Cultivating Generosity

Through Intentional Discipleship

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horizons STEWARDSHIP

Core Belief at Horizons Stewardship:

If you want to see generosity grow in your church, it starts with discipleship and it grows as more people take a step into the life of the church.

WHO IS ATTENDING CHURCH THIS EASTER?



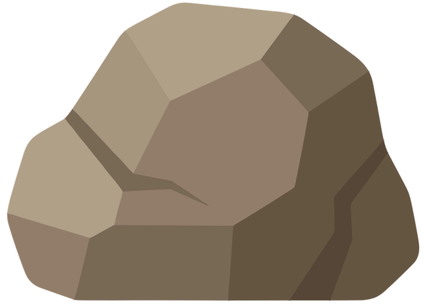
Haven’t been inside a church in years

Some not since childhood



Someone they love invited them

They almost said “no”



Carrying something heavy

Do not know why they came, something drew them in

You will be the person who sees them.

If we do this right -
if we meet new people with an invitation to take a step into discipleship -
some of them will still be sitting in those pews next Easter.

01

PRINCIPLE 1

Theology Before Transaction

We skip the theology and go straight to the ask. Easter is your opportunity to change that.

The Problem We Need to Name

Prominent Perception:

“ All the church does is ask for money.”

The Real Problem

NOT

that we talk about money

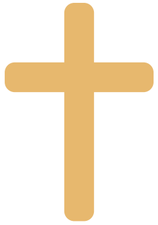
BUT

that we talk about it without first proclaiming the generosity of God

WE MAKE IT

transactional when the gospel makes it transformational

Lead with Theology



God Is Generous

Start here. The character of God is generosity. Everything flows from this.



Generosity is Transformational

When we respond to God through generosity, it changes the giver and reshpes the heart



Discipleship

Generosity is one of the most tangible ways a person moves from believing in Jesus to living like Jesus.

Easter Sunday is a great time to begin this conversation.

Transactional Church	Transformational Church
Ask for money	Invite Spiritual Growth
Talk about needs	Talk about God’s generosity
One-time ask	Lifelong practice

PRINCIPLE TWO

02 “Clarity is Kind”

People are searching for a clear next step.
Give them one.

Why Clarity Matters

77%

OF MILLENIAL DONORS

Are open to making an occasional gift to a church

Giving USA Report 2024

3.5 X

MORE GIVING FROM PEOPLE INVOLVED IN A SMALL GROUP

People in small groups giving 3.5 times more than those who are not. Discipleship and generosity are the same conversation

Church of the Resurrection

#1

COMMUNITY

The seetign where people grow most in their faith is a small group.

Build a Clear Discipleship Pathway

Make the path so clear that someone who has never set foot in a church knows exactly what step to take next.

1

ENCOUNTER

New people are met with warmth, clarity, and a clear picture that your church believes in a generous God

2

WORSHIP

Some people do not know it's normal to come to worship every Sunday. Invite them back next week.

3

COMMUNITY

Connection is the bridge. People in small groups invest in the church - spiritually and generously.

4

GROWTH

A clear path to living and serving like Jesus. Generosity included.

Clarity of a discipleship pathway is not administrative, it is kind, spiritual serious offering of the church.

Lackluster Discipleship	Intentional Discipleship
Assumes people will figure it out	Shows people their next step
Attendance-Focused	Growth Focused
Information Heavy	Transformation Focused
Optional and Unclear	Expected and Invited

PRINCIPLE THREE

03 Build a Giving Path

Connect Seasonal Sunday generosity to a year-round culture of giving

What is a Giving Path?

A GIVING PATH IS:

A clear, intentional progression of invitations, each step moving a person deeper into generosity as a spiritual practice

What It Offers Your Church

A way in for first-time givers

Lower the barrier without losing meaning

Consistency you can build on

Recurring habits that fund ministry year-round

A framework for growth

Move people from a one-time gift toward generosity

What Each Step Requires of the Church

Step 1 - Give Something

A handwritten note. Personal Acknowledgement. A first gift is a “yes” - respond accordingly.

Step 2 - Make it A Habit

Do not let recurring giving become invisible. Share one story of impact. Keep pointing to a generous God.

Step 3 - Use only “Percent of Income” as a Unit of Measure

Invite people to determine a specific percent of their income they will invest in God’s work through your church as they grow toward a tithe (10 percent) and beyond.

Step 4 - Grow in Generosity

Help people as their question shifts from: “How much should I give” to “ What is God asking of me?”

The Giving Path

Four Steps - each with an invitation, each with a church responsibility on the other side

1
Explore

Begin to give a certain amount

2
Growing

Plan to give a percentage of your income regularly.

3
Intentional

Increase the percentage of income giving, moving to 10%

4
Deepening

Give 10% of your income consistently.

5
Extravagant

Step above and beyond a tithe.

Each step deepens faith. Each step grows generosity. They are the same journey.

One-Time Event	Transformational Giving Path
One- time ask/focus	First step in a journey
Focus on Amount	Focus on Growth
Reaction to Need	Response to God
Ends with a Gift	Leads to Deeper Disicpleship

Introducing the

BETA giving365 Agent

What's on your mind today?

Hi, I'm your virtual agent. Ask me anything about improving your generosity culture.

Ask anything

Every response is rooted in the trusted insights and resources within Giving365, now delivered in a *smarter*, more *delightful* way that's sure to make you smile. It's that simple.

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