

A Newton's cradle with five silver spheres hanging from thin wires against a teal background. The spheres are arranged in a horizontal line, with the leftmost one slightly higher than the others.

ACCELERATING GENEROSITY

HOW TO CREATE A CULTURE OF GIVING IN YOUR CHURCH OR MINISTRY





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CHAPTER

WHY YOUR CHURCH NEEDS A CULTURE OF GENEROSITY

Within the Church, there is currently a significant “generosity movement,” but generosity is also a debated topic among Christian leaders. How we understand the role of generosity in our lives—and in the Christian communities where we do life together—perhaps says more about our faith and our understanding of the gospel than any other single aspect of our faith.

When it comes to generosity, Christian leaders tend to fall into one of three categories:

1. Those who have adopted generosity as the standard by which they live out their faith. It is the lens through which they interpret the will of God and their role in His kingdom on earth.
2. Those who embrace generosity as an appropriate substitute for the more established language of stewardship, referring to the believers' responsibility to support the work of the Church and to faithfully use their resources to serve its mission.
3. Those who are skeptical of the notion of generosity, leaders who are disillusioned by the Church and its relationship with money. They sense a fundamental disconnect between what the Church practices and the biblical principles of stewardship the Church teaches.

These three groups view the same subject—how our faith informs our relationship to money—through three different perspectives. It is necessary to view generosity through each perspective and to learn where these views converge based on what the Bible teaches. Doing so will lead to a dramatic shift in lifestyle and nothing short of a revolution for the followers of Christ. The transformation will attract countless people looking for a new life, chasing after the heart of the One who made us and generously gave Himself for us.

But a culture of generosity doesn't just *happen* in a church, it must be intentionally built.

A LIFESTYLE OF GENEROSITY

Generosity is at its core, a lifestyle—a lifestyle in which we share all that we have, are, and ever will become as a demonstration of God's love and a response to God's grace. It is not enough for the Church to talk about generosity, nor is it enough for individual

Christians simply to commit to being generous. What makes generosity a real and powerful witness to God's love is our action. Generosity flows from an understanding that all we have, are, and ever will become is not ours to possess. This understanding leads us to share what we've been given for the advancement of the kingdom and the glory of God. Generosity embraces a biblical understanding of stewardship built on three key truths:

- God is the owner of everything.
- What we have has been given to us by God.
- The resources we possess are assets to be invested in the kingdom.

Before we can be generous, we must understand what it means to be a steward, recognizing that what we have is not ours to own and confessing that Jesus is Lord over our money, possessions, positions of authority, and talents. You can't be generous without the discipline of biblical stewardship, and biblical stewardship demands generosity. The gift of God's grace shapes our faith and leads to the conviction that all we have—our time, talent, treasure, and testimony—has been given to us for a purpose. We cannot separate our acceptance of God's grace from the practice of generosity. We are generous because God was first generous to us, freely giving His life for our sakes. As followers of Christ, we seek to imitate the One who gave Himself for us (1 Thess. 1:6; 2:14).

Stewardship is more than an obligation. It's an opportunity to witness the reckless nature of God who gives the gift of salvation by grace to all who will receive it. Generosity is the fullest expression of a steward's life, which is a gift to be used wisely to bring glory to God.

WHY SHOULD MY CHURCH CARE?

Generosity, when it flows naturally from the heart of a church community, is contagious. It has an undeniable effect on people who come into contact with it. It expresses in practical and powerful ways the message at the core of our faith: God gave His only Son to us that we might have life. Generous churches believe that they have been given everything, and as an expression of their love for God, they share what they have with one another and with people in need.

When we live out our love for God, our generosity reveals our faith in God. The Old Testament book of 1 Kings relates a story of a widow and her son, a family so impoverished that they have enough flour and oil left for only one more meal. They are prepared to eat their final meal and then die. The prophet Elijah is in town that day, visiting the drought-stricken region, and he asks this poor woman for some bread and water. At first the woman assures the prophet that she does not have enough food to feed all three of them, but he tells her first to make him a loaf of bread and then to bake one for herself and her son. He encourages her, telling her not to be afraid and promising her that God will not let the oil or the flour run out before the drought is over.

