



**CANADIAN  
BAPTISTS**  
of Ontario  
and Quebec

# LEADERSHIP GUIDE

## GENEROSITY

*All of life. All we have. All we are.*





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# INTRODUCTION TO GENEROSITY

*Generosity begins with trusting that God is our generous host. Once we begin to trust:*

*Relationships deepen with God and others.*

*Gratitude clears the way to focus on the right thing.*

*Surrender ends the fight to hold on to everything.*

*Releasing everything to his purpose extends God's blessing to the whole world.*






## WELCOME TO GENEROSITY

Generosity is a five week campaign prepared to help your congregation (re)discover the joy of generosity. The campaign includes this leadership guide as well as a five week sermon series, a corresponding small group study and plenty of resources. You can find everything in one place on our website.

## WHAT IS THE PURPOSE OF THIS CAMPAIGN?

The purpose of this campaign is to inspire joyful, life-giving and holistic generosity in the members of your church. So much of our lives these days can be characterized by anxiety, fear and a sense of scarcity. Most of the time we are so busy giving all of ourselves to everyone that we don't stop to examine where these feelings are coming from. What drives our giving? What cultivates generosity that flows from freedom and joy? We want our churches to be full of radically generous and healthy disciples, not burnt out and anxious volunteers - or comfortable consumers either!

This five week campaign will invite your church on a journey from Genesis to Revelation in order to build a healthy Biblical and theological understanding of generosity. It will also include plenty of interactive elements and practices designed to engage your congregants in a holistic way.





As you know, discipleship is not an overnight process, or a five week journey. This campaign is designed to be part of a much longer journey of cultivating generosity in your community. You will find ideas, resources and even a strategic framework for taking these ideas beyond this campaign and into the rest of the year.

Will this campaign result in higher annual giving and better tithing?



Becoming people who tithe regularly and give their money with freedom and joy is part of practicing whole life generosity. We certainly hope that this series will inspire that kind of giving in your church context. That being said, we hope that this campaign goes beyond that to cultivate healthy stewardship in all aspects of our lives - our time, gifts, ideas, environment and other resources. In fact we hope that it cultivates a sense of abundance and generosity in the area of your church finances as well.

At the core of learning healthy generosity are the questions: Is God trustworthy and is there truly enough?



Wrestling and growing with these questions takes time. It takes the Holy Spirit in partnership with church leaders who are committed to fostering a culture of healthy whole-life generosity over the long haul.

Our prayer is that this campaign will open up a journey for you and your congregation that leads away from fear and towards a radical sense of God's goodness and abundant blessing.





## INVITATION AND CHALLENGE

It's easy to talk about generosity in a way that allows people to remain comfortable and unchanged. For instance, someone might already consider themselves to be quite generous, but their generosity has never personally cost much, or has always come with strings attached. Or perhaps someone is burnt out on a generosity that comes from unconsciously needing to be needed rather than giving out of a joyful overflow. Continuing in these unhealthy forms of 'generosity' won't lead to joy and life. Mike Breen, founder of the missional church movement 3DM writes, "Fundamentally, effective leadership is based upon an invitation to relationship and a challenge to change." (Mike Breen, *Building a Discipling Culture*. 3rd Ed. 2016.)

One of the most important tasks for you as staff and leaders in this series will be finding that balance between invitation and challenge. On one hand, the invitation to generosity is an invitation to the joyful abundance of life in Christ. It makes us feel good! There is beautiful life in it. On the other hand, the invitation to generosity is a challenge to let go of the things we've been holding onto, vulnerably learn to hear Jesus' voice, and courageously respond with action. Every person in your church needs to feel both the warmth of the invitation and the friction of the challenge. That is the sweet spot where the Holy Spirit is at work and transformation takes place.



# CAMPAIGN OVERVIEW

## WEEK ONE: THE GENEROUS HOST

Generosity begins with believing that God is our generous host.

Sermon and Study Texts: Genesis 2:4-25, 3:1-7 (Creation and Fall), John 2:1-12 (water into wine)

## WEEK TWO: RELATIONSHIP

Generosity grows as trust heals our relationship with God.

