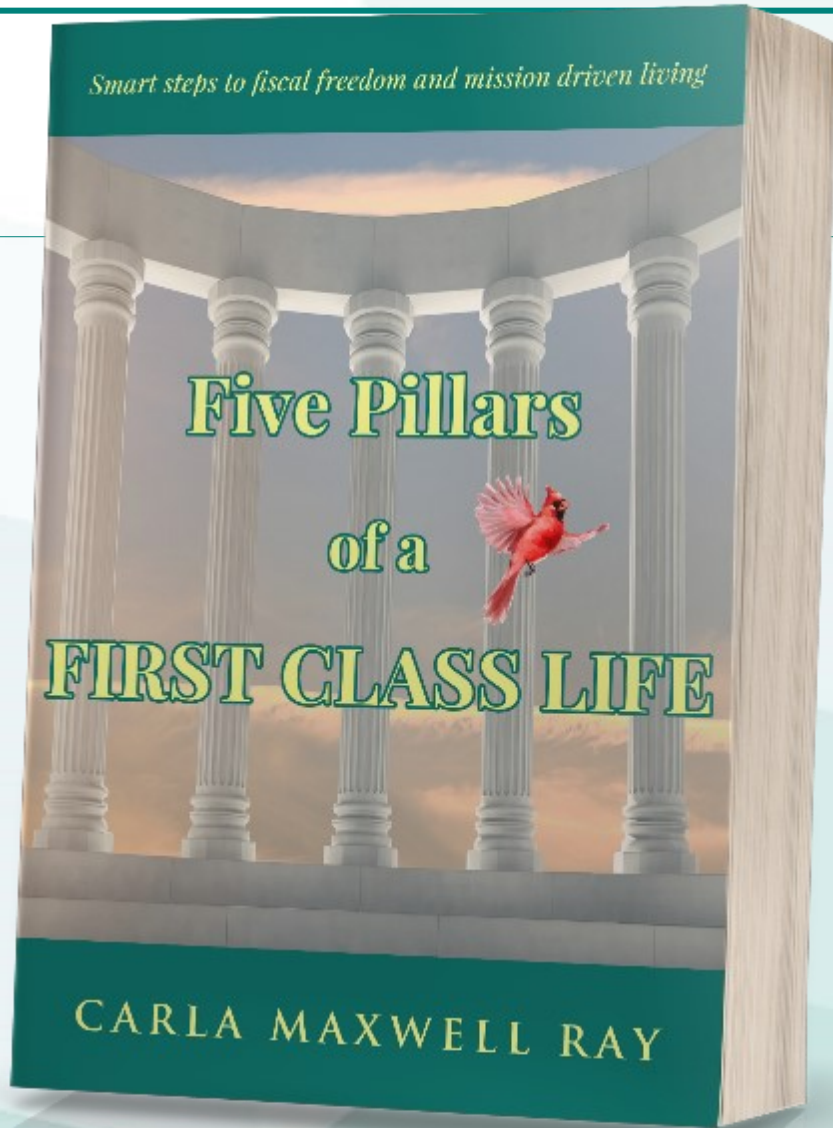
- Generalization doesn't work, your plan needs to have specifics
- Find a **Champion of Generosity** (Ministry Leader) and build a team.
- This is about **Spiritual Formation** and NOT fund raising.

Key Initial Action Steps

- **Preached Word**
- Acknowledge and **Celebrate Top Givers.**
- **Macro** Giving Events.
 - Virtual
 - Onsite
- **Segmentation and Analytics**
- **Mirror Generosity**

Key Initial Action Steps

- Start having a **Generosity Moment**.
- Handwritten Cards or Video to **“First Time”** Givers.
- **Solidify Core**
 - Quarterly Giving Statements
 - Recurring Giving
 - Annual Statement Process
- **Discipleship Financial Study**



Pillar I

Be Disciplined

Pillar II

Be a Masterpiece

Pillar III

Be Diligent

Pillar IV

Be Radically Generous

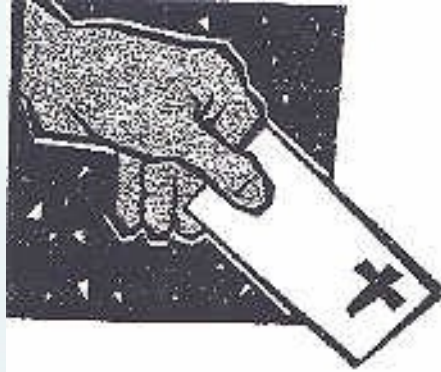
Pillar V

Be Resilient

A WORD ABOUT REGATHERING

- **Celebrate Faithfulness**
- **Make it an Event**
- **Hybrid: Virtual and In person here to stay**
- **Infusion of a Generous Culture**

Sacrifice



Biblical stewardship is about the need of the giver to give, not the need of the church to receive funds. It is not what the church wants from you; rather it is what the church wants for you.

Especially NOW

THANK YOU!

Contact Me for:

Complimentary 30 Minute Assessment

Key Actions Ebooks

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