

Generosity: Lessons From Generous Churches

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1. Culture is Key

- Culture is a permission system. It's "how we do things here"
- Never neutral
- Generosity cannot be in a silo. It must be a thread that runs through the entire church
- Gateway Church and Sun Valley Community Church

Culture Of Generosity

"Churches that are becoming known for their generosity are moving away from a campaign mentality that focuses on giving primarily in response to needs... Instead, they are creating a pervasive culture of generosity that captures hearts, reinforces values, and connects a wide range of resources with needs in specific, tangible ways."

2. Follow Me

- Generous churches are led by generous pastors
- People know when pastor has money issues
- Talk about your journey
- It is the job of the leader to gather resources
- "I give because you do."

"If the whole church gave like the pastor gives, what kind of church would this be?"

3. Good Strategy is Better Than Good Intentions

- Can't just assume it will happen
- Information and transformation
- Comprehensive
- Staff for generosity → *Generosity pastor position*
- Northland Church

Hope is not a strategy

4. Embrace the Ministry of Asking

- What you want for your people, not what you want from them
- First step is listening – identify the giver's passion
- "Ask" = information, inspiration, and invitation

5. Leverage Your Platform

- 52 chances per year
- "Home field advantage"
- Build trust – *consistent and persistent*
- Cast (and re-cast) vision
- Demonstrate impact
- Enhance relationships

Millionals: causes & consistency

Talking About Money

"Part of leadership is telling people what they don't want to hear. So many of you are afraid to talk about money... you are going to have to get over your insecurity about this issue (of preaching on giving)" - Rick Warren, Saddleback Church

6. Accelerate What You Celebrate

- Catch your people doing something good
- Celebration changes expectations
- Say "thank you"
- Celebrate the gift, no matter where it goes
- Rock Church

Reward what you want to encourage

7. Measure Progress

- Changes in giving = opportunities for ministry
- Leaders (including Pastors) need accurate, specific giving data
- Don't benchmark against national averages - *bench mark against yourself*
- Fellowship Bible Church Nashville

8. Generosity is Contagious

- Generosity can be taught – more often it is caught
- Model good stewardship of church funds
- Abundance vs. scarcity - *frugal not stingy*
- Giving outside the four walls
- CrossTimbers Church - *identified ministries outside the church and gave their entire Easter offering to those ministries*

9. Disciple High Capacity Givers

- The most overlooked segment of your church
- Wealthy believers have a problem
- Discipleship vs. fund raising
- Opportunities, not needs
- Report results, even failures
- North Coast Church

10. 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
- Community Christian Church - *Big Give Sundays*

Thank You For Joining Us!

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