In faith, the widow obeys the word of the prophet and finds that she does indeed have enough flour and oil to feed them all. Furthermore, both her flour jar and her oil jug remain full until the rains return and the drought ends. She and her son live, demonstrating the abundant life that God is ready to give us when we choose to step out in faith and share what He has given to us. The prophet Jeremiah describes what happens when we focus on faithfulness:

But blessed is the man who trusts in the LORD, whose confidence is in him. He will be like a tree planted by the water that sends out its roots by the stream. It does not fear when heat comes; its leaves are always green. It has no worries in a year of drought and never fails to bear fruit.

JEREMIAH 17:7-8

This pattern of faith-filled, sacrificial generosity is in direct conflict with American culture. We Americans believe the myth that we must be independent, pulling ourselves up by our own bootstraps. We also believe, therefore, that we are responsible for our own success and have a right to keep and use that success to meet our desires and needs. Developing a culture of generosity begins with an understanding of who owns what. As followers of Christ, we understand that we have not earned nor do we deserve anything we have, but it's all a gift of God's grace. We recognize that we are stewards and that everything we have belongs to God and is intended to be invested in the growth of His kingdom.

The culture of a church is revealed when there is a crisis of faith. When the global recession hit in 2008, some churches thrived, some churches plateaued, and some churches declined. Some churches responded in fear, locking up whatever cash they had in order to weather the storm. Others decided to take another path, recognizing that the recession had revealed significant need in their communities.

In our conversations with church leaders, we found that many of the churches that chose to share, even when there wasn't a clear path to replenishment, experienced something unexpected and transformational: abundance. They learned that there were more resources available to them than they had ever imagined. They used what

God had given them to prevent foreclosures, promote adoptions of orphans, feed the hungry, help those living in extreme poverty, and assist communities recovering from natural disasters. These churches witnessed a level of spiritual formation that rapidly and holistically changed their cultures.

We had a front-row seat as a number of these churches processed what they were experiencing corporately and individually. In fact, for the last two and a half decades, it's been our privilege to guide churches and Kingdom-focused non-profits in matters of stewardship, fundraising and cultivating generosity that permeates the culture. In our mission to accelerate generosity toward God-inspired vision, we get in the trenches alongside church leaders to help them build a culture of generosity so their church can accurately reflect the Christ we profess as Lord and Savior.

Our prayer is that this eBook empowers you and your leadership team with some critical things every church leader should do to grow a culture of generosity and to point out some pitfalls to avoid along the way.

QUESTIONS FOR LEADERS

1. As Christian leader, how have you viewed generosity to this point?
2. Would you describe the culture of your church or organization as generous? How would your surrounding community describe it? What steps are you taking to cultivate a deeper culture of biblical generosity?
3. What steps is your church or organization taking to combat the American culture of independence and entitlement while encouraging an organic movement of community and giving?
4. How did your church respond to the last financial crisis it faced? How would it respond now?



[Click here to find out more about our Generosity Audit.](#)

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because God was first
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1 Thess. 1:6; 2:14



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CHAPTER

THREE THINGS YOU MUST DO TO CULTIVATE GENEROSITY

1. **BE TRANSPARENT ABOUT YOUR OWN GENEROSITY JOURNEYS.**

Nothing can replace authenticity, and everyone can tell when it's missing. When pastors share their own journey toward generosity, their congregations tend to follow their lead. One pastor we worked with led a large suburban congregation. His income level was typical for a pastor, far from extravagant, and his children were just beginning

to look at colleges—an additional expense. Yet, he felt led by God to commit to giving away an additional 20 percent of his income for the next three years. Taking into account that he was already giving away 12 percent of his income, this meant he was committing to give away 32 percent of his salary for three years. After hearing of his commitment, a wealthy individual made a decision to commit the largest single gift that church had ever received. When asked why, he said simply, “Pastor, I give because you give.”

