

THE OFFERING MOMENT

90 SECONDS TO ENGAGE YOUR GIVERS



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INTRODUCTION

The conversation about money and giving in the church has become taboo. Leaders describe it as “awkward,” “messy” or just plain “weird.” So, we don’t talk about it; and yet, church leaders want to see giving increase. They want their people to become more generous with their finances, for their own sake and not what it can do for the church budget.

The reason we need to talk about money is more about what you want for people than what you want from them. It is not about the gift to your church but rather more about what happened in their relationship with God when they made the gift.

The apostle Paul said it very well when he was thanking the church at Philippi and then said in Philippians 4:17 these words. “And I sought not the gift for my own account, but for the increase that comes to your account.” It’s really a surprising thing that he would say there in that they gave the money to support his ministry, and yet that was not what he was thanking him for.

He was more excited about what happened to them and their relationship with God than he was for the gift that he had received. And that is the point. We miss that in the American church.

People argue about money every day, and you can help them win with it.

In addition, without casting an authentic vision about money, many will never release the gift of generosity in their life. Giving is a discipleship issue that too many church leaders ignore.

It starts with this. The acknowledgement that giving is first and foremost a spiritual issue. Not financial. Spiritual. Our giving back to God for the work He wants to do in this world is a reflection of who He is in our lives. It shows our worship and reverence.

As church leaders, we should be more grieved about the spiritual condition of our givers as it relates to money and possessions than we are concerned about meeting the budget. We have to care about the condition of people’s hearts. If we put that first, we won’t have any issues meeting the budget. The issue will probably be how to spend the surplus.

Our conversation has evolved to such a point that our churches on Sunday morning are almost all transactional in the way they talk about faith and money. To the extent that most of our churches on Sunday mornings look more like an organization trying to raise support than they do a church trying to make disciples.

The offering moment is the place where we have a great opportunity to reverse that.

That is the main goal of this e-book.



A GREAT OPPORTUNITY

The offering moment is your weekly opportunity to teach the biblical understanding of generosity and stewardship. Pastors are often resistant to change about this moment though. However, for many churches, this moment often is left on autopilot, saying the same thing every week, and it tends to fall flat in weekend services.

Think about it. There are 52 opportunities every year where your church can make a compelling presentation to make giving an act of worship.

Far too often, the offering moment is not focused and intentional. Very little attention is given to the content. And it comes across as transactional. In other words, giving ends up being more like a financial transaction with a local church on Sunday morning than the transformational experience God intended for us.

Our giving is a spiritual relationship with a holy God, not merely a financial transaction to fund the ministry of a local church. As a result, our churches look more like a ministry organization raising support than a local church making disciples.

The offering moment has become transactional. But God intended for our relationship with money and possessions to be transformational.



GIVING TO VERSUS GIVING FROM

One of the members of our team taught us this some years ago and it is now a foundational part of everything we teach about giving in the church.

When we look at giving from the Biblical standpoint, there are two parts to the giving decision. There is giving TO. That is, where does the money go. To the church. This would be represented by church vision, mission and stories.

But the other side is where does the money come FROM. What is the origin of the money that is going to a local church? The answer is that it comes FROM the surrendered heart of a transformed Christ follower. In other words, discipleship.

If we go back early in the scriptures, in Deuteronomy 14:22-23, we find significant evidence for this.

“You shall tithe all the yield of your seed that comes from the field year by year. And before the LORD your God, in the place that he will choose, to make his name dwell there, you shall eat the tithe of your grain, of your wine, and of your oil, and the firstborn of your herd and flock, that you may learn to fear the LORD your God always.”

The writer of Deuteronomy is saying several things here. The first being that there is a giving of the tenth, that is, the tithe. Second, that the giving of the tenth is to happen in a certain place, a house of worship. That is what is meant when the text says, “at the place I will designate in the presence of the LORD.” That phrase, when it appears in the Old Testament, always refers to a place of worship, the tabernacle or, later when it was built, the temple in Jerusalem.

And then the point is made as to why we give. In the last portion of Deuteronomy 14:23, the writer says, “that we might learn to revere the name of the LORD our God always.” That is the essence of why we give. That is where the money comes FROM.

It's not ours, it all belongs to God (Psalm 24:1). We are only bringing back a portion to him as a part of our personal worship directed toward him. And it is an ongoing process of sanctification in this area of our lives. That is what is meant when it says that we might “learn to.”

