

***Creating a Culture of Generosity  
Moving from Scarcity to Abundance***

Why people give?

1. Belief in the mission of the church
2. Relationship with the leadership
3. Trust that the church is being fiscally responsible

3 things we must do:

1. Tell our stories
2. Ask
3. Thank

How do we do this?

- Narrative budget
- Testimonials before offering
- Newsletter
- Website/social media
- Sermons
- Hand-written thank you notes from pastor, session, and generosity team
- Promote the ways people can give

What to highlight in our stories?

- How are we being the hands and feet of Christ?
- What would this area miss if we were no longer here?
- What does the church mean to its members? The community? The world?
- Use mission statement/vision statement to categorize stories

Next Steps:

- Create a Generosity Team
- Create a calendar
- Create a mechanism for collecting stories and then begin to tell them
- Thank yous!
- Narrative Budget
- Online Giving
- Planned Giving and Wills Emphasis