

Ask Ideas: Congregational Response Programs

- Ask:** “Because of God’s Great Mercy” (4 Sunday Emphasis) Complete Stewardship Emphasis Kit from Chick Lane author of *Ask, Thank, Tell* - \$20 [Purchase the kit here](#)
- Ask:** “Fearless Generosity” (4 Sunday Emphasis) Digital Magazine on Stewardship with *Fearless Generosity Instructions* - \$9.99 [Purchase the magazine here](#) A *Fearless Generosity Starter Kit with printable resources* is also available - \$29.99: [Purchase the starter kit here](#)
- Ask:** “Live Generously” (Small Group Based Emphasis): Digital Magazine on Stewardship with *Live Generously Instructions* – Free from the ELCA [Download here](#)
[Purchase the resource pack here](#) for \$29.99
- Ask:** “Live Courageously” (Visitation Based Emphasis):
Digital Magazine on Stewardship with *Live Courageously Instructions* – Free from the ELCA [Download here](#)
[Purchase the resource pack here](#) for \$29.99
- Ask:** *New Consecration Sunday* (Fellowship Meal Emphasis): [Purchase the book here](#)
Step by Step instruction book and resource guide for conducting a fellowship meal focused stewardship emphasis

Note: If you purchase any of these customizable resources, Pastor John (wertz@vasynod.org) would be happy to help you adapt it to fit your ministry context.

Thank Ideas

- Thank:** Send five Giving Statements per year - April/May, June/July, September, December and January. Put a thank you note in each giving statement. Use pictures. Tell a Story. Connect financial gifts to the ministry being accomplished, but keep it simple.
- Thank:** Say "Thank You!" for all the ways that people share their gifts, not just for financial stewardship. Each week, make five personal contacts, five phone calls, write five handwritten thank you notes or send five personal emails saying "Thank you" to individuals in the congregation or community who have used their gifts to make ministry happen.

Tell Ideas

- Tell:** During the offering (or at an appropriate time in your service), spend 60 seconds highlighting a ministry that is made possible because of the congregation’s generosity
- Tell:** Create a monthly bulletin board, online post, newsletter article, e-newsletter article, bulletin insert that highlights and celebrates a ministry being accomplished because of the congregation’s generosity

“ASK, THANK, TELL”

Generosity & Stewardship Resources for Virginia Synod Congregations

A Philosophy of Stewardship

In his book, “Ask, Thank, Tell,” Charles R. Lane suggests that "the goal of our stewardship ministry is to help God's people grow in their relationship with Jesus through the use of the time, talents and finances God has entrusted to them." (Ask, Thank, Tell, pg. 11)

Now please notice, the goal of stewardship ministry is not to raise money. When we focus on the goal of helping people grow in their relationship with Jesus through the use of the time, talents and finances which God has entrusted to them, then we often experience healthier support for the ministry of the congregation, but the goal of stewardship ministry is not to raise money.

Generosity and Stewardship Starting Points

Ask, Thank, Tell – Charles R. Lane (\$14.99) [Purchase the book here](#)

Stewardship 101: An Invitation to Financial Stewardship (Free) [Download here](#)

How Much is Enough: A Deeper Look at Stewardship in an Age of Abundance (Free) [Download here](#)

Culture of Generosity (video) Aimee Laramore on Cultures of Generosity from an Ecumenical Stewardship Center event in Dallas (Entire video - 53 minutes) *Segment about Online Giving and Giving as a Spiritual Moment* (start at 23:43 and end at 28:00) [Watch here](#)

Lessons and Tips on Stewardship from a Renewing Congregation (ELCA Stewardcast) [Watch here](#)

Other Resources

Stewardship Team Launch or Re-Launch Workshop: Contact Pastor John for available dates and times (email: wertz@vasynod.org or office: 757.622.9421)

Proportional Giving Chart (Free) [Download here](#)

StewardNet Email Newsletter (Free Twice a Year Stewardship Resource Email from the ELCA) [Download here](#)

New Online Giving Platform with a Preferred Provider relationship with the ELCA [Learn more here](#)

For more information on Stewardship Ministry in the Virginia Synod, please contact Pastor John Wertz, Jr – Director for Evangelical Mission / Assistant to the Bishop at: wertz@vasynod.org or 757.622.9421.