

11 Steps to Increase Giving in Your Church ... Starting this Weekend

Jennifer Perrow

Date: Tuesday, June 6, 2017

Time: 12:30 p.m. Central Time

Scripture doesn't shy away from conversations about money, but church leaders often do. Learn some simple and effective ways to create a culture of increasing generosity in your church, including suggestions for joyfully engaging givers at every age and stage of life. We'll talk about transforming your weekly church offering into a time of celebration, coaching church leaders to effectively talk about stewardship, creative ways to thank your givers, why a major gifts strategy makes sense for churches, how to keep your offering numbers steady during the summer, and more.

We've had pastors ask for more discussion on the **latest trends in congregational stewardship**, and we listened. This is for you! If that's not you, please share the webinar with any pastors and congregational officials, seminary students and official; and district/synod/national church leaders you know who could benefit. We want this to lead to rich discussion and beneficial ideas sharing. If you can't attend live, you may still register for the webinar and **receive a recording**.

Webinars cost \$75. [Register now](#)

Jennifer Perrow, CFRE, is a skilled fundraiser and communications professional who loves helping churches and organizations articulate their vision, communicate their mission, and raise abundant resources to fund their work. Her vision is a world where churches, schools, and nonprofits can focus their energies on ministry, education, and service without concern for resources. She believes that the good news of Jesus Christ can change the world, and she's passionate about raising resources for Kingdom work.

She spent 22 years as a leader in Christian higher education (Seattle Pacific University) in the Pacific Northwest; directs stewardship and communication ministries at a large Puget-Sound-area church (University Presbyterian Church, Seattle); and is on the board at Street Youth Ministries in Seattle. Jennifer holds a master's degree in education and has earned her CFRE credential.



Jennifer has worked with churches and schools to lead capital campaigns, implement mobile giving tools, develop major gift programs, create donor-centric communication plans, instigate planned giving strategies, and coach senior leaders on stewardship issues. She delights in helping churches, schools, and nonprofits create cultures of increasing generosity where every person participates in the joy of giving, and every mission-centered ministry has ample resources.

ALDE is an international community of fundraising and communications professionals that is rooted in the Lutheran tradition of the Christian faith and dedicated to serving God's people in the church and the world as it inspires, educates, and mentors the Christian fundraising community to spark generosity for mission. ALDE serves over 700 members from the United States, Canada and Europe. These members work in the areas of fundraising, public relations, marketing, communications, and as nonprofit leaders. They serve diverse organizations such as colleges and universities; social ministry organizations; elementary and high schools; camping and outdoor ministries; congregations; foundations; seminaries; and church bodies. ALDE provides education and training for its members and advances the profession of resource development through certification programs, publications, mentoring and promotion of ethical practices within and beyond the field. Learn more at www.alde.org.