Sermon and Study Texts: Genesis 12-13:2 (Abraham's faith and doubt), Matt 4:1-11 (Jesus in the wilderness)

## WEEK THREE: GRATITUDE

Gratitude opens our eyes to abundance and cultivates joy.

Sermon and Study Text: Luke 1:46-56 (Mary's song of gratitude)

## WEEK FOUR: SURRENDER AND TRUST

Jesus shows us how to surrender, ending the fight to hold on to everything.

Sermon and Study Texts: Matthew 6:25-34 ("Do not Worry"), Romans 8:31-39 ("Nothing can separate")

## WEEK FIVE: BLESSING

Releasing everything to his purpose extends God's blessing to the whole world.

Sermon and Study Texts: 2 Corinthians 8:1-7, (Paul encourages joyful giving) Revelation 19:1-9; 21:1-4, 22-27, 22:1-5 (What we're looking forward to)

## MAPPING OUT A YEAR-LONG JOURNEY

This five week campaign is ideally part of a longer journey towards whole life generosity. You have the option of using the sermon series and small group guide at any point in the year, but we recommend using it either in January or September as you set the vision for the year and ministry seasons ahead. In the following section you will find a guide for mapping out this generosity journey for the rest of the year. You may want to modify the timing based on your church's context, but hopefully this will provide the building blocks to help you cultivate healthy and joyful generosity over the longterm.

## PRE-SEASON "SEASON OF INFUSING"

(Planning time for the year ahead)

**Objective:** To infuse a vision for whole life generosity amongst the church staff and leadership.

**Goal:** Prepare staff and leaders for generosity using the tools provided in this guide and on the CBOQ website.

It is important for the church staff and leadership to grasp and begin to embody a vision for whole life generosity in order to lead the church on this journey. Take two to three months to work through some of the ideas listed below as a board, as elders and as staff. As you plan each of the seasons in this guide, add your own ideas below, decide which ones you want to focus on, choose a point person, detail the action steps and sketch the dates into your calendars.

**Ideas:**

- Set up a webinar or visit - with Lori Guenther Reesor, a Canadian church stewardship consultant:  
<https://www.lgreesor.com/>
- Narrative Budget - A narrative budget turns numbers into stories.
- Read a book together - Some great options to study together are: “*A Spirituality of Fundraising*” by Henri J.M. Nouwen

**Other Ideas:****Point Person(s):****Action Steps:****Tentative dates:**

## NEW YEAR “SEASON OF INSTRUCTING”

*(January - March)*

**Objective:** To teach whole life generosity on a personal level.

**Goal:** Equip people to be generous through personal financial education and possibly the five-week whole life generosity campaign.

Use this season to instruct your community on the basics of whole life generosity with a focus on personal finances. You may choose to use the five week sermon and small group series to kick off your year of generosity. Or you may choose a softer start that begins with a focus on personal finances and ramps up to a more comprehensive vision for whole life generosity (and the five week series) in September.

### Ideas:

- **Five week Generosity Campaign** (option to do now or in September) - take your church through five weeks of services and small groups designed to inspire joyful whole life generosity. All of the resources can be found on our website here:
- **Christians Against Poverty Course** - Christians against poverty empowers the local church to provide hope and support for those struggling with debt. They offer free personal financial education through the CAP Money course and help people find jobs through the CAP jobs club. Book a guest speaker and find out how to bring the course to your church here: <https://www.capcanada.org/about-us/>
- **Communicate Giving options** - Include a clear description of all church giving options in your bulletin, on your website and in a newsletter.
- **Promote Tithe.ly** - CBOQ has partnered with Tithe.ly, an online giving platform designed to help churches increase giving and engagement with tools built for ministries. As giving trends change, and fewer people give by cash or cheque, having online giving options can make a substantial difference for churches. Find out more here: <https://baptist.ca/stewardship/tithely/>
- Generosity Webinar (Jan. 14, 2019) - Christians give in grateful obedience to a generous God. How do we say thank you? This practical webinar will provide examples and have lots of opportunity for questions. More info here: <https://baptist.ca/event/generosity-webinar-how-to-say-thank-you/>

### Other Ideas:

### Point Person(s):

### Action Steps:

### Tentative dates:



## SPRING “SEASON OF INTENTIONALITY”

*(April - June)*

The season of intentionality is a season of practice and action. Craft these months around tangible calls to participate in the generosity of God. Balance invitation into the joy of generosity with challenge to respond with obedience and trust. Generosity grows as we give that which is costly to us. Everyone has something to give. Celebrate it all and provide accountability by asking people to share their stories.