If you have been through a capital campaign (or as some refer to it, a Strategic Giving Opportunity), you know that the success or failure of the campaign frequently comes down to the leadership phase, when the most committed members of the church make their commitment in front of the entire congregation, hoping to inspire the average person to move to a new level of generosity. As the leadership phase of a campaign builds, having a pastor share his own story of generosity can impact whether or not other leaders will follow. When a pastor talks freely about his personal struggle with money and invites others to join him on a journey toward generosity, people aren't looking to stone him. Instead, his story serves as an invitation to others to join him on the journey of becoming a generous person.

If generosity is a struggle for you in your personal life, we invite you to consider using your position of influence to allow your own story of generosity growth to impact the habits of the people you lead. There are certain things that only a pastor can say and do. Some people believe that only a pastor has the credibility to speak into their lives on such a sensitive subject. But the primary reason why pastors need to lead in this area is because Jesus led in this area. The position of the pastor is representative of Christ's own leadership of the church. Because Jesus carefully and regularly revisited the conversation about the relationship between our faith and our money, pastors should do so as well.

2. TELL STORIES OF LIFE CHANGES.

So how do you talk about money without becoming the church that always talks about money? To do this well, church leaders should consider the entire weekend experience, not just focus on the sermon. A worship service offers many opportunities to present stories of life change and to invite others to make changes in their own lives. This invitation can come through the chance to participate in the offering or take part in some other special act of generosity. When generosity becomes just another word for increasing church funding, it will lose its ability to impact people's lives and develop them as disciples of Jesus Christ. Instead, we encourage teaching that shows how the act of generous giving frees the giver from attachment to the things of this world and blesses the receiver with a demonstration of God's love. Generosity, in this sense, is one of the most tangible, quantifiable ways that we experience God's power as revealed in the gospel.

The ultimate goal of generosity—and the gospel—is to change lives. Connecting generosity with biblical teaching on life change reinforces the idea that people aren't being asked to give in order to fund budgets, buildings, or programs. It presents generosity instead as an act that nurtures the souls of both the giver and the receiver. Whatever static a pastor might receive from talking about generosity and giving, every life change makes it worth it.

To develop a culture of generosity, you must find ways to incorporate generosity into your worship programming strategy. Themes related to generosity should make it into the video production schedule, the worship set, and the announcements regularly. First-time visitors will describe your church by what they observe and experience in the service. And they notice everything, like what people wear, if someone was helpful, kind, or disarming. Did people bring coffee into the service? Were there some who used their smartphones to take notes? What kind of music was played and sung? All of

these details create impressions for the visitor. They send a message about what kind of church you are. You can accelerate generosity in your church by paying attention to these details. What can you do to include the themes of generosity in the midst of the impressions they create? This will require careful thought and deliberate action.

3. **MAKE MONEY PART OF YOUR REGULAR CONVERSATION.**

If the only time you talk about money is when you need money, you aren't leveraging the worship service to create a generous church. There is a place for honest dialogue about the state of the church budget, but it is not healthy for pastors to speak about finances only when the church is in need. As we suggested earlier, this is why it's important to regularly preach about generosity and stewardship as an essential aspect of discipleship and following Christ.

Sometimes the way we approach the connection between ministry and money makes people uncomfortable. We should view money not as a necessary evil to be reckoned with, but as a partner for ministry. No ministry thrives without needed resources. If ministry is the vehicle for accomplishing our mission, financial resources are the fuel. Pastors who lead generous churches, who always seem to have abundant resources at their disposal, have had to come to terms with their apprehensions about money and ministry. Once they accept that the two are not polar opposites, they find freedom and confidence to lead their churches with clarity, care, and conviction.

We frequently hear people describe generosity as a particular kind of giving. For example, the theme of generosity is tied either to everyday giving for the ministry operating budget or to a special giving opportunity such as a mission project or a building campaign. Sometimes generosity is discussed as a person considers leaving a planned gift as a legacy for future generations. We agree that generosity encompasses all of these, but it also goes beyond them.

