

The background of the slide is a soft-focus photograph of several colorful Easter eggs. The eggs are in various colors, including yellow, blue, and green, and are scattered across the frame. The lighting is warm, creating a bokeh effect with soft, out-of-focus circles of light.

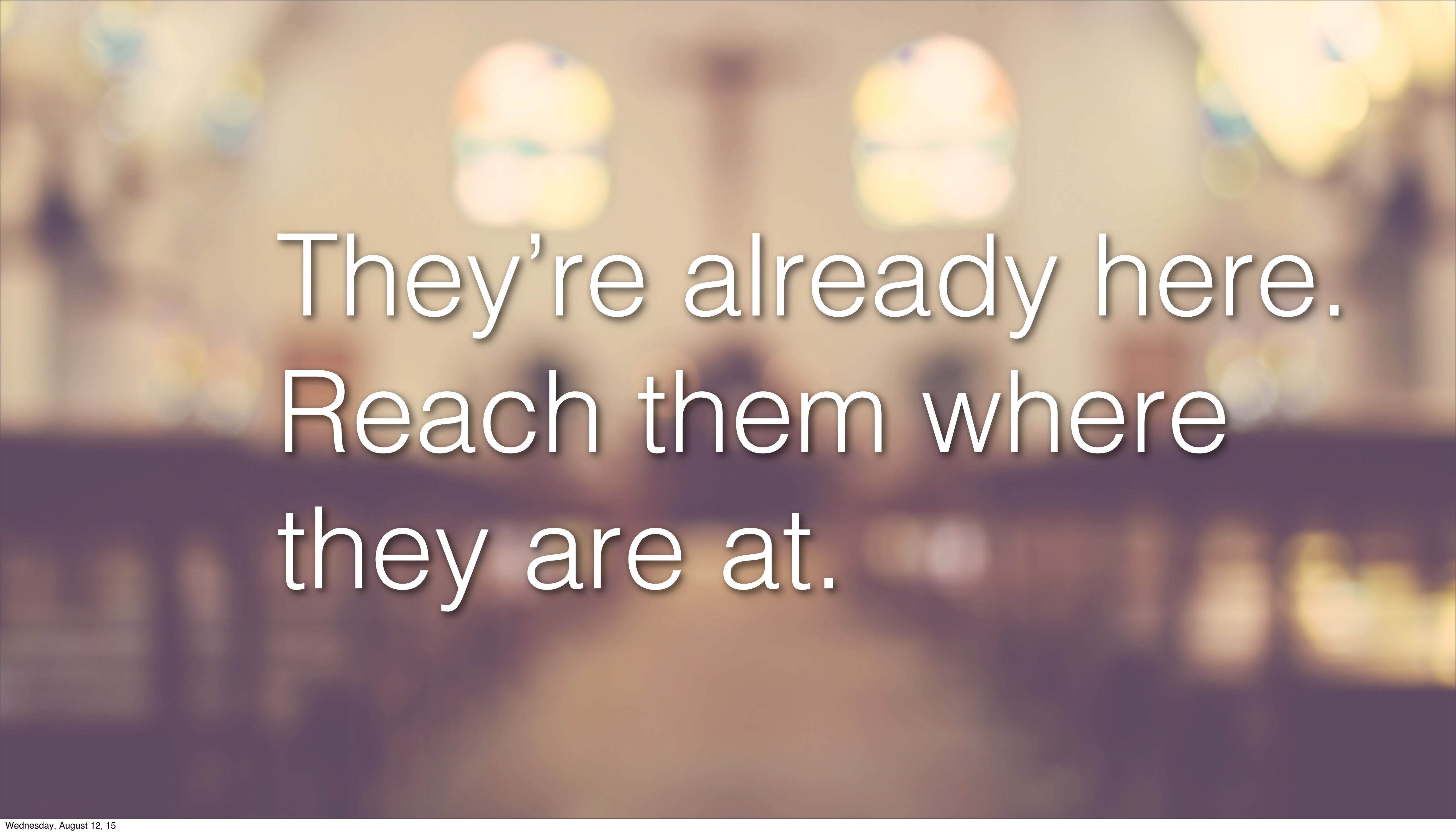
# 4 Steps

to Become a  
Generous Church

# Step 1

Make generosity  
visible.



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They're already here.  
Reach them where  
they are at.