**Objective:** To practice whole life generosity intentionally together.

**Goal:** Invite people to ‘Kingdom Assignments’ and to cultivate helpful spiritual practices.

### Ideas:

- **Youth-led community service** - with the help of their leaders have the next generation plan and lead a time of community service in your city. Have them share why they picked the initiative that they did and have them lead the debrief afterwards.
- **Sharing stories of generosity** - Include regular time in your staff, board and elders meetings, as well as in your church gatherings to share stories of generosity. This might include stories of receiving or giving.
- **Learning to receive generosity** - It might sound backwards, but part of learning whole life generosity is learning to receive from those we want to give to. Look for an opportunity to help the givers in your church receive. This could look like everything from giving the staff or Sunday school teachers a day off to having the youth lead a service to accepting an invitation to attend a community event simply as guests.
- **Share your expertise day** - Whole life generosity includes sharing our special gifts and talents with one another. Host a “share your expertise” Saturday. Have a few volunteers teach a skill or offer consulting on their area of expertise. Congregants can sign up in advance to learn how to knit, fix their toaster, create a social media account, or succeed at an interview.
- **Get outside together** - Consider the birds by going on a hike together and taking time to notice the many ways God provides. What other metaphors do you see in creation for God’s generosity?
- **Kingdom Assignments** - Pick a Sunday and have everyone give \$1 on the way out the door. Take the money collected and use it to bless someone else in the community that week. Another idea is to hand out envelopes with some money in them and instruct people to give it away as they see fit. Be sure to share the stories during your next gathering!
- **Church-wide week of Gratitude practice** - Cultivate joy by practicing gratitude together. For one week send out daily prompts to encouraging your congregation to be thankful. Many ideas for this can be found online or on social media. When you gather on Sunday make time for people to share stories about what this was like.
- **Pre-summer celebration and reminder to tithe letter** - As people prepare for summer holidays and the end of a ministry season it is important to celebrate what God has done in the church through their giving. Write a letter that says “Thank you! Look what God has done.” This is also a good time to remind people to set up automatic giving, or make a giving plan, for the upcoming season of vacations.

### Other Ideas:

### Point Person(s):

### Action Steps:

### Tentative dates:

## SUMMER “SEASON OF INFLUENCING”

*(July - August)*

**Objective:** To cultivate whole life generosity in and through relationship.

**Goal:** Invite people to experience and contribute to the abundance of community.

Generosity is always formed in relationship. Relationship to God, to others, to creation and even to ourselves. Cultivate generosity by inviting people into deeper relationships through the ideas listed below. Challenge people to offer themselves to these relationships with generosity and love.

