



INJOY
Stewardship Solutions™



9 WAYS TO INCREASE GENEROSITY

IN YOUR CHURCH THIS YEAR

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**What comes to your mind when
you hear the term, “generosity”?**

Is it a picture of someone who gives of their time? Their talent?
Their treasure?

Generosity is an expression of God’s character and a spiritual discipline that can flourish in so many different areas of our lives, but one of the most challenging areas for people to become generous is in their personal finances. It is within this context that we are going to share nine ways your church can see an increase in financial generosity this year.

**“Generosity is an expression of God’s character and
a spiritual discipline that can nourish in so many
different areas of our lives.”**

Before we do that, though, you have to understand that your church’s funding is inextricably connected to your people’s generosity. To see generosity grow in your church this year, you need to create what we call a “Funding Plan” to give your people multiple opportunities to become more generous with their financial resources.





THE FUNDING PLAN

What is your church's funding plan for the next year?

Let me give you a hint - it's not your church's budget.

A funding plan is the written course of action your church is going to follow over the next year to see generosity increased in the hearts and lives of your people. You design it by using multiple "Systems of Generosity" to serve both the spiritual and financial needs of your people.

In 25 years of serving churches in the area of personal stewardship, regular giving, and sacrificial giving, we have experienced that a church's funding plan will either be determined by DESIGN or by DEFAULT. The churches who have a culture of generosity and a fully funded vision are those who are intentional about designing and implementing a successful funding plan.

Now that you understand what a funding plan is, we can share the nine systems your church can implement throughout the next year to see the culture of generosity increase.

1 | SERMON SERIES ON PERSONAL FINANCES

People will not understand how to give generously if you do not teach them what the Bible says about money. We all know that nothing changes a person's heart like the preaching of God's word.

Paul said in 2 Timothy 3:16,

"All Scripture is God-breathed and is useful for teaching, rebuking, correcting and training in righteousness..."

If you want to see generosity increased in the area of people's personal finances, you must strategically plan when you are going to preach on money. The best way for most churches to do this is through preparing a sermon series devoted entirely to the subject of money, generosity, and personal finances.

At the bare minimum, your church should include at least one sermon-series on money in your year's funding plan, but we typically recommend doing two.

After taking your people through a sermon-series on money and personal finances, you are likely going to uncover opportunities to disciple your people financially. Do you have the systems in place to do this?

2 | A PERSONAL FINANCE MINISTRY

Often, two obstacles to increased generosity in your church are people's debt and poor spending habits.

A person can learn what God says about stewardship and giving in a sermon-series on money, but how can they begin trusting Him with their finances if they do not believe they can afford to tithe? The natural next step would be to invite them to a budgeting class, small group, or financial coaching session that will help them create a plan to get out of debt, spend wisely, and begin trusting God with their finances.

An excellent resource INJOY Stewardship recommends for financial discipleship, coaching, and small group curriculum is [Fully Funded Life](#).

Once people see a clear path to financial freedom that prioritizes tithing along the way, they will be in a position to trust God with their finances for the first time. When they do, how are you going to thank, encourage, and continue to disciple them along their journey of generosity?

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3 | A FIRST-TIME GIVER SYSTEM


When people give for the first time, they are making a spiritual decision, not a financial one.

People, moved by the Holy Spirit, have decided to trust God with what the world worships most – money and possessions. This is a monumental moment in their relationship with Jesus, and a massive next step of obedience on their spiritual journey of generosity. So, your church should have systems in place that celebrates this.

Here's a great place to start:

1. Create a reporting system that notifies you, or another pastor or staff member, every time someone gives for the first time.
2. Have a standardized follow-up process, i.e., assign different pastors or staff members to send a handwritten letter celebrating a person's gift, thanking them for their generosity, and tying it back to the advancement of the church's mission and vision.



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3. Send them a small gift. A great resource to send is [Fully Funded's](#) Your Giving Matters books. They are small booklets that are incredibly effective at helping a first-time giver understand why THEIR giving matters.

4 | WEEKLY OFFERING TALKS

Do you realize that you get the opportunity to preach on money and generosity every single week?

If you devote a portion of your services to the bringing of tithes and offerings, you get the chance to preach about money every week. Even if it is just a two-to-three minute window, doing this week-in and week-out will impact your church significantly.

