



# Creating a Culture of Generosity

Robert Hay, Jr.

Senior Ministry Relations Officer

# Opening Prayer

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***All:** In life and death we belong to God. Through the grace of our Lord Jesus Christ, the love of God and the communion of the Holy Spirit, we trust in the one triune God, the Holy One of Israel Whom alone we worship and serve.*

# Opening Prayer (cont.)

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*We trust in God alone Who loves us and enriches us with abundant gifts.*

*And so we will seek to move . . .*

*In attitude from scarcity to abundance*

*In lifestyle from consumption to renewal*

*In finance from debt to freedom*

# Opening Prayer (cont.)

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*We worship God alone Who empowers us to celebrate the grace of the Lord Jesus Christ.*

*And so we will seek to move . . .*

*In liturgy from avoidance to celebration*

*In giving from funding to offering*

*In emphasis from annual to year-round*

# Opening Prayer (cont.)

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*We serve God alone Who calls us to a life of thanksgiving to the Spirit, loving God, neighbor, and self.*

*And so we will seek to move . . .*

*In practice from maintenance to mission*

*In outreach from parochial to global*

*In relationships from domination to interdependence.*

# Opening Prayer (cont.)

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*In gratitude to God, empowered by the Spirit, we strive to serve Christ in our daily tasks and live holy and joyful lives, even as we watch for God's new heaven and new earth, praying "Come, Lord Jesus!"*

*AMEN.*

*(from the Hudson River Presbytery  
Stewardship Team)*

# What is Stewardship?

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- “Where your treasure is, there your heart will be also.” Matthew 6:21
- Stewardship is the church’s theological antidote to the chief idols of our age; consumerism, materialism, and acquisition.
- Stewardship is about the joyous discipline of thanking God with the way we live our lives and spend and share our money.

# What is Stewardship?

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- Gratitude
- Spiritual Growth
- About making choices
- Caring for all that God has given us
- Time, Talent, AND Treasure
- Disciple making



# Stewardship is not:

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- A once-a-year event
- About money
- Fundraising (but we have things to learn from effective fundraising principles)
- Meeting a budget
- About us (as individuals or as a church)

# A Theology of Stewardship

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1. What is your first memory of stewardship?
2. Who taught you about stewardship?
3. Why is giving to the church important to you?

# Why people give to the church

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1. Belief in the mission of the church
2. Trust that the church is being fiscally responsible
3. Relationship with the leadership

# Three Keys to Success

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1. Tell your story
2. Be intentional (coordinate your stories)
3. Strengthen relationships through authentic connections

# Generosity Team

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- Chartered by session
- Member from each program/mission committee of the church
- Coordinates ALL story telling, asks, and thanks
- Works year-round

# Session

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- Sanctions/charters the Generosity team
- Share their stories
- Supports the Generosity team
- Regularly pray for church members
- Be pledgers/tithers
- Be leaders in stewardship (pledge first)

# Alternative Structure

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- Add to session committee reports
  - What stories need to be told
  - Who could tell the stories
  - Who needs to be thanked
- Consider adding a “Generosity” Elder
  - Coordinates story telling and thank yous

# Pastor

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- Talk about their own stewardship
- Preach about generosity regularly (once a month)
- Be the story teller; excite/energize people about all that the church is doing
- Invite/ask
- Say Thank You



# Pastor- To know or not to know

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- Practical
  - Pastor as Executive Director/Chief Development Officer
- Spiritual
  - Helping people on their journey
- Pastoral
  - Another pastoral care indicator

# What is your story?

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- What is it you do well? In your church, in your community, in the world?
- How are you being the hands and feet of Christ?
- Celebrate your church
- Create energy about the church
- Invite people to engage in the church

# Cultivation

## HOW do we tell our story?

- Preaching
- Minute for mission
- During/before offering
- Newsletter/E-Newsletter
- Brochures
- Town Hall Meetings
- Vision Sunday and 6 month checkup
- Dessert & Dialogue
- Sunday School
- Testimonials
- Video Testimonials
- Narrative Budget

# BUDGET

## Line Item

vs

## Narrative

- Accounting Tool
  - DO NOT show how money is being invested
  - DO NOT show how volunteer time and talents are impacting the church
  - Should be used by the session
- Visioning Tool
  - Shows the programs of the church having a positive impact
  - Inspires and helps us see our gifts are really making a difference
  - Help us to reframe finances to be about ministry

# Steps toward creating your first Narrative Budget

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1. Define your “Ministry Areas”
2. Allocate staff time to each area
3. Allocate all other resources proportionally to each area
4. Consider adding volunteer time to each area
5. Write about the successes of the past year in each area

# Recognition- Saying Thank You

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- Pastor write thank you notes
- Session write thank you notes
- Generosity team write thank you notes
- Phone calls
- Annual Celebration
- Legacy Society event




# Stewardship NAVIGATOR

Stewardship  
NAVIGATOR

- 🏠 Home
- 🗓️ Annual Campaign
- 📝 Narrative Budget Builder
- 📁 Stewardship Kit
- 📅 Planned Giving
- 📄 Web pages
- 📄 Brochures
- 📁 Document Storage
- 🔒 Log Out

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Your Ministry Relations  
Officer (MRO)



Robert Hay, Jr.

[Contact Me](#)

Presbyterian  
FOUNDATION

## Welcome First in Peachtree City, GA

[Help ?](#)

### Stewardship Calendar

These bimonthly tasks will help you maintain successful year-round stewardship.

