

BUILDING A CULTURE OF GENEROSITY

Guiding you through your fall stewardship Appeal.

A SERVICE OF GSB in partnership with the New Jersey Synod, ELCA.

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 is \$450.

** This program may qualify for a Thrivent Action Team grant (up to \$250) as it is an educational opportunity. Contact Thrivent Financial for details.*

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 GSB for \$450 to fully cover the cost of this program. Send checks and this completed form to:

New Jersey Synod, Attn: Rev. Dean Brown
1930 NJ-33
Hamilton Township, NJ 08690

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 can't thank you enough for the guidance and direction on supporting our 2021 Stewardship Drive. Our results well-exceeded our expectations and is a testament to the fantastic program you offered to us. To date, pledges are 44% higher than last year totaling an increase in estimated giving of close to \$61,000! As a way to give back, we are asking the synod to keep the \$450 investment, and as well, we have increased our estimated percentage for benevolence by a full percentage point."

This comes from stewardship leader Angie Haston at Advent Lutheran Church, Murfreesboro, Tennessee. This happened not just during the pandemic, but also with an interim pastor.

