

# BUILDING A CULTURE OF GENEROSITY

Guiding you through your fall stewardship Appeal.

A SERVICE OF GSB in partnership with the South Carolina 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.

## 2023 Schedule

**July–August**  
REGISTRATION

**August 22, 10 AM**  
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*



# BUILDING A CULTURE OF GENEROSITY

Guiding you through your fall stewardship Appeal.

A SERVICE OF GSB in partnership with the South Carolina Synod.

## EXPECTED RESULTS AND PROGRAM COST

The program aims for participating congregations to see at least a 3-5% increase above 2023 projected revenue. At the same time, this program will assist in maximizing 2023 year-end giving.

**Program Cost:** The full cost of the program for SC congregations is \$475 with the South Carolina Synod covering \$200 per congregation. Your congregation covers the remaining \$275\*.

***Please Register at [www.bcg.gsbfundraising.com](http://www.bcg.gsbfundraising.com). Use the coupon code "SC275".***

*Upon registering on the site, you will immediately gain access to the videos and documents. An email will be sent to the person registering that shares the schedule and Zoom information for the first meeting. There will be four options for the first meeting in late July or August. Books will be sent in mid-August to the address used during registration. The login information created by whoever registers for the site for your church can be shared with everyone on your stewardship team (everyone will not have their own login credentials).*

*For questions, please contact:*

*Ozzie Herlong--SC Synod--[ovherlong@aol.com](mailto:ovherlong@aol.com)*

*or*

*Mike Ward--GSB Fundraising Managing Partner--[ward@gsbfr.com](mailto:ward@gsbfr.com)*

## 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.