



# BEGINNING A CULTURE OF GENEROSITY

Guiding you through your fall stewardship Appeal.

A SERVICE OF GSB AND THE NORTHWESTERN OHIO SYNOD.

## 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 even through national economic uncertainty
  - ◆ 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.

## 2020 Schedule

### July – August

REGISTRATION  
(due Aug 21)

### 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 participating in 2020 is to stabilize current year giving to 2019 (pre-coronavirus) levels, with the potential for modest growth above that level for 2021.

Program cost	\$450 per congregation
Synod funding	- \$150 per congregation

Total cost to congregation	\$300 due with registration
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*\* This program could qualify for Thrivent Action Team grants (a \$250 value). Contact a Thrivent Financial member for details.*

## REGISTRATION FORM (due August 21)

*[please email completed form to [jacob.henry@nwos-elca.org](mailto:jacob.henry@nwos-elca.org)]*

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

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 CONGREGATION NAME

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 CITY

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 CONTACT PERSON NAME

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 EMAIL

## SEND BOOKS TO

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 NAME

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 ADDRESS

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 CITY

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 STATE

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 ZIP

**For more information, contact Synod Administrator Jacob Henry at**  
[jacob.henry@nwos-elca.org](mailto:jacob.henry@nwos-elca.org) or 419-423-3664.

## 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. Contact Synod Administrator Jacob Henry at [jacob.henry@nwos-elca.org](mailto:jacob.henry@nwos-elca.org) for more information.

Here is what one pastor said in response to how SAS helped them during the first weeks of the national shut-down surrounding Covid 19:

*"We are definitely much more prepared for a crisis like we find ourselves in today because of the work we have been doing in Stewardship for All Seasons. People are investing in our mission, not giving to save a church. We are telling our story to reflect the impact we are making. This past Sunday, giving was really strong, even though the governor ordered us to not meet in person for worship. We are blessed that we made the decision to join SAS two years ago."*

**Pastor Jonathan Bull St. Paul**  
 Lutheran Church, Westerville, Ohio