

North Alabama Annual Conference 2025

# Building a Culture of Discipleship-Driven Giving

While you're getting settled...  
complete the  
**Generosity Potential  
Assessment**



[generis.com/gpa](https://generis.com/gpa)

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# Who is Generis?

For over 35 years we have helped churches and Christian non-profits **accelerate generosity** toward their God-inspired vision.

We help close the gap between vision and resources.



# We strive to...

- be **thought leaders** in giving and generosity.
- help churches and non-profits do more than raise money; we help them develop and grow their **culture of generosity**.
- bring our **experience** of having worked with thousands of churches and non-profits helping them raise over \$15B for Kingdom work.
- bring every client a **customized approach** in aligning their unique DNA and ethos into their initiative and campaign.



# Review your Generosity Potential Assessment results with a neighbor

- Are your results surprising? Confirming?
- How has giving been addressed in your church?
- What challenges have you faced in addressing giving?



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# Communication

## Most common communications

- Financials in the bulletin and weekly email with no explanation
- Quarterly statements (financials only)
- Perfunctory offering moments
- Finance chair announcement in worship when finances are tight (usually July and/or August)
- End of year giving announcement in weekly email (usually at the end)
- Giving page on the website is strictly transactional



# Communication

## Recommended communications

- If financials are presented - they should/must be explained.
- Quarterly statements - great opportunity to celebrate ministry of the quarter.
- Offering moments should be celebratory - leads to transformation. 32:16:4
- Quarterly worship update from finance chair - even when things are going well. 32:16:4
- Plan and implement an intentional end of year giving emphasis. (start in October)
- Giving page should be its own 'website'.





# Discipleship

## What we normally see

- Cursory fall stewardship campaign (maybe).
  - 1 - 3 week sermon series (maybe)
  - “It’s that time of year again” appeals from a committee leader
  - Letter with commitment card
- Groups/Sunday School does not do anything on giving.



# Discipleship

## What we recommend

- Fall stewardship campaign.
  - 3 - 4 week series
  - Vision (recap from previous year + expanded goals for upcoming year)
  - #1 goal - 100% participation
    - why commitment cards matter
  - Sermon based study in all groups/classes
- Offering moments - 32:16:4
- Groups/Sunday School -at least one additional study on living a generous life.(Prayers, Presence, Gifts, Service, Witness)



# The Offering Moment

## What is typical

- Perfunctory portion of worship
  - Transactional in nature
  - “Giving to...”
- Plates being passed is decreasing
- Ways to give (if included) are printed in the bulletin or on the screen with no mention



## The Offering Moment

### What we coach

- Giving is an act of worship
  - Giving should be transformational
  - “Giving from...”
  - 32:16:4
- Plates not being passed is a great place to teach about online giving
- Giving page should be mentioned every Sunday with multiple pathways to access it.
- Ways to give must be highlighted orally.



## **The Offering Moment**

# Offering Moment Exercise

What's a ministry "win" in your church  
in the last month?



## The Offering Moment

# Offering Moment Exercise

What's a ministry "win" in your church in the last month?

- Teach a biblical vision for theology
- Help people see the impact of their giving
- Reinforce trust and transparency
- Express gratitude
- Model by telling giving stories
- Extend an invitation

*Tip: check out the Offering Moment ebook*





A woman with long grey hair, wearing a light blue blazer over a black top, is seated on a wooden bench outdoors. She is smiling broadly and looking towards a man on the right. The man on the right is wearing a blue suit, glasses, and has a beard. He is looking at the woman. On the left, the back of a man's head and shoulder are visible, looking towards the woman. The background features a stone wall, a wooden fence, and trees. A teal banner with the word 'Questions?' is overlaid on the bottom left.

Questions?





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