Our churches are very fluent in the language of giving TO. What they lack is teaching, instruction, and substance in the area of giving FROM. Developing the discipleship of their givers. This is the point of the teaching about giving in the Bible.

For many of our people, they are left to believe, because of our transactional messaging, that the reason they give is to fund our church. But that is not the reason we give. Rather, that is the effect of what happens we they do what is mentioned in Deuteronomy 14:23—“That they revere the name of the LORD their God always” with their giving.

A substantial portion of this eBook will be devoted to reversing the nature of the transactional conversations in our church and making them more transformational. We don't need to eliminate conversation about giving TO, but we need to bring the conversation about giving FROM into balance with it.



THE THREE ESSENTIAL ELEMENTS FOR EVERY OFFERING MOMENT

Offering moments are more than just a routine part of your weekly service—they are an opportunity to inspire, educate, and deepen the spiritual growth of your congregation. Senior and executive pastors have a unique platform to create offering moments that engage hearts, build trust, and connect giving to a higher purpose.

But what makes an offering moment effective? At its core, **there are three essential elements** every offering moment should include. Here, we'll explore these foundational elements and how you can use them to foster a culture of generosity within your church.

1. TEACHING A BIBLICAL THEOLOGY OF GIVING

One of the most important roles of a pastor is to shepherd their congregation with God's truth. Offering moments are an excellent time to teach the biblical principles of giving—not as an obligation, but as an act of **worship and faith**.

GIVING FROM GOD'S PERSPECTIVE

The Bible is rich with teachings about giving. From Proverbs 11:24-25 (“A generous person will prosper; whoever refreshes others will be refreshed”) to 2 Corinthians 9:7 (“Each of you should give what you have decided in your heart to give, not reluctantly or under compulsion, for God loves a cheerful giver”), God's Word consistently emphasizes generosity.

During your offering moment, help your congregation understand that giving is not about money—it's about **obedience, gratitude, and trust in God's provision**. Remind them that all blessings come from the Lord, and giving back is a tangible expression of faith.

GIVING FROM THE GIVER'S PERSPECTIVE

From the giver's standpoint, generosity creates an alignment with God's will, bringing personal transformation and blessings in return. Teach your people that giving allows them to participate in something eternal—to join God's work of transforming lives and communities.

When people give of their resources, they often experience a deeper connection with God. Make this theology the foundation of your offering moment every week.

2. VISION AND IMPACT

When people give, they don't just want to understand the importance of generosity—they want to see its tangible effects. Connecting their giving to real-life impact stories helps them experience the bigger picture of how their generosity fuels ministry work.

WHAT DOES IMPACT LOOK LIKE?

Paint a vision for your congregation. Share success stories and examples of how the church is making a difference in people's lives. From missions in underserved communities to youth ministry testimonies, your offering moment is the time to celebrate God's work in your church.

For example, you might say, *"This week, your giving provided meals for 100 families in our city who were struggling to put food on the table. You are the hands and feet of Christ, reaching people where they are."* These stories remind the congregation that their generosity is impactful and worthwhile.

USE VISUALS AND MULTIMEDIA

Whenever possible, supplement your storytelling with images and videos. A 30-second video showing the results of a mission trip or a heartfelt testimonial can make a stronger emotional connection than words alone. Seeing the fruits of their giving helps givers feel they are part of something meaningful.

PRACTICAL TIP

Be intentional about showcasing stories that appeal to everyone. Highlight different ministries each month to ensure various passions and interests are represented.

3. BUILDING AND REINFORCING TRUST

Did you know that **71% of practicing Christians** say trust is essential when giving to their church? This statistic, from a recent Barna survey, underscores just how important it is to foster transparency and accountability.

WHY TRUST MATTERS

Trust builds confidence. When people know their gifts are managed wisely, they are far more likely to give cheerfully and consistently. Without trust, even the most faithful givers may hesitate to make financial commitments to the church.

Your offering moment is your opportunity to quietly reinforce that your church is a trustworthy steward of resources. Be intentional about sharing updates on how funds are spent. For example, explain how offerings support ministry programs, staff salaries, or building maintenance.

DEMONSTRATING INTEGRITY

Describe any practices that ensure accountability, such as working with a financial oversight team or undergoing external audits. Reinforce that every dollar given is stewarded for maximum Kingdom impact. While you don't need to address this weekly, sprinkling these messages into your offering moments periodically can go a long way toward reassuring your congregation.

