### BEGINNING A CULTURE OF GENEROSITY

Guiding you through your Fall Stewardship Appeal. An Invitation from THE ROCKY MOUNTAIN and GRAND CANYON SYNODS, presented by 3E and GSB FUNDRAISING.

#### A STEWARDSHIP PROGRAM FOR CONGREGATIONS SEEKING TO:

- Stabilize and grow financial giving
- Teach Biblical stewardship principles
- Help members discover generosity
- Begin building a foundation for a generous culture

# PARTICIPATING CONGREGATIONS WILL RECEIVE:

- An easily implemented program designed to stimulate generosity even through national economic uncertainty
  - 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

To register online, visit: <u>https://rmselca.org/3e-beginning-culture-generosity-registration-2021</u>

### 2021 Schedule

June-August REGISTRATION

August 14, 2021 VIRTUAL SESSION #1 Building Blocks for Generosity

#### August 28, 2021

VIRTUAL SESSION #2 An Effective, Inspiring Stewardship Appeal

#### **September 25, 2021**

VIRTUAL SESSION #3 Sharing Stories of Generosity, Achieving a Strong Response (Part 1)

October 16, 2021 VIRTUAL SESSION #4 Achieving a Strong Response (Part 2)

#### October 30, 2021 VIRTUAL SESSION #5 Sharing Results and an Effective Follow-Up

#### December 4, 2021 VIRTUAL SESSION #6 Finishing the Year Strong



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#### EXPECTED RESULTS AND PROGRAM COST

Beginning a Culture of Generosity (BCG) is a new and timely program to help guide congregations and provide the necessary tools to run a successful fall appeal. BCG will give your stewardship team confidence right now while everyone is working through a variety of very real financial stressors.

Program cost		\$ 650 per congregation
3E/Synod funding	minus	\$ 500 per congregation

### Total cost to congregation \$ 150 due with registration

- Congregations will be expected to pay their own fall appeal printing costs (bulletin inserts/brochures).
- It is also suggested that this program could qualify for Thrivent Action Team grants (a \$300 value). Contact a Thrivent Financial member for details.

#### **REGISTRATION FORM**

[Please Print Clearly]

CONGREGATION NAME

ADDRESS

CITY

ZIP

STATE

CONTACT PERSON NAME

EMAIL

Make Check out to and Mail: 3E / Rocky Mountain Synod, 3E Treasurer, 1128 E Boulder St, Colorado Springs, CO 80903

**For more information:** Deb Elstad, Rocky Mountain 3E Associate Director, deb.elstad@gmail.com or Miguel Gomez-Acosta, Grand Canyon Director for Evangelical Mission, Miguel.Gomez-Acosta@elca.org What congregations said about how Beginning a Culture of Generosity helped them in 2020:

"Changing the narrative from Stewardship to Generosity provided us with language and practical tools to run our annual appeal. Results far exceed any stewardship drive in recent history."

"...They challenged us in a way that we didn't need to challenge each other...it was a model and a guide and I would recommend it to the tried-and-true stewardship people and also to newbies as a way to be coached through a process."

#### Culture Changing Stewardship Training

Across the country GSB Fundraising 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 each year through 2022. Contact Deb Elstad at deb.elstad@gmail.com for more information.

