



Navigating through Uncharted Territory



Terry Goolsby

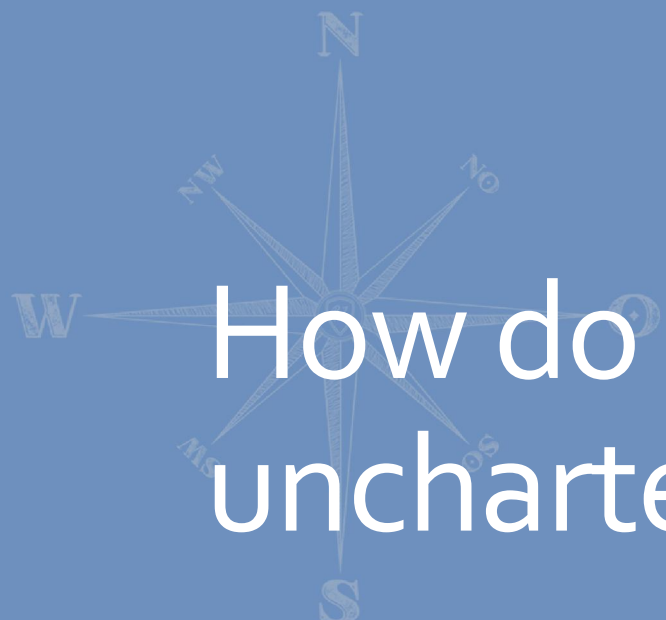


Kristine Miller




The Next Normal

- The world has shifted
- The local church has changed
- What got us here won't get us there
- Ministry needs and opportunities are growing
- Thinking the same way is not an option



How do we navigate this uncharted territory?

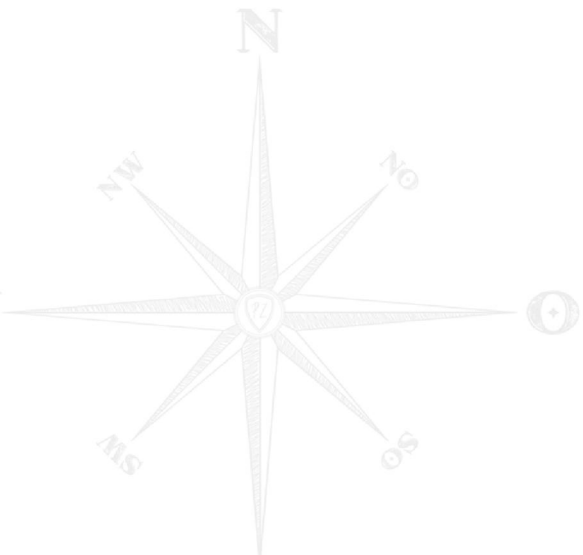
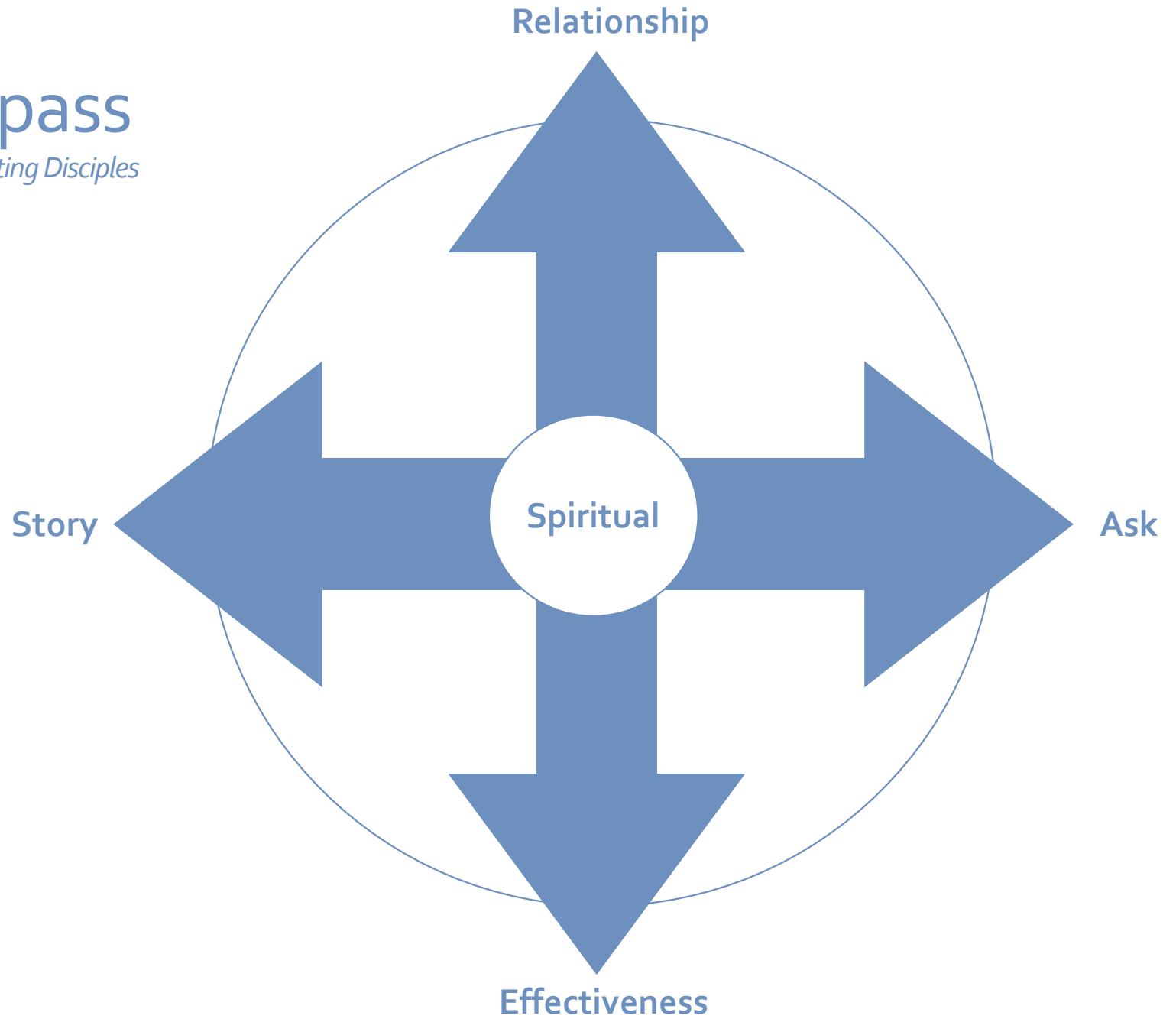