January/February

March/April

May/June

**July/August**

September/October

November/December

#### Stewardship Committee

- Provide a Mid-Year financial report to the congregation.
- Continue biblical/theological study.

[Click for Details and Resources](#)

#### Stewardship Education

- Sponsor an intergenerational stewardship event.
- Prepare information to help adults talk to children about money and stewardship, for distribution during annual financial stewardship campaign.

[Click for Details and Resources](#)

#### Generosity Storytelling

- Highlight presbytery or synod mission program in church newsletter.

[Click for Details and Resources](#)

#### Campaign Planning

- Continue to follow your campaign checklist.

[Click for Details and Resources](#)

#### Annual Campaign



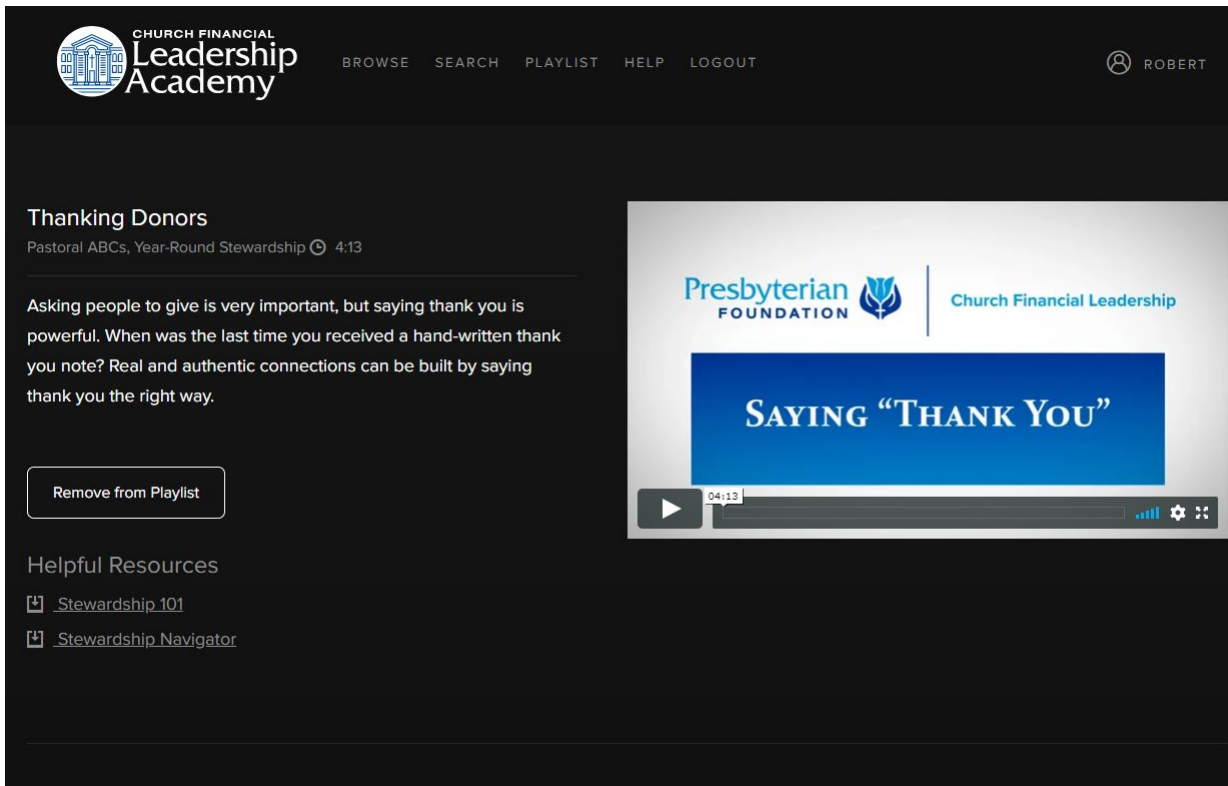
#### Narrative Budget



Use our online tool to create a

#### Stewardship Kit





CHURCH FINANCIAL  
Leadership  
Academy

BROWSE SEARCH PLAYLIST HELP LOGOUT

ROBERT

### Thanking Donors

Pastoral ABCs, Year-Round Stewardship 4:13

Asking people to give is very important, but saying thank you is powerful. When was the last time you received a hand-written thank you note? Real and authentic connections can be built by saying thank you the right way.

Remove from Playlist

#### Helpful Resources

- [Stewardship 101](#)
- [Stewardship Navigator](#)

Presbyterian FOUNDATION | Church Financial Leadership

**SAYING "THANK YOU"**

04:13

[www.churchfla.org](http://www.churchfla.org)

Registration code: PCUSA



# Keys to Success

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- Be prayerful
- Celebrate your church
- Be visionary
- Communicate
- Involve many
- Fund ministry, not raise funds
- Be inviting, not threatening
- Challenge your congregation

# DO

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- Recruit and empower a Generosity Team
- Tell your story
- Develop a narrative budget
- Invite people to be a part
- Make it easy for people to give (ONLINE)
- Say Thank You a lot!

# Don't

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- Do it yourself – you need a team
- Cut corners
- Be afraid to spend some money
- Use a “line item” budget
- Use a “One Letter Fits All” mailing
- Put financial information in the bulletin

# Resources

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- Books by J. Clif Christopher
- Presbyterian Foundation MRO
- [www.presbyterianfoundation.org](http://www.presbyterianfoundation.org)
- [www.stewardshipnavigator.com](http://www.stewardshipnavigator.com)
- [www.stewardshipkaleidoscope.org](http://www.stewardshipkaleidoscope.org)

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