

We are fine now, but...



**What if the economy
falters?**

Problems to solve now

- **Drop in engagement moving into giving decrease**
- **Board hesitation to act**
- **Major giver competition**
- **Harder to engage the congregation to address an issue**
- **Major giver competition**
- **Engaging a currently non-engaged new viewers in giving**

Problems to solve now

- **A miss on year-end giving**
- **Lack of expanded financial resources to launch new ministry initiatives**
- **Miss the rare Cares Act benefit (100% AGI)**
- **Emotional wear and tear**

What would happen to your church if your general giving dropped by year end

- **5%?**
- **10%?**
- **25%?**

What would happen to your church if your general giving increased

- **10%?**
- **25%?**
- **50%?**

How to stabilize and grow giving for your mission

- **Anchor**
- **Expand**
- **Position**

Anchor

- **Giver engagement**
- **The power of story**
- **Are you at the giver's top priority?**
- **Shepherding life investment**

Expand

- **Engage new viewers**
- **Inspire current givers with next steps**
- **Major giver engagement**
- **Cares Act 100% deductibility benefit**
- **Make year-end sizzle**

Position

- **What funds do you need to make the next step financially happen?**
- **Do we need to have that project defined?**

How you navigate

- **Elevate financial resources to the executive level. Prioritize.**
- **Assume giving decreases**
- **Prepare for next ministry investment**

Frequent questions

- **What happens post-Covid?**
- **How can we talk about money at this time?**
- **What if we have a project planned?**
- **Hey, I know we have to finish the year strong, but I do not have the margin. Can you help?**

Resources

- <http://generis.com/stabilize>
- Private consultation:
brad@generis.com
- Stewardship pastor short-term: brad@generis.com