



Generis

RELAUNCH GENEROSITY

Accelerate Giving through Church Campaigns & Everyday Generosity!

Carla Maxwell Ray

Sr. Generosity Strategist

Reality of Giving



DURING UNCERTAIN TIMES

How to Live Generously

2 Samuel 24:24

- **Reassessment**
- **Reordering**
- **Reallocation**

Step 1: Leadership

Spiritual Formation and Discipleship

Not Fundraising

Pastors Leading the Way

“Train ... in this way of life.”

Matthew 28:18^F–20

Leadership Matters

- You
- Staff
- Heads of Ministries and Board
- Top Givers
- Your Church

Step 2. Develop a Strategy for Generosity

- Plan
- Champion of Generosity
- Discipleship
- High-Capacity Engagement



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How Money is Given





Strategy for Generosity



**LEVERAGE THE
WEEKEND EXPERIENCE**

Step 3: Celebrate and Thank Givers

Annual Statements

First-Time Givers

Step 4: The “Offering” Moment

Rebrand “Generosity Moment”

52

Step 5: Measure Progress

• **Manage** →→→→→ **Measure**

Data

Donor Analytics

PULSE of Your Church

Generosity Pulse Report

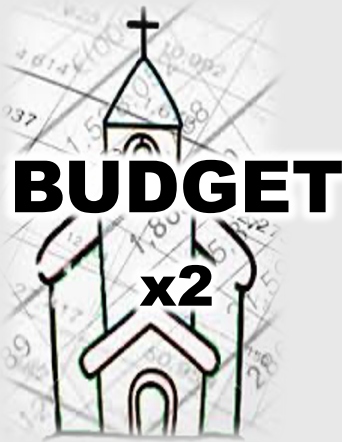
***Register for a free 15 min consultation:
*calendly.com/carlamray***

Step 6: Consider a Campaign

Vision Funding

- **Expansion**
Operations and Additional Staff
Facilities and Space
- **Technology Enhancements**
- **Renovations**
- **Debt Reduction**

ONE FUND



Budget Year-1	\$ 250,000
Budget Year-2	\$ <u>275,000</u>
	\$ 525,000
Expanded Vision	\$ 325,000

Total 2-Year Vision **\$ 650,000**
Funding Needed

- ☒ **One Fund**
- ☒ **One Check**



and/or



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ONEFUND

an all-in vision funding strategy

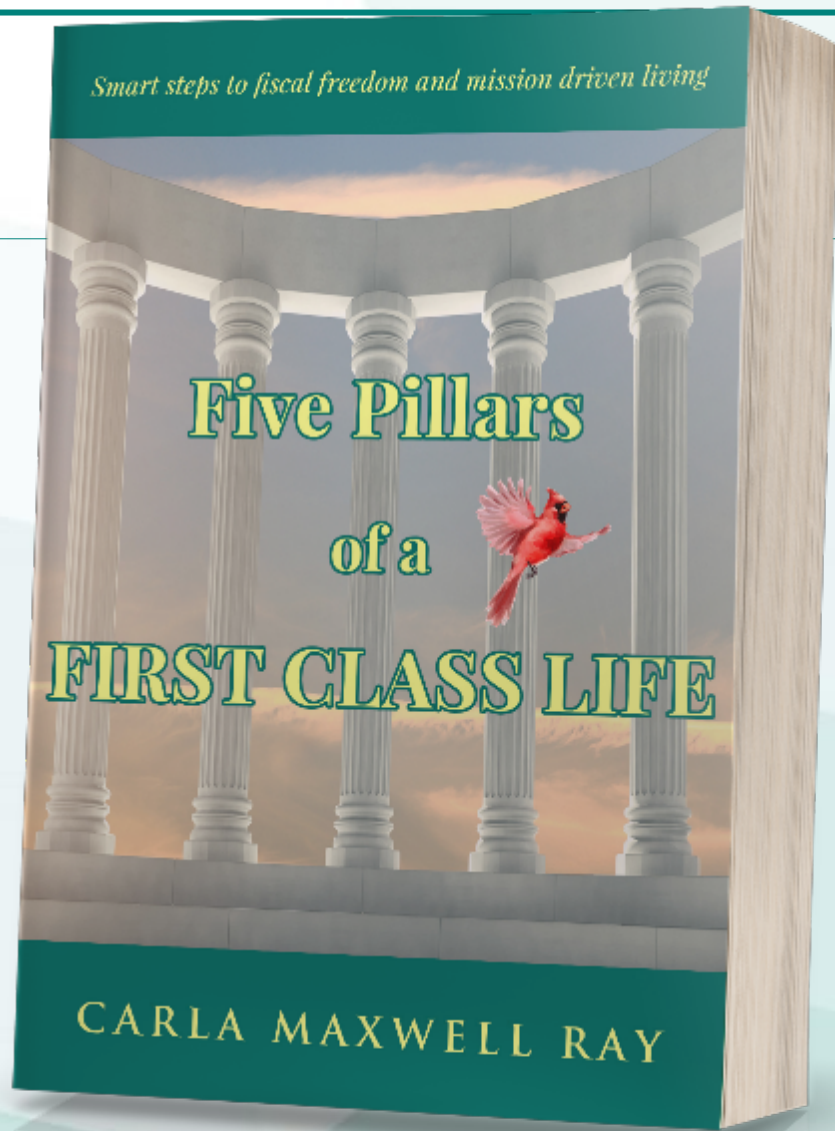
- All-Encompassing
- Historical Giving
- New Givers
- Maintain or Increase

Step 7: Offer Financial Discipleship Study

Teach financial responsibility

and

God's abundance



Pillar I

Be Disciplined

Pillar II

Be a Masterpiece

Pillar III

Be Diligent

Pillar IV

Be Radically Generous

Pillar V

Be Resilient

THRIVE

Register: carlmaxwellray.com/thrive/



A WORD ABOUT **REGATHERING**

Celebrate Faithfulness

Make it an Event

Hybrid: Virtual and In-person Here to Stay

Infuse a Generous Culture

Generosity Steps Summary

- **Step 1: Leadership**
- **Step 2. Develop a Strategy for Generosity**
- **Step 3: Celebrate and Thank Givers**
- **Step 4: The “Offering” Moment**
- **Step 5: Measure Progress**
- **Step 6: Consider a Campaign**
- **Step 7: Offer Financial Discipleship Study**

THANK YOU!



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- <https://calendly.com/billions4god/15min>
- carlamaxwellray.com/thrive/
- Book: <http://bit.ly/Pillars1stClassLife>