Churches should incorporate generosity teachings into every part of ministry. Talking about money should go beyond occasional need-based appeals. It goes beyond learning fundraising strategies and techniques. While we can learn a lot from others in the nonprofit world, we must also remember that the church has a unique identity with a distinct time for gathering together and a specific mission from God. Because these things are most often presented in nonprofit ministries, these ministries are usually forced to rely on need-based fundraising strategies and direct-mail appeals. Churches, on the other hand, need to think about ministry and money in the context of discipleship, considering the broader implications of the Bible's teaching on money in the life of the believer and in the work the Church has been called to carry out in the community and in the world.

Surprisingly, the biggest objection we hear from pastors who are uncomfortable talking about money or making requests before the congregation, is that they don't want to be like pastors who they believe are only concerned about bigger buildings or personal financial rewards. In response, we gently remind pastors that a focus on generosity does not have to be an "unholy shakedown" of the congregation. Your invitation to give should not be a ploy to get as much money as you can from your members. In fact, rather than being about money, a healthy pattern of teaching on generosity trains people in kingdom priorities. Giving generously helps us avoid becoming so attached to this world that we end up forgetting our true purpose: building the kingdom of God.

QUESTIONS FOR LEADERS

1. How would you describe your own personal journey of generosity? How open have you been about sharing that journey with others in your church or organization?
2. In what ways are you leveraging your position of influence to advance generosity in your church or organization?
3. Are you and other leaders reluctant to be honest and open about issues pertaining to budget and giving? Why or why not?
4. In what ways are you intentionally creating an environment in which generosity can thrive? Does it include the sharing of real stories from generosity journeys?
5. When you think about asking for money, what is the first thing that comes to mind? Is it a positive or negative feeling? Why? What impact has that had on your willingness to ask throughout your ministry?

Giving generously helps us avoid becoming so attached to this world that we end up forgetting our true purpose:

Building the kingdom of God.



3

CHAPTER

SEVEN THINGS THAT STIFLE A CULTURE OF GENEROSITY

MISSING GENEROSITY

Church leaders who do not model generosity in their own lives can't expect to lead others. We know being a pastor is usually not a lucrative career. While we understand the challenges pastors face, we want to emphasize that it's not acceptable to allow your struggles to inhibit your ability to lead your church financially. You cannot skip

teaching and preaching on the subject of money just because you struggle with it.

Many pastors convince themselves that they can cover up their financial lives and keep this area hidden from others. However, more often than not, we find that members sense when their pastor isn't fully committed to a life of biblical stewardship and kingdom generosity. As we mentioned earlier, be authentic.

When was the last time you shared about your own struggles
or victories with money?

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MISSING STRATEGY

People often have good intentions. The church is full of good intentions. But in the midst of our coulds, shoulds, and oughts, we sometimes fail to put our plans into action. We want to take care of the poor, the hungry, and the widows, but sometimes life just gets in the way. We have small groups or Sunday school lessons to prepare, we have discipleship programs to plan, we have mission trips to coordinate, and we have outreach events and community events to promote. And then a financial crisis comes, and our good intentions are put on hold again. Somehow we just never seem to put those essential things—like generosity—into motion. Maybe our church does a good job of promoting missional activities, but without a generosity strategy, our ability to put our words into action and achieve measurable results will be hit or miss.

The key to a successful strategy is simple: establish a plan and then execute it. We tend to talk about our plan. We may pray about our plan, and that is essential. But at some point, we must establish specific, measurable steps, appoint the person who will lead the charge, and make it happen. Strategy leads to specific action steps that make a difference. Good intentions, on the other hand, lead to passivity. We satisfy our

own need to feel good about ourselves, but good intentions don't lead to quantifiable impact on the world.

The main reason why some churches experience an abundance of resources is because they have a plan. They actively create a culture of generosity, and they execute their plan consistently. This doesn't mean that they always get it right or that everything they do stays the same forever. But they have a bias toward action, and they do what they say they will do.