PRACTICAL TIP

Send an annual or quarterly report to your congregation summarizing church finances, milestones, and ministry impact. Transparency fosters long-term trust with your givers.

APPLYING THESE ELEMENTS IN YOUR CHURCH

The most effective offering moments teach, inspire, and reassure. When your congregation sees that their giving is grounded in God's plan, produces life-change, and is managed with integrity, they are far more likely to form a deeper relationship with generosity.



FOUR ADDITIONAL ELEMENTS

In addition to the three essential elements, there are four additional elements to include in your regular ongoing offering moments.

First, gratitude is an important part of cultivating generosity among your congregation. Thanking your people and expressing gratitude for how they have responded whether it be over the course of a year or in a smaller period, or to a certain giving emphasis that you've had.

For example, if you had spent December of any particular year talking about the year end giving emphasis, report back to your congregation in January how things turned out, especially if they gave more than you expected, and thank them. Gratitude for a giver is like fertilizer to a plant—it produces long term systemic growth.

The second element is celebration. Celebrating the great things that have happened as a result of people's giving. This is somewhat like gratitude, but it is a specific element of gratitude. In other words, you are celebrating the response of people in addition to helping them see how the church changes people's lives through it. This might be a larger than usual response to any kind of a giving emphasis that you were doing in a season. Or it might include other kinds of situations.

A third element of the offering moment is modeling. Think of this as peer influence. We have said it many times here at Generis—generous churches are led by generous pastors.

It helps for the lead pastor to tell his/her giving story periodically. And also other people on the church leadership team. It helps if people who are in church governance, whether it be session or vestry or elders or your church board, have giving stories and they can tell them to the congregation as well.

Modeling establishes patterns. Models help people figure out that faithful giving is normal, not an exception. Modeling helps people find their way.

The final element is one that hardly any churches could give consideration to doing. And that is to specifically invite non-givers to participate in the offering. Yes, you heard it right, specifically inviting non-givers.

There was a time when the offering moment included giving a pass to people who were guests or nonparticipants period. Saying things like, “don’t feel under any pressure to give here today.” We think that language is not helpful and that inviting non-givers into the giving of a church is much more helpful.

It also lines up well with Philippians 4:17 which we have cited previously. We are not seeking those gifts for the money that those people are giving to the church, but rather we are seeking those gifts for the change in their relationship with God.

That’s the main point here. helping them to find a giving journey of their own. Saying things like, “Did you know that over 100 families made a first time gift to our church last month? It happens all the time. It’s one of the very cool things that we get to see in church leadership people. People making their very first gift to our church. So, we would invite you today. In a room like ours, we know on any given Sunday, there are many in here who have not yet started their giving journey. Today could be your day. And you could be part of the over 100 families that gave for the first time this month.”

And make this a part of celebrating. Not just calling them into the rhythm of giving to your church, but celebrating it when they do.



A SUGGESTED RHYTHM FOR YOUR GIVING MOMENTS

To make the weekly offering moment more effective it has to be focused and intentional. To bring focus and intentionality to the weekly giving moment, we would suggest using a year long planning calendar. Probably something similar to the way that you plan sermons. In other words, for each week, there is an assigned person and there is an assigned element of the giving framework that they will use in their giving talk.

We would suggest that there is a year long rhythm to these give these offering moments. That for the three essential elements, teaching theology, telling great stories, and building trust, there should be a rhythm for how much each of those elements shows up during the year. If you are just getting started with planning your weekly offering moments or you have been doing it for a while and you want to overhaul it, we would suggest the following rhythm.

First, plan out how many weeks you will use to teach theology. If there are 52 weeks in the year, we would suggest that you use 32 to 36 of those weeks to teach giving theology.

Then, for telling great stories and giving testimonies, 12 to 16 of those. That would be a total of 48 times for teaching theology and telling great stories and giving testimonies.

The remaining four would be to build trust. So, four times a year we would talk about trust. That would be roughly once a quarter. It might be that you could schedule those on fifth Sundays. There are four every year and they show up roughly three months apart.

You might have your own rhythm of how you do the various elements of the giving moment. But if you don't, you might give this model a try. Once you do it for a while, you can modify it as needed to fit the personality and context of your congregation.



WHO DOES THE WEEKLY OFFERING MOMENT?

