



Hello and **WELCOME!**

I've been around the church my whole life. In the 1990's, I went to Seattle to plant a church which grew from a few friends to a few thousand and started a school that has over a thousand students today.

I left there to become the Executive Vice President for INJOY Stewardship Solutions with John Maxwell, and later was blessed to serve as Vice President of Development for the Billy Graham Evangelical Association.

I founded The Giving Church to continue working with churches to meet their generosity needs with custom capital campaigns and general fund stewardship development. I've guided nearly 1000 churches as they fueled their visions with custom generosity initiatives so that they can continue to reach their communities for years to come.

No matter the size of your church, denomination or leadership structure - these **5 KEYS CAN UNLOCK THE SECRET TO GROW YOUR CHURCH'S GIVING!**



**PHIL LING | FOUNDER
THE GIVING CHURCH**

CAST

A COMPELLING VISION

ONE OF THE GREATEST LINES of differences between churches who excel in generosity and those who struggle is the ability to grasp the vision and hold on to it.

I'VE BEEN BLESSED in my life to spend time around amazing leaders. My friend, John Maxwell, says that vision is a bucket that leaks and you have to continue to fill the bucket back up. I've seen too many churches struggle with leaky buckets. I've also seen churches excel in refilling and keeping their bucket full. They know how to grasp and hold on to their vision. The church that talks about it - WINS. The church that assumes everyone remembers and focuses on the vision is the one who ends up wondering why no one supports the vision.

NOTHING CAN NEGATIVELY impact the future of your church, college, camp, non-profit, or organization as much as a muddy vision. If you can't clearly and succinctly describe your vision - neither can those who follow you. If you can't clarify it, they can't give to it. The depth of the question is driven by the depth of the need.

I've seen a lot of "Future Home Of" church signs rusted, discolored, chipped, and broken. If your "Future Home Of" sign needs repainting, you've lost your vision. Remember, vision is a bucket that leaks. Does your bucket need refilling? Grasp your vision. **HOLD ON TO YOUR VISION.**

How Do You CAST VISION to FUND MINISTRY Now? WE Can HELP!



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fueling generosity | empowering leaders™
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Visit: www.thegivingchurch.com
for a FREE consultation of your
ministry's funding needs.

BUILD MOMENTUM WITH PARTICIPATION



2 - BUILD MOMENTUM WITH PARTICIPATION

PARTICIPATION is especially important in cultivating generosity. Ten years ago, we commissioned a statistician to study the data of 4,000 churches across the country. It gave us an unprecedented look into the American church. What we found verified a lot of our thoughts. 45% of the average American church gives less than \$200 in a year. The group as a whole accounts for 1% - 1.5% of the average American church income. Imagine what would happen if we could make advances on those numbers.

IMAGINE THE MINISTRIES that could be fueled and the lives that would change as a result. As we face an impending shift in generosity trends and a coming storm in the American church, we are going to witness a new phenomenon of church closings. Churches in America close at a rate of 3,500 per year. Most of those currently close because there are only a few people left to lock the doors and turn out the lights. The next decade will change that equation as we will begin to see churches closing with plenty of people - but a lack of funds. Think about it.

IF YOUR CHURCH is dependent on a small number of units to keep the doors open, what happens when some of those units pass away, move away, or decide to just go away?

ARE YOU DEVOTING the discipleship efforts to cultivate generosity? Most churches are content to stay the status quo. The end result is that most churches in America depend on a small percentage of donors to keep moving forward. That presents a real challenge, particularly when trying to raise additional funds. It's impossible to squeeze those at the top who are already giving sacrificially to just allow the church to continue ministry. The key to developing a culture of generosity rests on inspiring and mobilizing participation. So how do we do that? Inspiring and mobilizing starts with **ASKING THE RIGHT QUESTIONS**. Why do we have a participation problem? Why does 45% of the church give less than \$200 a year? Are they all broke?

WHAT STORY could you tell right now to grow participation in your church? What vision have you not communicated in a clear, crisp, and compelling way keeping you from high participation rates. **Tip the scales with participation and you'll be well on your way to momentum that fuels your generosity.**

EMBRACE UNITY IN YOUR LEADERSHIP

AFTER MORE THAN 15 YEARS AND 1,000 CHURCH BOARD ROOMS, some things never change. One of those is a simple question I get with each presentation we make for a Vision Campaign to help fuel generosity for a specific purpose: “When does it not work?”

We have been blessed by God to work with some of the most gifted churches and leaders in the country. On average, our campaigns see over 97% of the dollars committed given over the course of a campaign. Many see well higher due to the fast-growing churches we work with. There are times, however, as rare as they are, when it doesn't work. Why is that?



EMBRACE UNITY IN YOUR LEADERSHIP

WE COACH THAT THERE ARE A COUPLE OF THINGS THAT CAN KILL YOUR CAMPAIGN.