### Ideas:

- **Community Feast** - Host a big community dinner or BBQ! Invite your church neighbours and community partners. Challenge your congregation to spread out and engage those who don't regularly attend your church. Make it a celebration of all that you are grateful for in your community.
- **Guess Who's Coming to Dinner?** - A fun way to help larger congregations break out of their cliques and form new friendships is to host a surprise dinner night. Put up two sign-up sheets. One for hosts and one for guests. People can sign up for either. Have the hosts indicate how many guests they can serve and the guests indicate how many are in their party. Take the lists and secretly matchmake hosts with guests. Then give only an address and time to the guests and only the number of guests (and food needs) to the host. It's a surprise dinner party!
- **Community Food Drive** - With the input of a local food bank, organize a community food drive in your church neighbourhood. One week in advance of the food drive, have your congregants drop off paper bags with a list of desired items and the pick up date at each home. On the day of the drive, have church members pick up the bags in the neighbourhoods and sort them together at your church. Alternatively you can invite community members to drop the food off and join in the process of sorting.
- **Community Causes** - join a community event or cause as a group. This might be training for a fundraising run or walk or helping to organize a summer event. Enjoy getting to know your neighbours and fellow church members as you work towards something good outside of church.
- **Community Hikes and Outdoor Activities** - Plan a few church-wide outdoor activities. A beach day, a hike at a provincial park nearby, or even a camping trip. Celebrate the goodness and abundance of natural beauty in Canada while deepening relationships. Talk about what it means to be in a healthy relationship with Creation as good stewards and co-creators.
- **Creation Care** - God demonstrates his generosity to us through creation and calls us in turn to show generosity and care towards the earth. Challenge your congregants to take up a creation-care practice (such as giving up bottled water, reducing waste, buying second hand, composting, creating a bee-friendly garden etc.) in the coming weeks.
- **Retreats** - plan, or encourage people to attend, a retreat that includes spiritual direction. Explain that true generosity flows out of a deeper relationship with God and a healthier relationship with ourselves. Invite each person into the blessing of retreat. Challenge people to boldly take that time as an act of generosity to God and self - something that can feel extravagant in a culture where time is money and busyness is status.

### Other Ideas:

### Point Person(s):

### Action Steps:

### Tentative dates:

## FALL “SEASON OF IMAGINING”

*(September - November)*

**Objective:** To cast a whole life generosity vision for the entire church.

**Goal:** Implement cohesive, church and ministry-wide, focus on whole life generosity.

As the new ministry year kicks off invite your church to imagine what generosity might look like infused into every area of your life together. If you opted for a more subtle entry into this year of cultivating generosity, then this is a great time to unroll the five week sermon and small group series. If you used that series to get things started in January then use this time to emphasize the corporate nature of generosity. In other words, what does it look like for our church to be a generous church?

### Ideas:

- **Five-week Generosity Campaign** (option to have done in January or now) - Take your church through five weeks of services and small groups designed to inspire joyful whole life generosity. All of the resources can be found on our website here: [baptist.ca](http://baptist.ca)
- **Church-Wide Week of Gratitude Leading to a Special Thanksgiving Service** - Cultivate joy by practicing gratitude together. For one week send out daily prompts to encouraging your congregation to be thankful. Many ideas for this can be found online or on social media. Cap things off with a special Thanksgiving service and have people share stories from the week.
- **Sharing Stories of Learning and Practicing Gratitude Throughout the Year so Far** - What has your church learned about gratitude through the many activities and practices this year? Have some of your leaders share from the perspective of managing church resources and cultivating the church vision. Have congregants share about their personal lives and also congregational and community life.
- **Communicate Giving Options** - Include a clear description of all church giving options in your bulletin, on your website and in a newsletter.
- **Promote Tithe.ly** - CBOQ has partnered with Tithe.ly, an online giving platform designed to help churches increase giving and engagement with tools built for ministries. As giving trends change, and fewer people give by cash or cheque, having online giving options can make a substantial difference for churches. Find out more here: <https://baptist.ca/stewardship/tithely/>
- **Church Generosity Survey** - Have your congregants complete a survey about generosity in your church. The survey asks the person to write three things that they are grateful for at your church and three ways they see church spending reflecting church values. Use the survey results to understand why people give and what they are excited to contribute towards.

### Other Ideas:

### Point Person(s):

### Action Steps:

### Tentative dates:



## HOLIDAY “SEASON OF INSPIRING”

*(December)*

**Objective:** To inspire year-end generosity.

**Goal:** Communicate inspiring opportunities for generosity.

Make generosity the focus of your Advent and Christmas season this year. Highlight the generosity of our God who came to us and invite people into the gratitude and joy of Zechariah, Elizabeth, Mary, the Shepherds and the angels. Invite people to listen to Jesus’ voice. How is he inviting them to be generous this Christmas? Challenge people to respond and share their story.