The offering moment in a church service isn't just a transitional segment—it's a sacred opportunity to inspire generosity and connect the congregation to the mission of the church. Yet, one of the most pressing questions is this: Who should lead the offering moment? Should it always be the senior pastor? Can it be delegated effectively?

The answer to these questions involves careful consideration of not just the “who” but also the “how.”

WHY THE COMMUNICATOR MATTERS IN THE OFFERING MOMENT

The offering moment is a critical touchpoint in your service—one that can either inspire generosity or miss the mark. The temptation for many leaders is to default to delegation, assigning the responsibility to whoever is available or eager. But here's the truth you can't ignore: the person leading the offering moment must be an excellent communicator.

Why? Because the success of the offering moment hinges on how effectively the message resonates with your congregation. It's not just about transferring information; it's about casting vision, creating spiritual engagement, and fostering trust. The person on stage needs to confidently, compassionately, and clearly connect the act of giving to the church's mission in a way that moves people to action.

WHAT MAKES A COMMUNICATOR “EXCELLENT”?

- **Authenticity**
Congregants connect with someone who speaks from the heart. The best communicators share their personal connection to the church's mission.

- **Clarity**
The message needs to be straightforward and easy to understand. A clear communicator ensures there is no ambiguity about why giving matters.
- **Engagement**
Someone who can draw the congregation in with a compelling story or relatable example will make the offering moment feel personal and powerful.
- **Confidence**
Whether it's addressing a room of 50 or 5,000, the communicator must exude confidence without appearing forced or overly polished.

RESIST THE TEMPTATION TO DELEGATE LIGHTLY

It's understandable to feel the pull to hand off the offering moment. However, you'll want to resist the urge to delegate without thought. Assigning the responsibility to someone who is not an established, compelling speaker can downplay the significance of what you are asking the congregation to do.

This doesn't mean the senior pastor has to handle every offering moment. A rotational model with other church leaders can work beautifully, provided that every communicator meets a high standard. But randomness and convenience shouldn't dictate who you hand the microphone to.

THE IMPORTANCE OF ROTATION (WHEN DONE RIGHT)

While it's often assumed that the senior pastor should lead the offering moment, this is not an absolute rule. Rotation among different leaders can bring fresh perspectives, diversify voices, and help the congregation hear the same message in different ways. Here are a few things to ensure smooth rotation:

1. Train Your Team

Not everyone is naturally skilled at leading an offering moment, but they can learn. Invest time in training these leaders on how to deliver a clear and motivating message.

2. Set a High Standard

Maintain consistent excellence, whether it's the senior pastor or a volunteer leader communicating. This means rehearsing, providing feedback, and ensuring alignment with the church's vision.

3. Follow-Up

After each offering moment, follow up with the speaker to evaluate what worked, what didn't, and how to improve moving forward. This establishes a feedback culture that fosters growth.

EXCELLENCE ACROSS MULTISITE CHURCHES

For multisite churches, the stakes are even higher. Each campus has its unique community, but the quality of the offering moment should be consistent across all locations. Here's how to achieve that:

1. Train All Communicators Equally

Every communicator, whether at the main campus or a smaller site, must undergo the same rigorous training and preparation. Vision casting is not location-dependent—it's mission-critical across the board.

1. Provide Shared Resources

Streamlining materials like talking points, stories, or visual aids helps ensure consistency without making the message feel overly scripted. Each communicator should adapt these resources to fit their unique voice.

1. Monitor and Adjust

Regularly monitor how the offering moment is executed at each site through recordings or in-person observation. Provide constructive feedback to keep the quality standard exceptionally high.

WHY THE OFFERING MOMENT DESERVES EXCELLENCE

The offering moment is about more than dollars and cents. It's about reminding your congregation why they are part of something greater than themselves. Giving isn't just transactional—it's transformational, both for the giver and the church community. When the offering moment is done with excellence, it inspires generosity that fuels ministry impact.



WHO DOES THE WEEKLY OFFERING MOMENT?

HOW DO I GIVE?

Giving instruction to the congregation on how to make your gift to the church is still an important part of the offering moment conversation. But, from our perspective, most churches don't need much help in this area. It is the dominant conversation that they have on Sunday morning currently.

We would suggest the following. Prior to the pandemic, many churches passed an offering plate or basket or bucket of some kind. Since the pandemic, it seems that some churches have gone back to that method, but many haven't.

