

# BUILDING A CULTURE OF GENEROSITY

Guiding you through your fall stewardship Appeal.

A SERVICE OF GSB in partnership with the South Carolina 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.

## 2025 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 5-10% increase above current actual revenue. At the same time, this program will assist in maximizing 2025 year-end giving.

**Program Cost:** The full cost of the program is \$600. Due to the generous support of your South Carolina Synod, use code **SCBCG2025** for a \$300 discount.

## Registration: (Registration opens May 1, 2025)

Please visit <https://bcg.gsbfundraising.com> (or scan the QR Code below) to complete your registration.

Please note the following when you register:

- You will receive a confirmation email with the following information:
  - Dates, times, and Zoom information for the live meetings
  - Instructions on how to invite others from your congregation to access the BCG site
  - A request for what to do prior to the first meeting
- The address that you use when registering is the address your 3 copies of *Abundance* will be shipped to. Books are shipped twice per month starting two months prior to your course launch date

For questions or more information about BCG contact a GSB Consultant:

Paul Walters [Walters@GSBFR.com](mailto:Walters@GSBFR.com)  
248-952-7553

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Here is what one stewardship leader had to say about participation in BCG:

*"The Best thing was the personal stories that we told—outcome and generosity stories were told in worship. We have known each other for a long time, but putting each person intentionally in context for what this ministry means pulled us together. Our challenge was an inherited culture that we haven't done this before. There were many naysayers and this was our first appeal since 2018. We received a \$500 challenge grant to get intents back and got 48 cards. Intended giving is up \$11,500 which is great for us! We were positive and put things in much more positive language. Good to have a clear process and not have to create everything from scratch. We are very grateful for the support!"*

Congregational Leader

## 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.