Why is Growing Generosity Important?

- We were born to be loving and giving (John 3:16)
- Generosity is a journey grounded in gratitude, revealed through prayer, and lived in faith
- Discipleship and generosity are connected

Generosity Compass

Guiding Principles of Growing Giving and Creating Disciples



Keep it Spiritual

- For the church and for the follower of Christ, all things financial are spiritual
- Giving is a response to God's generosity
- There is a correlation between our faith life and our financial life.

Four Applications

1. Preaching and teaching generosity year-round
2. Annual churchwide generosity focus
3. Stewardship, giving, and generosity are part of your Discipleship Path
4. Create a Theology of Stewardship

Relational Communication

- Church thanks more than asks
- Gratitude is expressed for the giver rather than the gift
- Key leaders buy-in to the long-term vision for ministry

Three Applications

1. Culture of gratitude
2. Pastor frequently meets with givers to hear their passions
3. Givers treated with respect

A Thank You Note

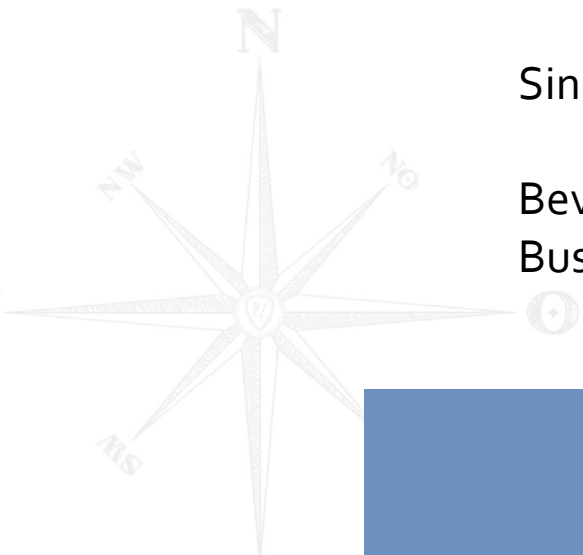
Dear Member,

Thank you for your recent pledge payment of \$1000. Support from donors like you is critical to our work.

This has been a particularly challenging financial year and we are running a deficit into the summer months. I hope you will consider participating in our special summer slump appeal to enable us to continue throughout the summer.