### Ideas:

- **Advent Conspiracy Partnership** - Advent conspiracy is an online movement that equips churches to celebrate the lead up to Christmas with humble, joyful generosity. Find out more here: <https://adventconspiracy.org/>
- **Christmas Hampers** - Consult with a local organization to see if Christmas hampers filled with food and gift items are welcome and needed by some families or the elderly in your community. If so, engage the congregation in generously filling up the hampers throughout Advent.
- **Canadian Baptist Ministries Christmas Giving Catalogue** - Engage your Sunday school and youth by having them raise money for a few items in the CBM Christmas giving catalogue. Have them share about their choices with the congregation. Find it here: <https://hopefulgifts.ca/>
- **Thank You and Reminder Letter** - As the calendar year draws to a close, take the opportunity to thank your congregation for their faithful giving and celebrate all that God has done through their generosity. This is also a good time to remind them of the last day they can receive a charitable donation receipt for the year that is coming to a close.

### Other Ideas:

### Point Person(s):

### Action Steps:

### Tentative dates:

## IDEA AND RESOURCE LIST IN ALPHABETICAL ORDER

### *Advent Conspiracy Partnership*

Advent conspiracy is an online movement that equips churches to celebrate the lead up to Christmas with humble, joyful generosity. Find out more here: <https://adventconspiracy.org/>

### *Canadian Baptist Ministries Christmas Giving Catalogue*

Engage your Sunday school and youth by having them raise money for a few items in the CBM Christmas giving catalogue. Have them share about their choices with the congregation. Find it here: <https://hopefulgifts.ca/>

### *Christians Against Poverty Course*

Christians against poverty empowers the local church to provide hope and support for those struggling with debt. They offer free personal financial education through the CAP Money course and help people find jobs through the CAP jobs club. Book a guest speaker and find out how to bring the course to your church here: <https://www.capcanada.org/about-us/>

### *Christmas Hampers*

Consult with a local organization to see if Christmas hampers filled with food and gift items are welcome and needed by some families in your community. If so, engage the congregation in generously filling up the hampers throughout Advent.

### *Community Causes*

Join a community event or cause as a group. This might be training for a fundraising run or walk or helping to organize a summer event. Enjoy getting to know your neighbours and fellow church members as you work towards something good outside of church.

### *Community Feast*

Host a big community dinner or BBQ! Invite your church neighbours and community partners. Encourage your congregation to spread out and engage those who don't regularly attend your church. Make it a celebration of all that you are grateful for in your community.

### *Community Food Drive*

With the input of a local food bank, organize a community food drive in your church neighbourhood. One

week in advance of the food drive, have your congregants drop off paper bags with a list of desired items and the pick up date at each home. On the day of the drive, have church members pick up the bags in the neighbourhoods and sort them together at your church. Alternatively you can invite community members to drop the food off and join in the process of sorting.

### *Generosity Books*

Some great options to study together are: “*A Spirituality of Fundraising*” by Henri J.M. Nouwen,

### *Generosity Campaign*

Take your church through five weeks of services and small groups designed to inspire joyful whole life generosity. All of the resources can be found on our website here:





### *Generosity Survey*

Have your congregants complete a survey about generosity in your church. The survey asks the person to write three things that they are grateful for at your church and three ways they see church spending reflecting church values. Use the survey results to understand why people give and what they are excited to contribute towards.

### *Generosity Webinar with CBOQ*

Christians give in grateful obedience to a generous God. How do we say thank you? This practical webinar will provide examples and have lots of opportunity for questions. More info here: <https://baptist.ca/event/generosity-webinar-how-to-say-thank-you/>

### *Generosity Webinar or Visit*

With Lori Guenther Reesor, a Canadian church stewardship consultant: <https://www.lgreesor.com/>

### *Giving Options*

Include a clear description of all church giving options in your bulletin, on your website and in a newsletter.

### *Gratitude practice*

Cultivate joy by practicing gratitude together. For one week send out daily prompts to encouraging your congregation to be thankful. Many ideas for this can be found online or on social media. When you gather on Sunday make time for people to share stories about what this was like.