We can easily convince ourselves that our good intentions will become good strategy if we think and talk about them long enough. That's like thinking about exercise and expecting to produce the same benefit that exercising produces. Wouldn't that be nice! We all know that a tried-and-true plan of eating right and exercising, faithfully executed, is the best way to achieve good health. Likewise, no amount of hoping for generosity can produce measurable results within a community of believers. Every church needs an intentional strategy to build and sustain a culture of generosity.

Is generosity part of your church's comprehensive spiritual formation plan?

If not, how will you include it?

MISSING CONNECTIVITY

No church can cultivate generosity in a silo, disconnected from the rest of its ministry. A church must be intentional about connecting everything within a culture of generosity from the outset, because the culture of the church is the most powerful way of effecting corporate change. The culture of a church includes its customs and its underlying attitudes. It answers the question, How do we get things done around here?

Many churches start addressing the topic of generosity with a program or a class on dealing with debt. While we would agree that debt is a huge problem that needs to be addressed, debt is merely a symptom of a much larger heart issue. A person struggling with debt needs more than a few helpful suggestions or good financial advice. They must learn what it means to be a generous Christian, a person who looks at the world through a different lens.

A generous Christian is grounded in a certain worldview that enables them to give freely to others in an authentic, genuine way. And the same is true for generous churches. Most people outside the church likely would not consider generosity to be a defining characteristic of a faith community. Instead they would expect rules, obligations, and expectations to define and shape the culture of a church. This is why even critics and skeptics are caught off guard when they encounter a church culture in which people freely give for the advancement of the kingdom.

Leaders often underestimate the role that culture plays in shaping the habits of a community of believers. Many believers have been taught that giving is a private matter, an individual experience, something that is just between them and God. Some church cultures even discourage people from talking about financial matters. Yet by counting the number of verses in Scripture, you could argue that Jesus spent more time talking about money and possessions than about any other subject, including heaven and hell. Why? Because Jesus knew that the culture of our church affects our generosity and shapes our spiritual transformation.

If you want to see lasting transformation in your church, it begins by connecting everything within a shared culture. If the culture is not right, it will be a headwind, resisting almost everything you try to do. If the culture is right, it will be a tailwind, accelerating everything you try to do.

Does the present culture of your church or organization help or hinder the growth of biblical generosity?

MISSING MEASURABLES

One of the tried-and-true tenets of leadership is this: you can't manage what you don't understand, and you can't understand what you don't measure. Many churches don't gather much data from their congregation and even when they do, they don't know what to do with it. The data you collect has the potential to reveal undiscovered ministry opportunities for your church. Changes in giving patterns almost always represent an opportunity for ministry, and we believe it is critical that churches use the power that comes from tracking giving to observe these changes and uncover these opportunities. Church leaders are responsible for financial management, but you can't manage what you don't measure.

Some of the churches we've worked with are preoccupied with benchmark studies on stewardship and giving. They want to know how their church compares with the national averages on per capita (or per household) giving. And they are preoccupied with overarching trends across the world of philanthropy. But the problem with a national average is twofold: first, it is national in scale, and second, it is an average. Because we all do ministry in a particular locale, our issues are always unique to our context. A church in Montana shouldn't compare itself with a church in Beverly Hills. Because both churches are included in the national average, you may get some interesting numbers to think about, but nothing that you'd want to live and die by.

Rather than measuring itself against other churches, a church should measure itself against itself over a period of time. In other words, a church could track the growth or decline of giving per household over the past twelve or twenty-four months. Or it

could evaluate the percentage of attenders who make a regular financial contribution. Data like this will reveal the truth about the church's specific habits rather than how the church compares with external norms.

How do you currently measure the giving in your church? Do you compare your giving performance with national benchmarks or with your own previous giving habits?

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MISSING CELEBRATIONS

What your church celebrates most will eventually become what your church values most. Celebrating generosity in the life of your congregation reminds people that God is transforming hearts, minds, and lives through the investment of their resources. Generosity can go viral with a little help from leadership.

