

Gear Up



Generis

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Where is church giving headed?

- Feast?
- Famine?
- Stable?
- In transition?



Into 2024 and beyond

Prioritizing stewardship creates greater
engagement and discipleship growth
(and fuels your mission)

Why?

- Macro demands on finances
- Giving pattern shifts
- New people engaging, but not giving
- Greater friction in giving habits
- Loss of church patterns that reinforce giving



Bigger Why?

- Your church will move forward at the speed of your financial generosity.
- Financial generosity moves forward at the speed of an on going encounter with God in regard to personal stewardship.



Agree Disagree

Talking about stewardship is a spiritual
barrier in discipleship



Agree Disagree

Talking about faith, finances and giving in church inhibits ministry



Agree Disagree

When I or we talk about faith, finances and stewardship, I feel awkward and perhaps self-serving.

In my church we...

- Talk about money & stewardship too much
- Talk about money & stewardship just right
- Talk about money & stewardship too little



In my church, my pastor ...

- Knows who gives and what levels
- Does not know who gives and at what levels

Giving Trends in Churches Like Yours

- Major gifts
- Project giving
- Downward trend in this group
- Greater friction in giver communication
- Digital giving plateau
- Audience segmentation
- Increased opportunities to give (that are not named your church)

Core Systems to Develop: Concrete Steps and Priorities

“You do not rise to the level of your goals, you fall to the level of your systems.”

James Clear

Reduce Giver Friction

- Define biblical stewardship at your church
- Teach stewardship
- Model it
- Reinforce through people and systems
- Measure what really tells the story
- Tell the stories and wins



Reducing Giver Friction

- First-time giver engagement
- Lapsed giver and pastoral moments
- Automate giver processes
- Elevate the generosity value to the top tier
- Refuse to settle for the church normal

Accelerate Major Gifts

- Discipleship at the core
- Major givers need and want engagement
- Equip major givers
- Way more fun than you can imagine

Engage Givers in a Pathway

- Every Christ-follower has a giving story.

A simple pathway

- Initial Giver
- Regular Giver
- Priority Giver
- Kingdom Giver (the counter-cultural giver)



Systems and Leadership Alignment

“Goals are good for setting a direction,
but systems are best for making progress”
James Clear

Systems Alignment

- Board and pastor alignment – why Boards are not aligned
- Staff prioritization alignment
- Embrace automation
- Digital giving rhythms
- Place stewardship in the highest priority level
- Determine giving goals beyond the accidental



Resources

- Engage your team in the Giving Culture Assessment tool
- Giving data analysis
- Digital giving analysis
- Year-End Strategy



Curious about the Generosity Culture of your Church?



Take this free Assessment

Contact

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- Text or call 678-794-5097