



# GENEROSITY

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

## THE OFFERING MOMENT

making the most of 90 seconds



**CANADIAN  
BAPTISTS**  
of Ontario  
and Quebec

The church has a unique moment, 52 times a year, to engage with their givers in a real and meaningful way. What is that moment? The 90 seconds during the typical offering.

In many churches, the offering is treated almost as an afterthought. without much planning. What if you could use this moment—this precious 90 seconds—to excite and engage, to stir the hearts of your givers and spur them on to a life of generosity? Read on.

There are at least seven ways you can leverage this moment. The rotation of these essentials in your worship experience will stir the heart of the giver, resulting in increased spiritual formation. The secondary benefit is the increased financial investment into the God given mission of your church. This 90-second offering moment is a wonderful opportunity to create both emotional and intellectual connection with those whose generosity makes the work of your church possible. All it takes is a little planning.

# 1

## Gratitude

It is impossible to say “thank you” too often. Many churches inadvertently neglecting their givers when it comes to regularly carrying out this simple act of appreciation: the “thank you.” Say it often!

# 2

## God-centered theological truth

Generosity flows freely from the heart of God. Pastor and author Tim Keller says, “If we do not have a heart to be generous, we have never understood the gospel.” Givers want to know who God is and how he interacts with them. Take a moment to unpack the character of God. Share stories of the Creator’s faithfulness, trustworthiness, and generosity. This reminds our givers why we give: because He first gave.

# 3

## Theological truth from the giver’s perspective

At its core, giving is an act of faith. When givers make a financial investment into the life of the church, what statement are they making? Effectively they are saying, “Instead of tightly clinging to my financial resources, I will trust in the faithfulness of God. I believe He is who He says He is.” In this 90 second offering moment, we can help givers realize that when they release a financial gift to the church, that exchange is only between them and God. This is a moment of pure worship that expands the heart and faith experience.

# 4

## Connecting the gift to the vision

Givers are people of dreams, aspirations, and hope. People love to give to those things close to their hearts. Regularly sharing your church's vision will connect the heart of the giver, as well as their dreams, to the vision of the church. Vision answers the question, "Why should I give to your church?" Sometimes people will give marginally out of guilt, obligation, or even loyalty. Connection to the vision allows radical giving to occur based on a real heart-connection. Telling stories of what the givers generosity has allowed the church to accomplish will create a lasting impact that increases giving.

# 5

## Celebration

If it's true that "we are what we eat," then it's also true "organizations become what they celebrate." Connect the offering moment to something that is valued by the church community and important to the church's mission. Explain that we give so that ministry can happen. For example, celebrate a baptism as part of the offering moment; present a cheque to a mission partner during that 90 second time frame; be creative. "Because of your generosity, we have been able to \_\_\_\_\_." There mini-celebrations demonstrate the connection between the church's mission and the heart of the giver.

# 6

## Stories of blessing

Often there is very little discussion on the topic of giving leaving a lot of unanswered questions. How do people give? What is someone's emotional reaction when they give? What motivates people to give? How do people give when money is tight? There is little that makes a greater impact than pulling back the curtain on the decision making process of trusted members. Invite members to share their stories and the blessings they've received. Choose these stories carefully. The intent is not to elevate the giver but to allow these stories to provide insight into some of the questions people have about giving.

# 7

## Modelling

Does my pastor give? Do the elders/deacons give? Is the church their first place of choice when it comes to their giving? People need to know that their leaders believe in the church's mission. An occasional story illustrating a leader's giving is invaluable. No financial numbers need be shared; simply provide examples and testimonies of engagement by the church's leadership. If a giver, knows leadership are generous toward the church, they are more likely engage with their faith and finances in a more committed manner.

# Whats Next?

Here are four practical steps toward making the offering moment a priority at your church:

- 1** Decide to make the offering moment as equal a priority as the worship and preaching.
- 2** Assign one person to be responsible for the planning and execution of this moment. They will have to be on the worship planning team or at least high level planning meetings to ensure this gets the priority it deserves.
- 3** Record and evaluate each worship offering moment in your staff meeting each week. This type of evaluation will provide constructive criticism that will give accountability and ensure an increasingly engaging offering moment in your worship service.
- 4** Share stories and tangible experiences of generosity that your congregation can relate to. This will require creating the process to get stories from your team and allow everyone on your team to contribute to the priority of this moment.

This resource is adapted from  
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