Sincerely,

Beverly Reid
Business Administrator



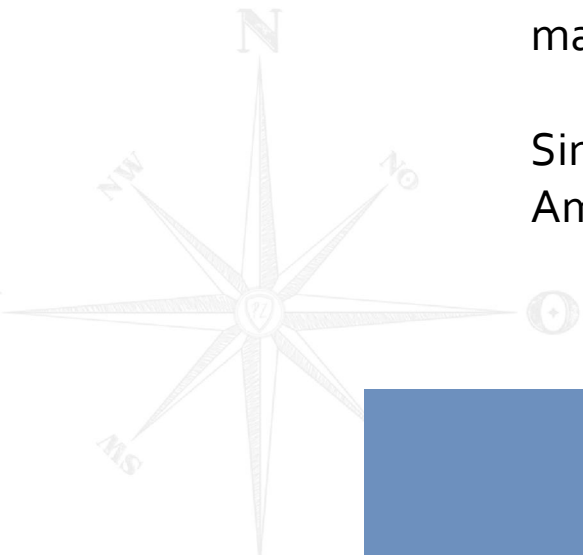
How to Write a Relationally-Focused Letter

Dear Kristine,

I wanted you to know how much St. John's youth group has meant to me. I was fortunate to be able to go on the Nicaragua mission trip. While I was there, I realized how God was nudging me to study medicine so I could help people in countries where medical help is needed. Because of St. John's, I am now entering into the pre-med program at University of Michigan.

Thank you for your generosity and support of the youth program. You have made it possible for me to find God's purpose for my life.

Sincerely,
Amy Logan



Making an Ask

- The church may not have a giving problem – it may be an asking problem
- It is interesting what you don't have when you don't ask
- Giving typically follows an ask and rarely happens without one

Three Applications

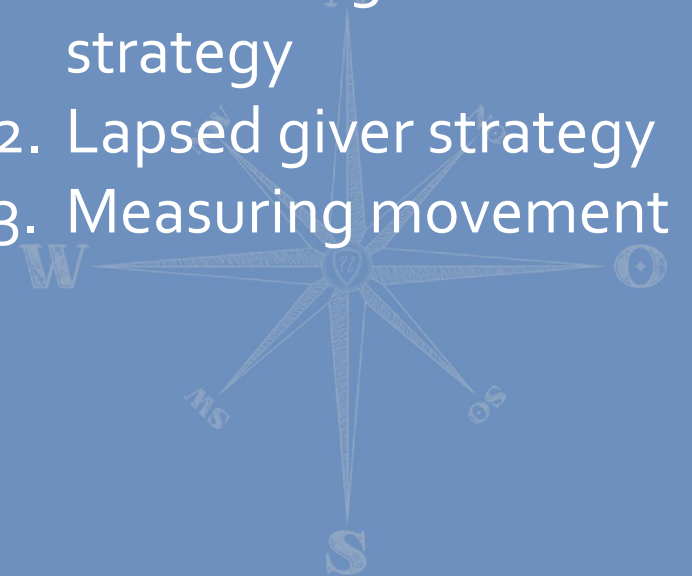
1. Effective Offering Talks in worship
2. Optimizing your website for online giving
3. New member classes

Measure Effectiveness

- Mean, median, mode are tracked
- Key metrics drive strategy
- Giving list used to identify pastoral care needs