During the offering talk, you will want to connect people's giving to life-change and the advancement of your church's mission and vision. It's an opportunity to show people that their giving does make a continual difference.

As a rule of thumb, always use a story, statistic, or scripture. For some comprehensive examples of what this looks like, click [HERE](#) to download a document that contains four pre-written giving scripts.

When delivering your weekly offering talk, it is essential to emphasize the different ways people can give to your church. If online giving is not one of those options, that needs to change this year.

Download four pre-written giving scripts [HERE](#).



5 | ONLINE GIVING SYSTEMS

How much cash do you have in your wallet, right now?

Chances are, if you have cash in your wallet, you don't have a lot. If you still pass the plate to accept tithes and offerings, you must understand that you are passing it to a lot of people with no cash or check on-hand. While this may be the best giving solution for some people, it is not the best solution for everybody.

Today, the most common trait among churches who fully-fund their ministries is an emphasis on driving as many people as possible to participate in recurring online giving.

You need to make the online giving process EASY for the end user. We recommend doing a major push to sign people up for online giving each April and May before the school year concludes and attendance drops.

Make sure you communicate the advantages of RECURRING giving. It allows people to prioritize and systematize their generosity even if they can't be at church on a Sunday.

6 | HIGH CAPACITY GIVER SYSTEM

Do you know who the high capacity givers in your church are?

We believe it is beneficial for you to know.

This is a controversial topic, but we want to help you understand how to disciple and care for this group of people without showing favoritism.

What you qualify as a high capacity giver could be different, but we define them as those individuals who give \$10,000 or more each year. If you do not have many people who fit

this criterion, then it is the top 10% of your givers. You don't have to know the exact amount they give. However, we encourage you to at least know who these people are and have systems in place to build relationships with them, care for them, and disciple them.

It seems as if everyone wants something from financial leaders. They are constantly being called upon for their generosity by a myriad of people and organizations. As a result, they can become skeptical because they do not know who they can trust. This skepticism can become a huge barrier to increased generosity in their lives. However, you need to realize God has given you the incredibly unique opportunity to be their pastor, so you have the chance to care for their soul and add value to their lives.

A great time to focus intentional effort on building rapport with these members of your church is during the summer. Every summer, we advise you to plan events that create opportunities for you and your staff to build relationships with the most faithful contributors to your ministry. This time should be purely relational - meaning, you don't ask for anything from them. Take them to the lake, plan a cookout, or go to a ball game. Whatever you do, do something that will disarm any of their skepticism by proving that your only interest is to value them and be involved in their lives.

“IF YOU ARE GOING TO SEE GENEROSITY INCREASE IN THE LIVES OF EVERYONE AT YOUR CHURCH, YOU ARE GOING TO HAVE TO SHOW PEOPLE THAT YOU DON'T WANT ANYTHING FROM THEM.”

If you are going to see generosity increase in the lives of EVERYONE at your church - those who are struggling AND prospering - you are going to have to show people that you don't want anything FROM them. Instead, you just want a more blessed, Christ-like, and community-filled life FOR them.

If you'd like to learn more about how to disciple financial leaders in your church, click [HERE](#).

7 | CONSISTENT AND COMPELLING COMMUNICATION SYSTEMS

Any successful communication system contains the “four Cs”.

Communication must be CLEAR, CONCISE, COMPELLING, and CONSISTENT.

The churches who have the healthiest cultures of generosity are the ones who have biblical, intentionally planned, unified communication strategies that connect people’s generosity to life-change and the advancement of the mission and vision.

If the only time your church communicates on the topic of giving and generosity is on a Sunday, that needs to change in the next year. Your church needs to employ consistent communication systems that regularly educate your people on generosity. This can be through regularly scheduled email blasts, social media, blog posts, video stories or testimonies on generosity, monthly newsletters, quarterly giving statements, annual reports, etc.

Whatever methods you choose, make sure your messaging always connects people’s generosity with life change and the advancement of the church’s mission and vision.

If you’d like to learn more about how to do this, we would encourage you to read one of our most popular eBooks, [Five Mistakes that Will Kill Your Church Fundraising](#).

