



**Measure Effectiveness**

Connecting every dollar given with impact will increase trust and encourage future giving.



**Keep It Spiritual**

Discipleship is the foundation of any generosity initiative.



**Vision**



**Make the Ask**

People are most likely to grow their generosity habits when they are challenged to take their next step.



**Tell Your Ministry Story**

Effectively communicating how you are transforming lives cuts through what the culture has to say about money.



**Build Donor Relationships**

The church's relationship with its financial supporters is sacred and requires careful tending.