Regardless, it's important to offer instructions to the congregation on the various methods of giving. Which might be the passing of the plate, a box in the back or on the way out, on the church website, on the church app, or via text. Most of this can be communicated in a slide that is on the screen at the time the offering moment is being presented.

And, most of our people can probably read fairly well, so there is not a need to devote any of our conversation in the offering moment to how to give. Maybe just a quick mention that it is on the screen. Use the time of the offering moment, those precious two or three minutes, to communicate the elements that we've mentioned previously. Not to read through the various ways of how to give.



WHERE SHOULD YOU PLACE THE OFFERING MOMENT IN YOUR CHURCH SERVICE?

When it comes to planning a church service, few elements are as meaningful and powerful as the offering moment. It's not simply about collecting tithes and offerings; it's about honoring God, fostering a spirit of generosity, and uniting the congregation in worship. But here's a vital question many church leaders often wrestle with: Where should the offering moment go in the service?

The placement of the offering moment isn't a mere logistical detail—it's a spiritual decision that can shape how your congregation views giving. If we truly believe giving is an act of worship (and we know it is), then the flow of the service should reflect that belief.

WHY THE PLACEMENT OF THE OFFERING MOMENT MATTERS

Is giving treated as worship—or an afterthought?

Too often, the offering moment gets buried in the middle of announcements or treated as a routine transaction. This approach diminishes the sacredness of giving. Generosity should be celebrated as a response to God's goodness, much like singing songs of praise or lifting prayers of thanksgiving.

When you place the offering within the flow of the service in alignment with other elements of worship, it signals a powerful truth to your congregation—that giving is an integral act of worship. Just as we sing to glorify God or pray to seek His guidance, we give to honor Him.

MAKING WORSHIPFUL PLACEMENT INTENTIONAL

To emphasize giving as worship, many leaders find it effective to position the moment after a particularly powerful time of praise or a prayer of thanksgiving. Why? Because the hearts of the congregation are already engaged in worship, and they naturally lean toward expressing their love for God in response to His goodness.

Consider this: Would you transition directly from announcements into a time of responsive prayer? Likely not. You'd create a flow that leads into prayer with intentionality. The same principle applies to giving. It should feel natural yet intentional, as part of the service's worshipful progression.

CREATE SMOOTH TRANSITIONS INTO THE OFFERING MOMENT

Set the tone for worship. An effective offering moment doesn't begin with logistics—it begins with the heart. Crafting a meaningful transition into the offering is essential to make the moment feel worshipful. Use an intentional lead-in, such as a short reflection on scripture, a story of how generosity has impacted your church or community, or even a heartfelt prayer of thanksgiving.

For example, you might say, "As we just sang about God's abundant faithfulness, it's a reminder that giving is one of the ways we mirror His generosity to a world in need. Let's now worship Him through our gifts."

The goal here is to help your people see that their giving flows naturally out of their gratitude and worship, not as a transactional obligation.

CONTEXT MATTERS

Different congregations experience worship differently. Some lean into dynamic praise, while others prefer a more reflective atmosphere. When planning how to approach the offering, consider what "worshipful" feels like in *your* context.

For instance, in a vibrant and energetic congregation, an offering moment might follow a celebratory worship song that celebrates God's blessings. For a more contemplative church, a reflective instrumental piece or spoken word might set the stage for a meaningful moment of giving.

BE CLEAR AND CONCISE DURING THE OFFERING MOMENT

The offering moment doesn't need to be long to be impactful. You only need 2 to 3 minutes to inspire, bless, and guide your church into generosity. The key is clarity and intentionality. Use this time to connect their giving with God's work, both within the church and the broader community.

Keep your message focused:

- **Express gratitude** for the faithfulness of the congregation's giving.
- **Explain briefly** how their generosity serves Kingdom purposes.
- **Provide a clear call to action**, whether it's placing offerings in a basket, giving online, or via mobile apps.

If you find yourself fumbling to stay on track, jot down notes or rehearse beforehand. A clear and confident delivery ensures that the message is received with trust.

SEAMLESS TRANSITIONS OUT OF THE OFFERING MOMENT

Move smoothly into the next element. The close of the offering moment should feel as seamless as its beginning. Abrupt transitions can stall the flow of worship and shift the focus away from God. A thoughtful script or visual cues can guide your congregation from giving into the next part of the service.

