



# Creating a Culture of Generosity

**Speaker**

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# Goals of the Seminar

- Develop a year-long generosity plan for each church / work group
- Develop new ideas on generosity
- Understand the scriptural basis for generosity
- Determine leadership structure
- Establish a generosity calendar
- Share new ideas
- Stay in touch after seminar

# Leadership Structure

## Generosity Team / Stewardship Committee

- Chartered by Session
- Team Member from Session Committees

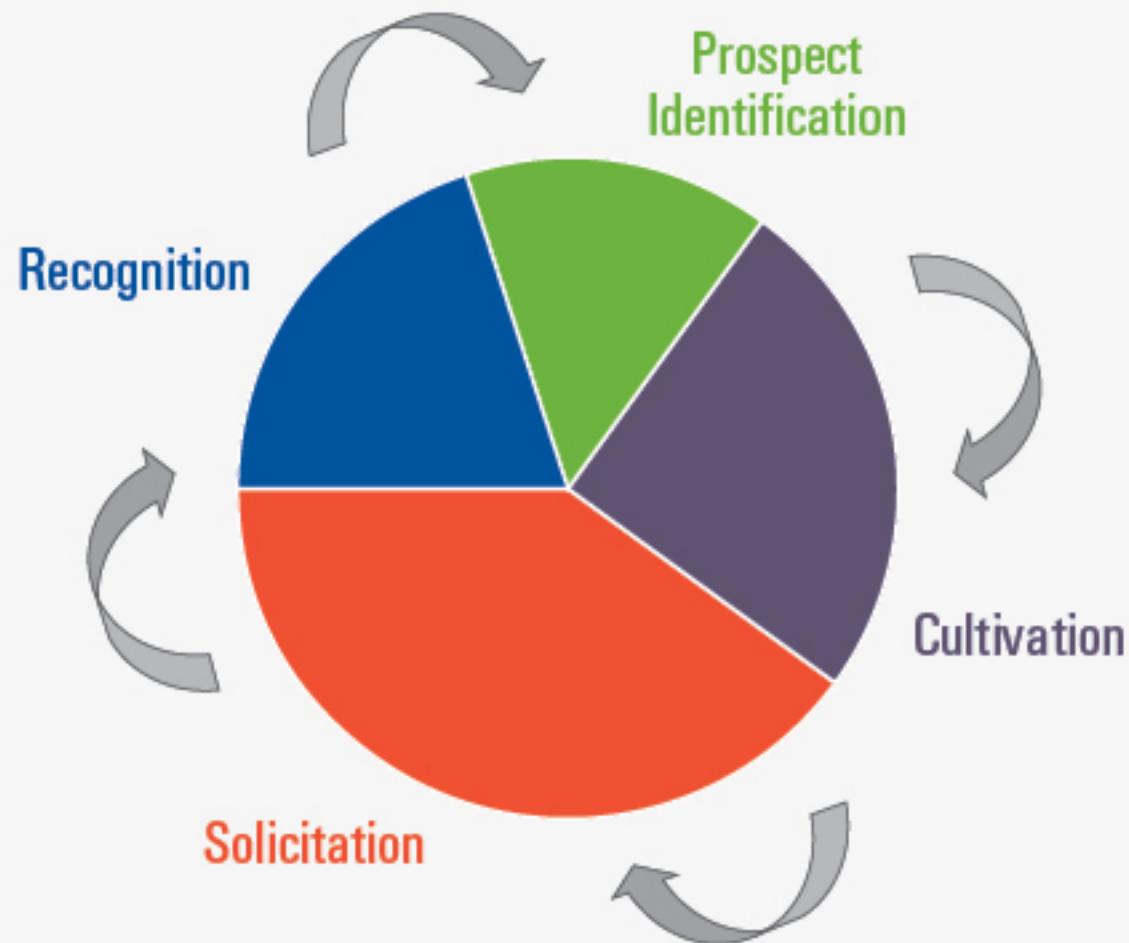
OR

- Team Assigned to Session Committees
- Leadership Giving / Present and past Elders and Deacons

# Calendar

- Decide how to develop and track your calendar
- Determine tasks
- Assign tasks
- Assign date
- Pull by task and date

# The Funds Development Circle





# Prospect Identification

- Database
- Information collected
- Pulling information
- Peer group prospect ID

# Cultivation

- Strategic plan
- Narrative budget
- Annual report
- Education sessions / town hall meeting, small gatherings
- Offering time
- Preaching once per quarter
- Vision Sunday / 6-month update



# Solicitation Annual Campaign

- Generosity Team coordinate entire generosity program
- Annual campaign tie to strategic plan
- Volunteers own budget and need for resources
- Narrative budget
- Ask for the investment not the gift
- Teach tithing
- Teach financial planning and debt management > great preaching opportunity

# Solicitation Letter

- Start with story, connect with narrative budget and strategic plan
- Next section, scriptural basis
- What investment will do
- Ask, by generational trends
  - Develop paragraphs
- Thanks for consideration, how to reply
- PS restate the theme
- Response vehicle
- Ways to give

# Solicitation / Tithing

- Everyone is a tither
- Mortgage / car loan are examples of tithing to our culture
- Debt management
- Video on YouTube

# Planned Giving

- Develop program, develop PG prospects
- Develop Planned Giving Society
- Planned Giving information
- Request for PG info
- PEER
- Presbyterian Foundation

# Recognition

- Relationship between Donor and God
- Update on success of campaign
- Thank you letters
- Thank you calls to people who made a commitment
- Youth class generosity presentations
- Testimonials
- Better use of Offering time
- Celebration Sunday

# How Do I Tackle This Elephant?

## Things You Must Do

- Database management
- Narrative budget
- Calendar
- Tell the story
- Preach and teach
- Ask for the investment
- Planned Giving program
- Celebrate



# Wrap Up

- Did we reach our goals?
- Questions / ideas
- How to take this back to our Church
- Presbyterian Foundation MRO program
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