

# BUILDING A CULTURE OF GENEROSITY

Guiding you through your fall stewardship Appeal.

A SERVICE OF GSB.

## A STEWARDSHIP PROGRAM FOR CONGREGATIONS SEEKING TO:

- Stabilize and grow financial giving
- Teach Biblical stewardship principles
- Help members discover generosity
- Begin building a foundation for a generous culture

## PARTICIPATING CONGREGATIONS WILL RECEIVE:

- An easily implemented program designed to stimulate generosity
  - ◆ Professionally designed, adaptable materials
  - ◆ Letter templates for the stewardship drive
- Six virtual, live training events with a GSB Consultant to guide congregations through a sound stewardship appeal
- Clear tactics for sharing information and inspiration about your congregation's ministry
- 1:1 guidance from your GSB Consultant
- At least 7 videos teaching the principles of this program
- The ability to achieve a strong financial response even in uncertain times
- 3 copies of Abundance: Creating a Culture of Generosity, by GSB Partner Michael Ward, published by Fortress Press.

## 2022 Schedule

**July–August**  
REGISTRATION

**Late August**  
VIRTUAL SESSION #1  
*Building Blocks for Generosity*

**Early September**  
VIRTUAL SESSION #2  
*An Effective, Inspiring  
Stewardship Appeal*

**Late September**  
VIRTUAL SESSION #3  
*Sharing Stories of Generosity,  
Achieving a Strong Response  
(Part 1)*

**Mid-October**  
VIRTUAL SESSION #4  
*Achieving a Strong Response  
(Part 2)*

**Early November**  
VIRTUAL SESSION #5  
*Sharing Results and an  
Effective Follow-Up*

**Late November**  
VIRTUAL SESSION #6  
*Finishing the Year Strong*

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## EXPECTED RESULTS AND PROGRAM COST

The program aims for participating congregations to see at least a 5-10% increase above 2021 actual revenue. At the same time, this program will assist in maximizing 2022 year-end giving.

**Program Cost:** The full cost of the program is \$450. The ELCA Churchwide Organization is partnering with your synod and GSB in this program and offering \$200 off for each congregation. You are asked to tithe 10% of the increase to your synod.

*\* This program could qualify for a Thrivent Action Team grant (up to \$250) as it is an educational opportunity. Contact Thrivent Financial for details.*

## REGISTRATION FORM

*[Please Print Clearly]*

Yes, we accept your invitation to join *Building a Culture of Generosity*.

\_\_\_\_\_  
CONGREGATION NAME

\_\_\_\_\_  
CITY

\_\_\_\_\_  
CONTACT PERSON NAME

\_\_\_\_\_  
EMAIL

## SEND BOOKS TO

\_\_\_\_\_  
NAME

\_\_\_\_\_  
ADDRESS

\_\_\_\_\_  
CITY

\_\_\_\_\_  
STATE

\_\_\_\_\_  
ZIP

*Please enclose a check payable to your Synod for \$250 to fully cover the cost of this program. Send checks and this completed form to:*

**Address**

Here is what one stewardship leader had to say about participation in BCG 2020:

*"We can't thank you enough for the guidance and direction on supporting our 2021 Stewardship Drive. Our results well-exceeded our expectations and is a testament to the fantastic program you offered to us. To date, pledges are 44% higher than last year totaling an increase in estimated giving of close to \$61,000! As a way to give back, we are asking the synod to keep the \$450 investment, and as well, we have increased our estimated percentage for Mission Support by a full percentage point."*

This comes from stewardship leader Angie Haston at Advent Lutheran Church, Murfreesboro, Tennessee. This happened not just during the pandemic, but also with an interim pastor.

## ADDITIONAL STEWARDSHIP HELP

Across the country GSB works with congregations through *Stewardship for All Seasons (SAS)*, a comprehensive stewardship program designed to fully create a culture of generosity.

Congregations in their first year of SAS normally increase revenue by 10-15% and often much more than that. A far more personalized program with congregations who commit for a full year or more, SAS provides a deep dive into growing generosity in the church. If you are interested in this program, new cohorts are being launched.