Three Applications

1. First-time giver strategy
2. Lapsed giver strategy
3. Measuring movement



Tell Your Story

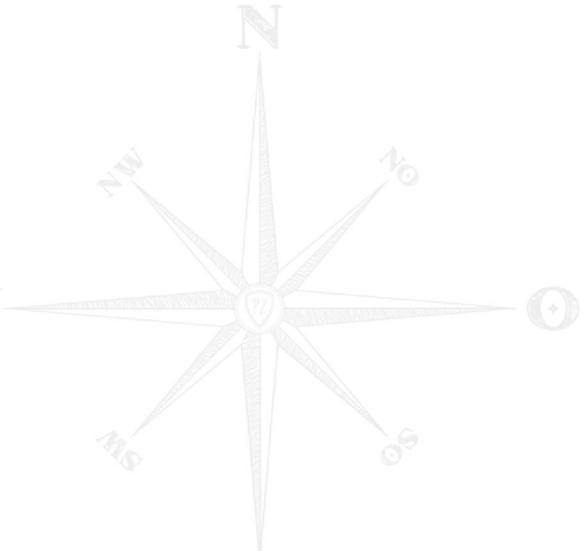
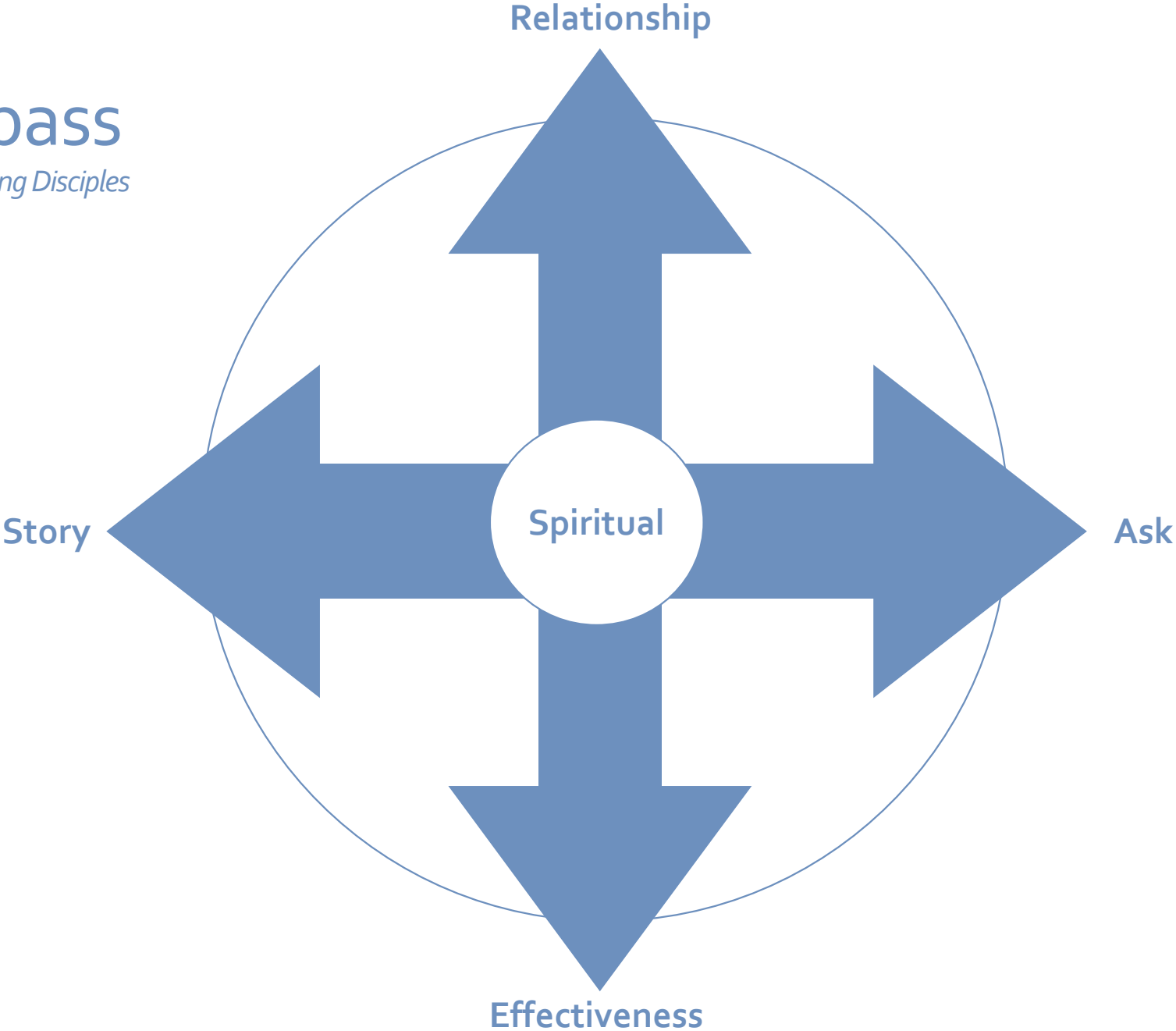
- The most powerful tool we have is story telling
- Stories connect giving with the church's ability to accomplish the mission and vision
- Stories communicate the impact of ministry

Four Applications

1. Offering Talks
2. Life Stories
3. Giving Statements
4. Thank you includes impact story

Generosity Compass

Guiding Principles of Growing Giving and Creating Disciples





Henri Nouwen

- Raising money for ministry is inviting people into a new way of relating to their resources.
- It is giving them the opportunity to put their resources at the disposal of the Kingdom of God.
- Raising money for ministry is a way of announcing your vision and inviting other people into your mission.
- In making a prayerful response we slowly experience a reorientation of all our thoughts and feelings about ourselves and others.



Parishes with
double digit
increases in
commitments

- St. Margaret's Episcopal, Washington, D.C.
- 45% increase in committed dollars

- Trinity Episcopal, Knoxville, TN
- 16% increase in committed dollars

- University Christian Church, Ft. Worth TX
- 20% increase committed dollars

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