Positive reinforcement can be used to shape the expectations of our congregations. When we celebrate certain behaviors, we reinforce the notion that these are good and desirable things for people to pursue and strive to develop in their lives. When a church honors people who have a deep commitment to prayer, others may recommit their spiritual lives to a deeper understanding and practice of prayer. When we affirm people who have read the entire Bible, it's likely that a group of others will commit to doing likewise. We've seen the same effect with the practice of generosity. When we acknowledge and celebrate the giving and generous habits of people, others see that such behavior is something they want to emulate.

Using positive reinforcement should not be misunderstood peer pressure or an attempt to manipulate people into doing something they don't want to do. It is more like the idea of encouraging "one another on toward love and good deeds" (Heb.

10:24). Remember, giving generously is evidence of God's work in a person's life. When we celebrate generosity, we are celebrating the goodness and grace of God, and we are prayerfully expecting that the contagious spirit of generosity will spread within our congregations.

Why is it easy for churches to celebrate faith decisions but not generosity?

MISSING INTENTIONALITY

The greatest opportunity to advance generosity in your church is to unleash the full potential of the high-capacity people God has placed there. Financially blessed or high-capacity people are difference makers. Wherever they go, whatever they do, they make a difference with their leadership, their influence, and yes, their finances. In many cases, we see latent, powerful potential just waiting to be released, but more often than not these people are not being inspired to live up to that potential, and frequently they expect the church to make the first move.

Discipling high-capacity givers begins with some homework. Start with the vision of your church. Is your vision clear and compelling enough to capture the potential these givers might have for the ministry of your church? Paint too small a vision, and the giver may miss the potential God has in mind for them. But paint too grandiose a vision, and you'll appear scattered and unrealistic. Neither impression is good. Many high-capacity givers are leaders of businesses or organizations. They've been successful. They know how to see what is possible, chart a course, overcome obstacles, and reach their goals. They understand that success begins by being clear about an organization's goals and how they will be achieved. For high capacity givers, it's about your vision and accounting for your actions. As stewards of the wealth God has given

them, they want to see what kind of return He will receive on their investment in your church.

Most churches and ministries have a strategy for helping people with debt.

What is our strategy for helping people with wealth?

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MISSING PURPOSE

When the Church acts generously to serve others, it is a clear picture of Christ, who at the cross generously gave His life and all He had so that we might find life forever. You could say that generosity is evangelism. The Church has a unique message for times of economic uncertainty, one that stands out in a fallen world. The Church must begin to challenge Christians to behave in ways that are consistent with what they profess because the lost people around us are watching how we respond in times of trial.

Jesus reminds us in Matthew 5:14, “You are the light of the world. A town built on a hill cannot be hidden.” When we act in ways that are consistent with our commitment to Christ, a watching world notices. We cannot hide who we really are, and generosity reveals that our faith is genuine and true. Not only is generosity an expression of our faith in Christ, but it can also be a formative experience, even for people who have not yet come to faith in Christ. Inviting someone who has not yet decided to follow Christ to participate in an act of generosity can create an atmosphere of life change, a positive receptivity to God’s Spirit. Nothing is more powerful than inviting someone to participate in changing someone else’s life.

When pastors begin to incorporate generosity into a strategy for reaching others with the message of God’s love, they start moving members into partnership with people beyond the walls of the church. Generosity highlights the potential a church has to bring people together, regardless of whether they have any vested interest in the church itself. If people truly care about serving others and having an impact, they want to be involved, even if they don’t want to directly support your church. Yet this partnership with the church puts them in contact with believers who can both show and tell them the good news of the gospel.

What act of generosity could your church perform that would cause people to invite their friends to participate or—at the very least—watch in person?

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You are the light of the world. A town built on a hill cannot be hidden.

