**Developing a Generosity Plan**

1 Do the research and find out what you are doing.

Ask a lot of questions, and ask the **right** questions.

2 After researching, Develop A Plan

Make sure the lead pastor is on board

* Most talked about topic in scripture is kingdom of God, second most talked about - money/possessions
* A culture of generosity comes from the top down.
* If you set the bar low, "*if* you can give and *feel led* to" or "as a believer/member we expect you to tithe and serve, it is a command"

3 Motive and Intent

Reasons WHY People Give

1. **Belief in the Mission –** People want to be part of something that changes lives. Our product is a changed human being – a changed life. *BUT we must consistently show people how lives are being improved through this ministry.* 
   * The Church is the one place whose mission is to bring people into life-changing relationships with Jesus Christ.
   * How well do we tell our donors about how we do a good job of changing lives?
   * What can we do differently?
2. **High Regard for Staff Leadership** 
   * When people have **confidence in leadership**, they give to the mission. *You must make use of the relationships of your staff with people to change hearts and change lives. The best way to educate someone on the heart of giving is through an already established relationship with someone they trust.*
   * **Vision Leaks** so make sure the pastor is clearly communicating his vision to the church on a consistent basis and *making sure they know it is made possible through their gifts.*
   * **The Pastor must know the donor base of the church.** The gift of giving is a spiritual gift and must be valued (thanked) just like you would with another gift like serving or leadership.
   * How well do we utilize our staff and pastor for relating to our donor base regarding giving?
3. **Fiscal Responsibility –**

* People don’t give to sinking ships. They give to ships sailing strong and capable of reaching their destination. Make sure the message you are sending out is that the church is fiscally sound.

(God doesn’t need their money. He wants their heart. We don’t want something from them. We want something for them.)

* Some churches put giving stats in the bulletin. If negative, it shows the ship could be sinking. It’s *a myth to think that motivates giving*.

**Are we sending signals to say we are fiscally sound or fiscally unsound?**

4 Objectives of the Ministry

Objectives need to measurable

3 objectives:

- We want people to trust God as their provider. Faith in action

- Move them along the path of development as givers (become tithers)

- Culture of stewardship and generosity at CCV

5 Determine Your Action Steps/Strategy

Give Section of the Website has 3 Objectives

        1 - Easy to navigate

        2 - Educational

        3 - Help for their faith

\*\*the website should never take place of what you are offering (in CCV's case, the Rock Solid class). It should point them towards it not replace it.

CCV’s Model

* Multiple ways to give (service, mail, online, mobile)
* Envelope in every bulletin (includes giving by credit card) – note CCV does not endorse credit card debt but merely offers it as a convenience of giving.
* FAQ’s online
* Sends giving statements 2x per year

1. Cuts down on end of year questions

2. Allows someone to review their gifts mid-year and their own level of generosity

3. Great way to highlight other things (i.e. connect gifts to life change by telling story in the letter w/the statement)

* Speaks directly on giving and generosity at least 4x per year during the main service; connects the concept of generosity and giving in other sermons throughout the year (listen for it)
* Sends *The Treasure Principle* to 1st time givers – outlines principles of giving and God’s generosity
* Gives visitors to the church meal vouchers
* Provides giving testimonies during certain weekend services
* Does a great job of connecting that the ministry and mission of this church is made possible through the faithful giving of our members
* Tells our members what CCV does with offering

(i.e. worldwide missions, starting multi-sites etc. – this connects giving to the mission)

* Holds classes like Rock Solid and other classes to help members understand God’s view of money versus the world’s view of money and helps them to “make it personal” in their own lives.
* Vision Dinners

Stats on Giving:

* In 1985, Giving to churches amounted to 53% of all charitable contributions. By 2007, that number had shrunk to 32.8%. People have the money and they are still giving. Churches just aren’t their charity of choice any longer.
* **That’s what this project is about – As church leaders, how do we develop a plan to educate people on the importance of generosity in a church?**

Ideas to get them started

* Promote generosity by being generous (i.e. meal vouchers)
* Tell people how the dollar they give is changing lives
* New ways to educate members on God’s view of money vs the world’s view (Rock Solid concepts)
* Ideas on stories presented on weekend – i.e. Story ideas – people going on mission trips, a children’s teacher telling about a child sharing a comment or asking a question; a person being touched by help from a neighborhood group; someone sharing how a sermon impacted them or helped them to make a decision

Suggested Reading:

Maximize: How to Develop Extravagant Givers in Your Church by Nelson Searcy