First, sin in the camp. When the people of Israel conquered Ai in Joshua 7, everyone got the memo that they weren't supposed to loot the camp. Everyone except Achan, that is. He buried his treasures beneath his tent as if God couldn't find them there. His sin was discovered and God brought consequences. Our churches are the same way. Our hands must be pure as leaders. We can fool the camp but we can't fool God.

THE SECOND KILLER can't be hidden, and brings complete havoc on a church - **a division in leadership.**

Our hands have to be just as pure as our hearts. It's one thing to arm wrestle in a board room - it's another to be divided in the parking lot. No matter how much you disagree, you have to leave a meeting with a united vision.

I HAVE SEEN CAMPAIGNS AND CHURCHES DESTROYED BY LEADERS who agreed in the room and then chose to sow seeds of discord in the lobby, parking lot, coffee shop, and anywhere else people would listen.

NOTHING WILL DERAIL WHAT GOD has in store for your ministry as quickly and severely as a **LACK OF UNITY WITHIN YOUR LEADERSHIP.**



THE GIVING LEADER

A PODCAST FROM

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GENEROSITY | LEADERSHIP COACH

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THE GIVING CHURCH IS A GROUP DEDICATED
TO BRINGING YOUR DREAMS FOR MINISTRY
SPACE INTO REALITY. FROM DESIGN TO
CONSTRUCTION, INCLUDING GENEROSITY
DEVELOPMENT TO RAISE FUNDS NECESSARY
TO FUEL YOUR VISION.

INVEST IN AUTHENTIC DISCIPLESHIP

ONE OF THE MYSTERIES OF THE MINISTRY that never ceases to amaze me is how difficult many church pastors find it to talk about giving. Jesus talked about money more than any other topic, yet we struggle to broach the discussion.

WE WORKED WITH A CHURCH in the upper Midwest some time ago, and we sat down with the pastor who had served the church diligently for nearly 20 years. He hesitantly admitted to us that he was nervous because he had never preached a sermon on giving. Never - in 20 years! We were floored and asked him why. He responded that he didn't see the need because they had never had trouble paying the bills or keeping the lights on.

I THINK A LOT OF US STRUGGLE to preach about giving because we haven't built the relationships to be able to have the discussion. When you flip that switch, you overcome the fear that, whenever you talk about money, you are asking people to pay for something; but, instead, you are leading people to a closer walk of discipleship with Jesus. That happens when you grow authentic relationships.

DURING MY TIME AT THE BILLY GRAHAM EVANGELISTIC ASSOCIATION, I had the opportunity to spend time with the National Christian Foundation and a group of high capacity donors they brought in for conversations. It was the opportunity to get underneath the hood of what goes through the minds of donors as they approach the concept of giving. We had the chance to ask questions and get feedback. One of the biggest takeaways for me was that the group of high capacity donors were united in the fact that **they did not want to be perceived as donors, but as partners.**

Are you discipling partners in ministry or consumers of church services. The difference will chart your course for years to come.



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I NEEDED CLOTHES AND YOU CLOTHED ME

When we partnered with a church in NE, a cornerstone of their initiative was a Care Center providing clothing for foster care children.

THINKING OUTSIDE OF THE BOX
IS OUR SPECIALITY!

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DECADES OF EXPERIENCE
PARTNERED WITH OVER 500 CHURCHES
RAISED OVER ONE BILLION DOLLARS



TRANSFORM YOUR CHURCH TRANSFORM YOUR WORLD

BELIEVE GOD CAN DO MORE THAN YOU

I'VE HAD THE OPPORTUNITY OF BEING AROUND SOME OF THE GREATEST outpourings of generosity in this country. Each of them involved gifted leaders, great strategy, crystal clear vision, and powerful relationships. None of them would have worked, however, without a God of the impossible.

IF WE ARE BEING HONEST, our generosity initiatives often struggle because we don't trust God to provide. When we see the size of our impossible visions, the financial needs, the leadership challenges, we are often left wondering if the walls will really fall when we march around them. The walls fell in Jericho that seventh day - not because of the people marching or the trumpets blowing - but because of a God who does the impossible. The Israelites didn't cause the walls of Jericho to fall that day so long ago. No marching in the world can collapse a city. No trumpets known to man are powerful enough to move walls. No yell ever invented can shake foundations. All of those elements however, united together at God's instruction and in faith, were used by God to shake the world that morning, and He's still shaking the universe.

SOMETIMES WE READ NARRATIVES from Scriptures as if they exist in some sort of spiritual vacuum. God wants to do something just as seismic in our churches, camps, colleges, and non-profits today. He wants to use us in just as amazing ways. Sometimes, sadly, the only thing standing in his way is our lack of faith. JUST REMEMBER - **HE'S STILL IN THE BUSINESS OF SHAKING THINGS UP.**