8 | SPECIAL OFFERINGS AND YEAR-END GIVING SYSTEMS

There are specific seasons of the year when people are more inclined to be generous with their financial resources than others. The two factors that determine these seasons are:

1. Time of year
2. URGENCY of a ministry need

Perhaps there are needs in your church for student camps, mission trips, the poor and under- resourced in your community, or even a large scale tragedy such as a hurricane or tornado. The ability to communicate these needs compellingly increases participation and dollars raised for ministry. If you cast the vision for these needs when they are urgently felt, people will be more inclined to give to them.

The timing of vital ministry needs will vary at every church, but there is a season of generosity that is constant in all churches - the end of the year.

For most non-profit organizations, a significant portion of annual funding comes through year-end giving, so they have systems in place to communicate with their donors when they are most likely to give. Do you have these systems in place at your church?

A practical and compelling way to structure a unique year-end offering would be to distribute the funds to three different types of needs:

1. Local missions
2. Global missions
3. Internal needs

As you begin to create your funding plan for the next year, go ahead and add a special year-end offering to the calendar and start identifying the different types of needs God is calling your church to meet locally, globally, and internally.

9 | A CAPITAL CAMPAIGN

Does your church need to plan a capital campaign in the next year? Capital campaigns are incredible opportunities to disciple your people and expand the culture of generosity in your church.

Did you know that scripture lays out a process for what capital campaigns should include?



If you look at 1 Chronicles 28 and 29, you will read the story of how God used David to raise funds to build a temple for His presence. It was a multi-billion dollar project and the people of God sacrificed with extreme generosity to fund it AND were incredibly joyful throughout the process.

“SCRIPTURE LAYS OUT A PROCESS FOR WHAT A CAPITAL CAMPAIGN SHOULD INCLUDE.”

But what process did God lead David through to see this kind of response from His people?

At INJOY Stewardship, we've created a four-step process that applies the methods David used.

That four-step process is as follows:

1. Vision Clarification

- Clarify vision, so it is clear, crisp, and compelling.

2. Leadership Development

- Raise up leaders to become carriers of the vision.

3. Going Public

- Unveil the campaign vision to the church and accept pledges.

4. FollowTHRU

- Track the campaign's progress and ensure every dollar pledged is received.

Over the past 25 years of guiding churches through capital campaigns, we have seen that when churches follow this process, they experience results similar to what occurred in 1 Chronicles 28 and 29. They will experience a fully funded vision and hearts that rejoice at the opportunity to sacrifice for the sake of God's Kingdom.

If you'd like to learn how to successfully lead your church through each of these four steps, watch our free online video course: [The 5 Minute Capital Campaign](#). You will be able to watch four, ve-minute videos on each of the phases and how to execute them with excellence in your environment.



THE FUNDING PLAN

There are additional systems you can add to your church's funding plan to see generosity increase in the lives of your people this year, but it will not happen if you operate by default. You must DESIGN a plan.

This is a principle that's been proven true in every church environment we've worked in over the past 25 years. The ones who have a fully funded vision are those who seek wisdom, then create a funding plan that explicitly lists when they are going to do certain activities so that both funding and generosity increase. If you are reading this eBook, you have already taken the first step towards having a fully funded vision - you have sought wisdom. Now, it is time for you to determine HOW you are going to design your funding plan.

At INJOY Stewardship, our team of consultants has helped over 4,500 churches raise over \$4.5 billion dollars in gifts ABOVE the tithe to fully fund vision. We have the wisdom and expertise to help you craft a capital campaign that leads to more generous people and a fully funded vision.

If you would like to speak with one of our team members about how we could help you design a capital campaign or funding plan that works in your unique environment, we would love the opportunity to connect!

All you have to do is click [HERE](#) and fill out a contact form, and one of our consultants will reach out to you as soon as possible!



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At INJOY Stewardship Solutions, we provide customized stewardship solutions for your church. Our resources include personal financial resources, help with weekly giving, and estate planning.

One of the main ways we serve Pastors and churches is by helping them fund the vision God has given them through customized church capital campaigns. We've been able to partner with over 4,500 churches, helping them raise \$4.5+ billion for Kingdom work. In fact, you can find out how much your church can raise right now in a capital campaign simply by [CLICKING HERE](#).

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