### *Guess Who's Coming to Dinner?*

A fun way to help larger congregations break out of their cliques and form new friendships is to host a surprise dinner night. Put up two sign-up sheets. One for hosts and one for guests. People can sign up for either. Have the hosts indicate how many guests they can serve and the guests indicate how many are in their party. Take the lists and secretly matchmake hosts with guests. Then give only an address and time to the guests and only the number of guests (and food needs) to the host. It's a surprise dinner party!

### *Hike*

Consider the birds by going on a hike together and taking time to notice the many ways God provides. What other metaphors do you see in creation for God's generosity?



### *Kingdom Assignments*

Pick a Sunday and have everyone give \$1 on the way out the door. Take the money collected and use it to bless someone else in the community that week. Another idea is to hand out envelopes with some money in them and instruct people to give it away as they see fit. Be sure to share the stories during your next gathering!

### *Letter, December Thank You and Reminder*

As the calendar year draws to a close, take the opportunity to thank your congregation for their faithful giving and celebrate all that God has done through their generosity. This is also a good time to remind them of the last day they can receive a charitable donation receipt for the year that is coming to a close.

### *Letter, Pre-Summer Thank You and Reminder*

As people prepare for summer holidays and the end of a ministry season it is important to celebrate what God has done in the church through their giving. Write a letter that says “Thank you! Look what God has done.” This is also a good time to remind people to set up automatic giving, or make a giving plan, for the upcoming season of vacations.

### *Outdoor Activities*

Plan a few church-wide outdoor activities. A beach day, a hike at a provincial park nearby, or even a camping trip. Celebrate the goodness and abundance of natural beauty in Canada while deepening relationships.

### *Receiving Generosity*

It might sound backwards, but part of learning whole life generosity is learning to receive from those we want to give to. Look for an opportunity to help the givers in your church receive. This could look like everything from giving the staff or Sunday school teachers a day off to having the youth lead a service to accepting an invitation to attend a community event simply as guests.

### *Retreats*

Plan, or encourage people to attend, a retreat that includes spiritual direction. Explain that true generosity flows out of a deeper relationship with God and a healthier relationship with ourselves. Invite each person into the blessing of retreat. Challenge people to boldly take that time as an act of generosity to God and self -



something that can feel extravagant in a culture where time is money and busyness is status.

### *Share your Expertise Day*

Whole life generosity includes sharing our special gifts and talents with one another. Host a “share your expertise” Saturday. Have a few volunteers teach a skill or offer consulting on their area of expertise. Congregants can sign up in advance to learn how to knit, fix their toaster, create a social media account, or succeed at an interview.

### *Stories of Generosity*

Include regular time in your staff, board and elders meetings, as well as in your church gatherings to share stories of generosity. This might include stories of receiving or giving.

### *Stories of Learning and Practicing Gratitude Throughout the Year so Far*

What has your church learned about gratitude through the many activities and practices this year? Have some of your leaders share from the perspective of managing church resources and cultivating the church vision. Have congregants share about their personal lives and also congregational and community life.

### *Tithe.ly*

CBOQ has partnered with Tithe.ly, an online giving platform designed to help churches increase giving and engagement with tools built for ministries. As giving trends change, and fewer people give by cash or cheque, having online giving options can make a substantial difference for churches. Find out more here: <https://baptist.ca/stewardship/tithely/>

### *Week of Gratitude Leading to a Special Thanksgiving Service*

Cultivate joy by practicing gratitude together. For one week send out daily prompts to encouraging your congregation to be thankful. Many ideas for this can be found online or on social media. Cap things off with a special Thanksgiving service and have people share stories from the week.

### *Youth-Led Community Service*

With the help of their leaders have the next generation plan and lead a time of community service in your city. Have them share why they picked the initiative that they did and have them lead the debrief afterwards.







**CANADIAN  
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of Ontario  
and Quebec

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5 International Blvd  
Etobicoke, ON M9W 6H3  
416 622 8600 • [cboq@baptist.ca](mailto:cboq@baptist.ca)  
[baptist.ca](http://baptist.ca)