BEYOND THE BOTTOM LINE!

IT IS NOT YOUR PARENTS OFFERING PLATE!

? WHOSE OFFERING PLATE IS IT?
SLOW TURN OF THE DIAL

• *Generosity is systemic.* It is not one thing. It is a lot of things. These ideas must be practiced in concert with one another. It’s not a program or a one-time emphasis but rather a repositioning of leadership and direction to ensure that a church is developing a culture of generosity over a longer period of time.
CULTURE IS KEY

• Who taught you to give? How did they do it?
• Culture represents a permission system. It’s “how we do things here.”
• Generosity cannot be in a silo. It must be a thread that runs through the organization or congregation
• A poor Giving Culture trumps a great vision
BE INFORMED-NOT DISCOURAGED

• Today’s Church
  – 16% give 84%
  – 44% give 15%
  – 40% give 1%

• Typical person of faith gives about **2.4%** of income
GOOD STRATEGY IS BETTER THAN GOOD INTENTIONS

- Generalized does not work - must be specific
- Focus is on **spiritual formation**, not fund raising
- Must be comprehensive – informational (head) and transformational (heart)
- **Staff/Leaders must be** engaged in generosity planning
NARRATIVE BUDGETS

• Spread Sheet budgets are for boards and accountants

• *Tell a story*-Show impact! **POWER OF THE STORY**

• Move the budget language to:
  – Ministry Plan
  – Spending Plan
  – Vision Plan
GENEROSITY IS CONTAGIOUS

• Model good *stewardship* of funds
• Talk about *abundance* not scarcity
• Giving *outside* the four walls
• Talk with your *staff* and key *volunteers* about giving
FOLLOW ME

• Generous organizations are led by generous leaders
• People know when leaders have an issue with talking about money
• Talk about your journey
• “I give because you do.”
LEVERAGE THE WEEKEND EXPERIENCE

• The church has 52 opportunities per year!
• Normalize the conversation
• The Revolving Door!
  – Theology
  – Story Telling
  – Testimonials
  – Accountability
  – Thank you
EMBRACE THE MINISTRY OF ASKING

• Who is the Chief Resource Officer?
• What we want for our people, not what we want from them
• Invite 1st, 2nd and 3rd pocket giving
• First step is listening
• Ask permission to ask
• Information, Inspiration and Invitation
DISCIPLE HIGH CAPACITY GIVERS

• The most **overlooked** segment of your organization or church
• The financially blessed person has a **problem**
• It’s not about your **vision** – it’s about what they want to accomplish with their resources
• **Opportunities** not needs
MEASURE PROGRESS

• You can’t **manage** what you don’t **measure**

• Leaders need accurate, specific giving **data**
  – *Data mining has become critical to developing givers. We do not know what we do not know!*

• Don’t be **fooled** by benchmarking against national averages-Compare your statistics to your statistics

• Forecast what **could** be
YOU ACCELERATE WHAT YOU CELEBRATE

• Catch your people doing something good
• Celebration changes the culture
• Say “thank you” – again & again & again
• Celebrate the gift, no matter where it goes
GENEROSITY IS THE NEW EVANGELISM

• Generosity is magnetic
• Provides common ground and a common experience
• Generosity is where the Great Commission and Great Commandment meet
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