

Generosity Team Minutes

August 3, 2020, 5:30 p.m.

Attending: Kyle and Rebecca Peterson, Chuck Healy, Tom Lawrence, Tara Sintek, Joe Strohm, Rev. Phil Estes, Rev. David Bennet.

The team reviewed recommendations from Joe Park of Horizons Stewardship.

Brainstorming Discussion ensued regarding the benefits of year-round stewardship vs. one annual campaign. There was strong consensus around moving away from a single annual campaign with discussion about the costs and benefits of a phased approach. vs. an accelerated transition.

The team also reviewed:

Building Donor Relationships.

The importance of small groups to culture change and financial discipleship learning as an organic part of our faith journey. Leverage communications through social networks.

Important to offer frequent communications and regular stories of life-change. Supportive sermon series and study groups.

Be mindful of generational demographics in messaging as we develop stewardship education, build relationships, and share stories.

Remain flexible in view of pandemic, economy, etc.

Consider a hybrid approach with a formal ask, share life changing impact and express thanks.

Avoid donor fatigue by consolidating fundraisers, make special asks fewer times per year. Maybe reserve for just Christmas and Easter.

Invite more personal stories to share more frequently.

Strive for more personal targeted communications.

Enlist lead lay persons to participate in relationship building around financial discipleship.

The meeting adjourned with a closing prayer.