Matthew 5:14



4

CHAPTER

YOUR OPPORTUNITY TO BUILD A LEGACY OF GENEROSITY

The opportunity is yours to build a culture of generosity—and it is a unique opportunity. In the world of non-profits, the church has what we have called the “home field advantage.” Although people are more mobile than ever, and many “regular” church attendees actually come to church only twice a month, the church is the only nonprofit entity that does have the opportunity to look its people in the eye fifty-two times a year. The question for church leaders is this:

WHAT DO YOU DO WITH THIS HOME FIELD ADVANTAGE?

To evaluate how your church is doing, ask how well you do these six critical things:

- 1. Build trust.** All charitable funding is given in an atmosphere of trust. Leverage the weekend worship experience by building trust in all you do.
- 2. Cast (and recast) vision.** People have to be constantly reminded of the ministry vision of the church, because vision leaks. There are three types of reminders—blast (fire hose), soak (garden hose), and drip (soaker hose). There is an appropriate time for each. Use the blast sparingly, and follow with soak and drip to ensure your people absorb the vision.
- 3. Shape culture.** You can have great vision, but bad culture trumps good vision every time. Culture is never neutral; it is either for you or against you. Make sure you are intentionally shaping culture so that you are calling your people to live generously.
- 4. Demonstrate impact.** More than ever before, givers are carefully evaluating the choices for their charitable investments. Impact is like the ministry return on investment (mROI). You probably have stories of impact in your ministry, but they may be hidden by the numbers. Make sure you communicate both the numbers and the stories.
- 5. Enhance relationships.** People give to people. Build relationships with the people in your church and community who can fund the mission.
- 6. Highlight good stewardship.** Churches that practice good stewardship with money earn the respect of those who give it. Let your people know about key decisions you made to more efficiently use the funds entrusted to your church.

GENEROSITY CHANGES EVERYTHING

We have seen firsthand that people who embrace a lifestyle of generosity experience abundance. Pastors who guide ministry staff and other leaders along the journey toward generosity experience abundance. Churches that embrace generosity as a core value experience abundance. It is no accident that all who experience abundance must first mature in generosity.

Though this may seem paradoxical, to us it makes perfect sense. Time and time again, we've seen the people who work so hard to protect and preserve all they have end up losing it. And those who freely give from the resources they never claimed to own end up gaining more.

Generosity is a paradox, in that we gain by giving. But paradox is a common feature of our faith: Jesus gave his life that we might gain life forever a person who saves his life will lose it, while someone who loses his life for Christ's sake will find it, and the first will be last, but the last will be first. So it's no surprise that the paradox holds for our spirit of generosity.

We believe that Christ followers who are pursuing generous lives provide the clearest picture of God to others. The church is God's plan to carry forward the gospel until Christ returns and all things are made new. In the meantime, we have been given the opportunity to take our stories, our faith, and our resources and share them with others. Our willingness to do this without restraint speaks volumes about the extent to which we've embraced and been changed by the gospel.

There is no room for anything less than abundance in living and generosity in giving, for we serve a God who has abundant resources and has already provided the greatest example of generosity this world has ever known.

Simply put, generosity changes everything.

AN INVITATION TO GROW

The creation of a culture of generosity is not accomplished in a few easy steps. Changing a culture takes time and constant adjustments. We can't expect to just push a button and make it all happen. It will take work. But you don't have to do it alone.

Generis exists to serve as your guide. It would be our privilege to come alongside you and your organization to craft a strategy to fund your God-given vision. Our Generosity Advisors offer decades of experience to guide you through a proven process customized to your unique circumstances. We invite you to reach out and start a conversation.



[Click here to talk to an advisor now.](#)

You can start to investigate the Generis process with our Generosity Audit, a one-day consultation and vision-casting session designed to assess where you are on this journey and reveal new opportunities.



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READ THE REST OF CONTAGIOUS GENEROSITY

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Contagious Generosity highlights the best practices gleaned from real-life leadership situations and shows leaders how to effectively cultivate a culture of generous giving in churches and ministry organizations.



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Accelerating Generosity: How to Create a Culture of Giving in Your Church or Ministry

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