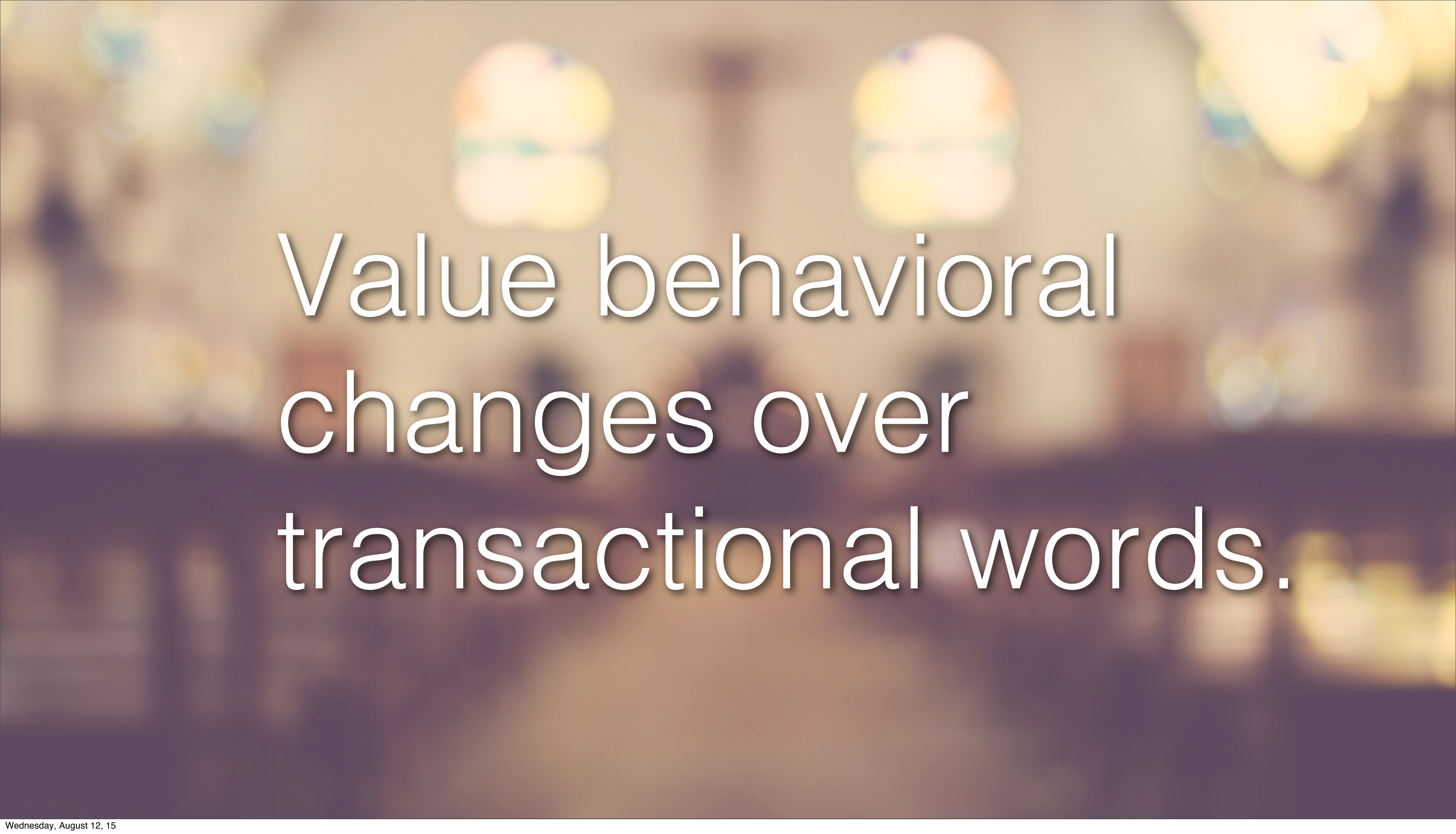
# Mobile Entry Points

Welcome center, Giving station, In service screens, Text to give options, Mobile giving page on website, apps, Connection cards mobile AND paper w redirects, QR codes



# Step 2

Focus on behavior.

The background of the slide is a soft-focus image of several colorful Easter eggs. The eggs are in various colors, including yellow, blue, and orange, and are scattered across the frame. The overall lighting is warm and slightly dim, creating a bokeh effect.

Value behavioral  
changes over  
transactional words.



# **What are you communicating?**


Are your offering times more transactional or behavioral, and what words are you using to communicate your values?



# Step 3

Give people a reason  
to be generous.



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Celebrate what you  
cultivate, by sharing it  
early and often.



**What can your church celebrate?**


Answer: Anything and everything.  
Volunteers, baptisms, new believers,  
decisions for Christ, giving campaign.  
Just make sure it is celebrated!



# Step 4

Be consistent across  
all platforms.



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Share stories of both  
information and  
transformation.



## **Be transparent and excited.**

Avoid the unknown by regularly communicating with your audience where you are at financially and how they can partner to see the mission fulfilled. No one gives to the unknown.



# Now what?

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