For example, if you're moving into a sermon, tie the offering into the theme of your message. If you're transitioning back to worship, consider a brief prayer or scripture that aligns with the next song. A cohesive transition keeps the service focused and connected.

BUILD ANTICIPATION FOR WHAT'S NEXT

You can also use the transition out of the offering moment to build anticipation. For instance, as the ushers collect the offerings, take a moment to say something like, "As we give today, we prepare our hearts to hear God's Word. Pastor [Name] has an incredible message planned, so take these next moments to settle your spirit and lean into what God has for you today."

This small effort contributes not only to the worshipful atmosphere but also to the congregation's focus and engagement.

THOUGHTFUL PLACEMENT INSPIRES GENEROSITY AND WORSHIP

The placement and execution of the offering moment are not arbitrary details—they're vital to creating a worshipful environment where generosity feels natural and meaningful. By treating this moment with the same care and intentionality as the rest of your service, you can affirm its role as an act of worship, guiding your congregation toward living lives of inspired generosity.

The offering isn't just another part of the service; it's a sacred opportunity to connect hearts to God's mission. Done well, it can inspire a culture of generosity that transcends the moment and transforms lives.



INSPIRING EXAMPLES OF A POWERFUL OFFERING MOMENT

Offering moments within a church service are more than just logistical. They're sacred opportunities to engage the congregation in the spiritual practice of generosity. These moments can either feel transactional or transcendental—depending on how they're presented. The question is, how can pastors create an offering moment that inspires generosity, reinforces trust, and aligns with biblical principles?

To help you answer this, we've curated examples of impactful offering moments that seamlessly blend theology, storytelling, and connection. Use these examples as inspiration to cultivate a vibrant culture of giving in your church.

WHY THE OFFERING MOMENT MATTERS

The offering moment is a chance to invite congregants into a deeper relationship with God through stewardship. A powerful offering moment reflects key theological teachings, celebrates life-change stories, and reassures givers that their contributions are being used wisely for kingdom work.

Here are some examples of offering moments that can help foster this culture of generosity within your church.

EXAMPLES OF A GREAT OFFERING MOMENT

We've categorized these examples into three approaches pastors can take to create engaging and meaningful offering moments: teaching theology, telling stories, and reinforcing trust. Below, we'll share five examples that you can watch, adapt, and even use directly in your services.

1. Teaching Theology

Theological teaching during an offering moment reminds congregants of the biblical foundation for generosity. This is the “why” behind the giving. Three examples of offering moments focused on teaching theology include:

Example 1 – The Concept of God as Provider

“This moment is an act of worship, just like singing and praying. It’s a declaration of faith that God is our ultimate provider. Giving is not about what God wants from us; it’s about what He wants for us. When we step out in faith, we step into the abundance and provision God has already prepared for us.”

This simple reminder of God’s provision invites the congregation to participate in the offering with a sense of trust and worship.

Example 2 – The Principle of the Tithe

“Malachi 3 reminds us to ‘bring the whole tithe into the storehouse’ so that there may be food in God’s house. But here’s the promise tied to that command—‘test me in this,’ says the Lord Almighty, ‘and see if I will not throw open the floodgates of heaven.’ God never fails on His promises. Giving is a chance for us to trust Him and witness His faithfulness.”

This example provides sound biblical encouragement and challenges congregants to take practical steps of obedient giving.

Example 3 – The Joy of Generosity

“Acts 20 says, ‘It is more blessed to give than to receive.’ When we give, we’re not just meeting tangible needs—we’re becoming part of God’s joy-filled mission. Generosity opens the door to freedom and joy like nothing else can.”

The focus on joy in this example aligns the act of giving with a positive emotional and spiritual experience.

2. Telling Stories

People connect with stories. Sharing real-life examples of how their generosity has transformed lives provides a tangible picture of the impact of giving. A story that resonates can move the heart in ways that data or theology alone cannot.

Example 4 – Life Change Through Generosity

“Last month, because of your giving, we hosted a community outreach that provided meals for over 300 families. I want to share one story from that event. A man came in hesitant and unsure, but by the end of the outreach, he gave his life to Christ. That’s the power of generosity—you’re not just meeting physical needs, you’re making an eternal impact.”

This offering moment bridges the congregation’s contributions to a personal, life-changing outcome, emphasizing that their giving matters in real ways.

