



**FROM HERE TO GENEROSITY...  
BEYOND OURSELVES**  
Large Church Initiative  
April 14, 2010



**Presented by  
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# Why is it Important to be Generous?

- One of the highest qualities of the human heart
- It is not just about giving, but also about “generating” life-giving opportunities
- It is not about wanting to do a generous thing, but wanting to become a generous person
- It lives in the practice of a circular model of economics made up of three parts – giving, receiving and circulating

# Today's Christian and Generosity

The average Christian gives 2.9% of their income

The top 5% of givers provide 59% of all dollars contributed

The next 20% give 20%

The next 35% give 20%

The next 40% give  
nothing

Only 9.4% tithe

# Today's Christian and Generosity

Giving declined in the 20<sup>th</sup> Century

Giving in 1920 was 3.3%, in 2005 it was 2.9%

Mass consumerism is the greatest rival to generous giving

40% of Americans spend 110% of their annual income each year

# Why is Generosity Important to the Church?

- In 1996 the portion of charitable money received by churches was 44%; today it is 30%
- The Church is competing against the not-for-profits in

# Why is Generosity Important to the Church?

- “90% of the churches will not be able to compete.”

Lyle Schaller

- Churches are in a fight for their  
financial existence

# Developing a Plan for

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Developing generous  
people is a role of  
pastoral ministry, not  
fundraising

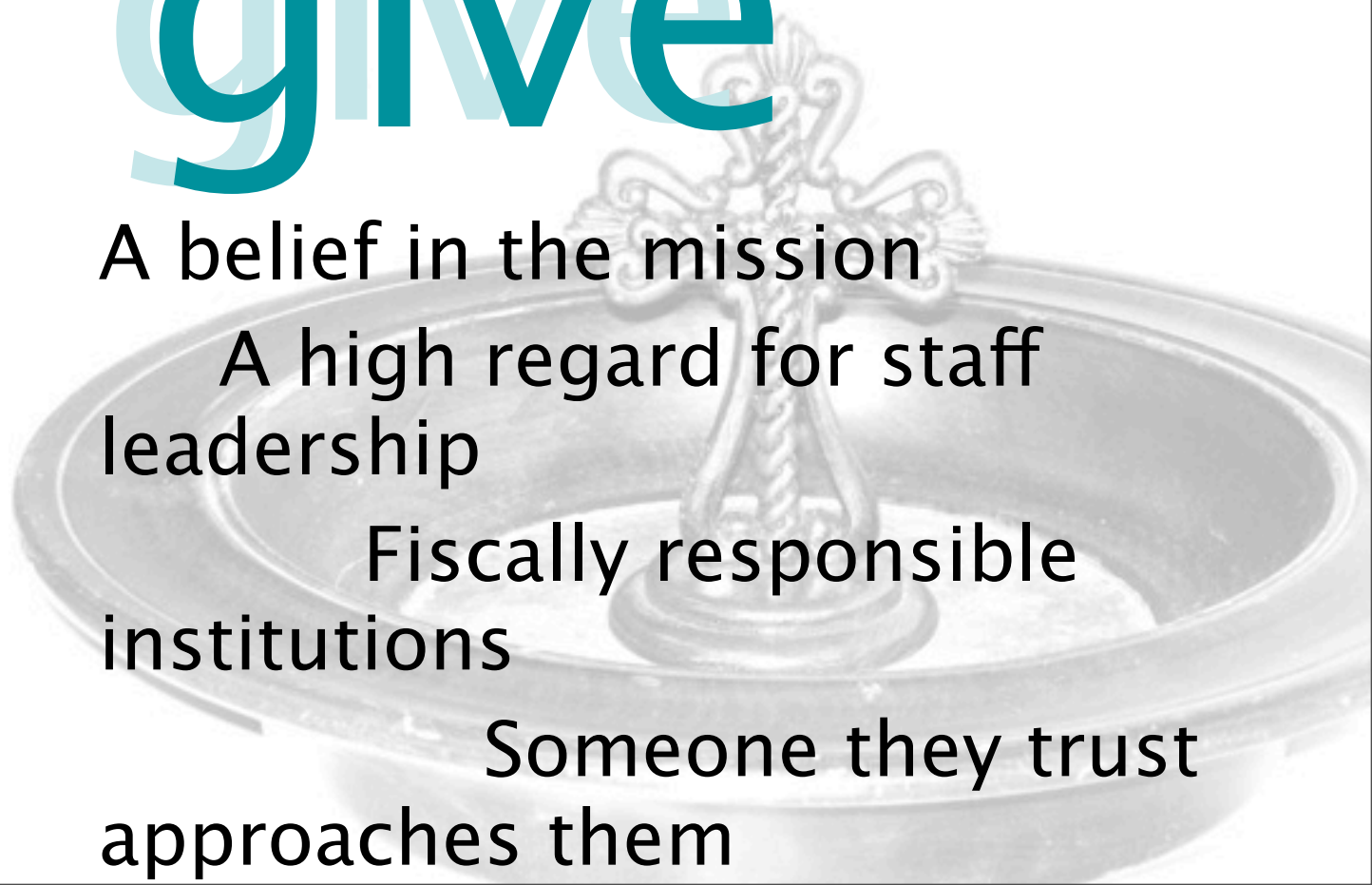
# why people give

A belief in the mission

A high regard for staff  
leadership

Fiscally responsible  
institutions

Someone they trust  
approaches them



# Analyze the Membership

Spiritual Development

Age

Resources

Motivation

# THE LEADER'S ROLE

- Get their house in order
- Know what people give
- Know why people give
- Three pockets of giving
- Develop a strategy for each group

# GENEROUS GIVER

Reasons for giving (Why)

Practice of giving (How)

Direction of giving  
(Where)

# REGULAR GIVER

Reasons for giving (Why)  
Practice of giving (How)  
Direction of giving  
(Where)



# THE OCCASIONAL GIVER

Reasons for giving (Why)

Practice of giving (How)

Direction of giving  
(Where)



# GO FORTH

**Develop your generous person model**

**Analyze your congregation**

**Develop a strategy for each group**

**Develop a structure to carry out the strategy**

**Equip leaders**