

BUILDING A CULTURE OF GENEROSITY

Guiding you through your fall stewardship Appeal.

A SERVICE OF GSB AND SAINT PAUL AREA SYNOD.

A STEWARDSHIP PROGRAM FOR CONGREGATIONS SEEKING TO:

- Stabilize and grow financial giving
- Teach Biblical stewardship principles
- Help members discover generosity
- Build building a foundation for a generous culture

PARTICIPATING CONGREGATIONS WILL RECEIVE:

- An easily implemented program designed to stimulate generosity
 - ◆ 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.

2021 Schedule

July–August
REGISTRATION

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 to see at least a 3-5% increase above 2021 projected revenue. At the same time, this program will assist in maximizing 2021 year-end giving.

Program Cost: The investment for the program is \$450.

REGISTRATION FORM

[Please Print Clearly]

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

CONGREGATION NAME

CITY

CONTACT PERSON NAME

EMAIL

SEND BOOKS TO

NAME

ADDRESS

CITY

STATE

ZIP

Please enclose a check payable to Saint Paul Area Synod for \$450 to fully cover the cost of this program. Send checks and this completed form to:

Rev. Justin Grimm, Saint Paul Area Synod, 105 University Ave W, St Paul, MN 55103 justin.grimm@elca.org

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.

Here is what one stewardship leader had to say about participation in 2020:

"We have raised substantial increases in our giving and in the number of pledges. But more than the money and the pledges that have been generated, it's the impact that it's had on the spiritual life of our congregation. Commitment to the principles of the SAS program have led to an increase in enthusiasm for our mission, excitement in giving, and a commitment to participation."

Rev. Jim Honig
Shepherd of the Bay Lutheran Church
Ellison Bay, WI