3. Reinforcing Trust

Transparency builds trust, and trust is crucial for cultivating consistent generosity in the church. Use the offering moment to show your church how their resources are being stewarded wisely.

Example 5 – Where the Money Goes

“At [Church Name], we take financial stewardship seriously. Your giving is allocated toward missions, supporting local ministries, and maintaining the amazing children’s programs you see every Sunday. We believe every dollar given is sacred, and we are committed to making the most of what God has entrusted to us.”

This approach focuses on accountability and giving congregants confidence that their generosity is being used faithfully.

WATCH THESE OFFERING MOMENTS

Want to see these offering moments come to life? We’ve recorded these examples for you to watch and share. Click [here](#) to access the videos. Whether you’re looking for inspiration or need ready-to-use examples, these resources are just what you need.

Feel free to adapt these offering moments to suit your church’s unique culture and context. When you’re ready, incorporate your personal touch and watch how these intentional moments can inspire a culture of generosity.



DEVELOPING YOUR WEEKLY OFFERING MOMENT

NEXT STEPS FOR PASTORS

In the midst of everything you are responsible for, this can feel like a lot but it's too important to not get right. Our team of professionals can help you not only improve these moments but ensure that all the aspects of your church are aligned when it comes to giving—from websites to first time gift letters to campaigns and so much more. Offering moments are just one small part of a much greater discipleship strategy.



A FINAL WORD

The weekly giving moment in your church service holds far more potential than most realize. It's not just a financial checkpoint or a transactional habit—it's a sacred opportunity to lead your congregation into a deeper relationship with God. When approached with intentionality and care, the giving moment shifts from a simple act of obedience to a transformational act of worship.

Throughout this guide, we've explored the elements that can elevate your giving moments to new heights. We've emphasized the importance of teaching solid biblical theology—helping your congregation understand giving not just as something they do for the church, but as something they do from their relationship with God. We've discussed how to craft a vision that captures hearts, build trust through transparency, and foster gratitude and celebration as vital components of spiritual growth.

Remember, excellence in communication matters. Whomever delivers the giving moment must do so with clarity, passion, and authenticity. And don't overlook the strategic details—where the moment fits in your service, how you communicate giving options, and especially how your online giving page welcomes both regular and first-time givers with simplicity and inspiration.

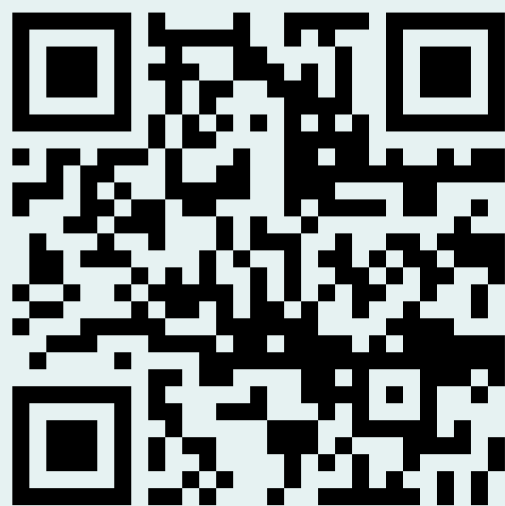
But above all, don't forget this truth: giving is worship. When we give, we mirror God's generosity. When you treat the giving moment as an integral part of worship planning—worthy of time, preparation, and prayer—you create a culture where generosity thrives. This isn't just about raising resources; it's about raising disciples.

Pastor, the opportunity is before you. With intentional rhythms, storytelling, and faithful leadership, you can make every week's giving moment a powerful time of worship and transformation. Commit to this process, lean into the principles outlined in this guide, and trust that God will use your faithfulness to grow both His Kingdom and the hearts of His people.

The seeds you plant through these moments will bear fruit—for your church, your community, and for the eternal glory of God. Step boldly forward and make every giving moment one of eternal impact.

DON'T FORGET TO

WATCH THESE OFFERING MOMENTS



CHECK OUT THE SAMPLE VIDEOS

Want to see these offering moments come to life? We've recorded these examples for you to watch and share. Scan the QR code to access the videos. Whether you're looking for inspiration or need ready-to-use examples, these resources are just what you need.

Feel free to adapt these offering moments to suit your church's unique culture and context. When you're ready, incorporate your personal touch and watch how these intentional moments can inspire a culture of generosity.

Scan the QR code or visit generis.com/offering-moment-videos