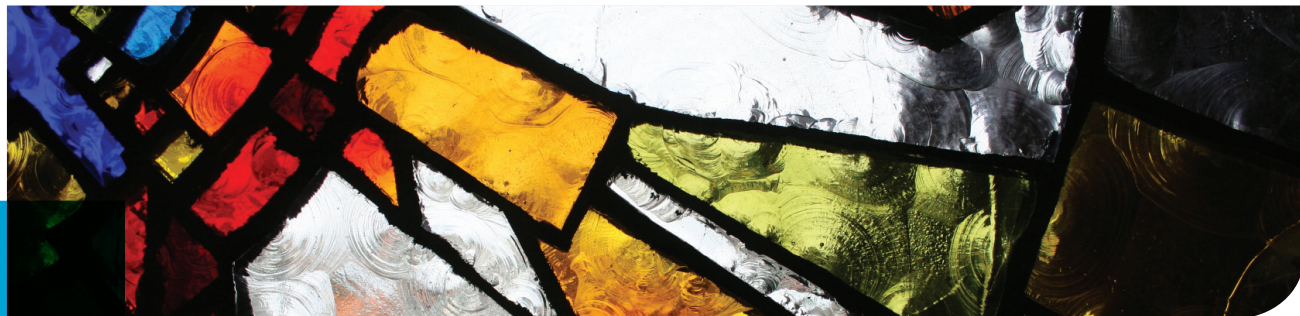


Creating congregational cultures of generosity

A seminar to awaken a spirit of generosity within congregations



You may see the challenges of the economic climate, be concerned about the financial stability of your congregation, and desire to foster generosity among your attendees.

Consider the Lake Institute on Faith & Giving's seminar, *Creating congregational cultures of generosity* (CCCG), which specifically helps pastors and their leadership teams:

- Rethink their role in congregational finances,
- Become better stewards of their donors' gifts, and
- Awaken an ongoing spirit of generosity within their communities.

Everence Financial and Lake Institute are pleased to announce a new partnership to offer this seminar to congregations at an affordable cost.

The Lake Institute developed *Creating congregational cultures of generosity* based on extensive research. Part of Indiana University's Center on Philanthropy, the institute is committed to having a practical impact with this seminar, which has touched congregations throughout the nation.

"This training is another reminder that generosity as a core value is not innate to individuals, but requires training and practice to become faithful stewards."

– Beryl Jantzi, Everence Director of Stewardship Education



Everence

What you will learn

Most contemporary resources that deal with congregational finances focus on fundraising techniques. *Creating congregational cultures of generosity* demonstrates how to “bake the cake” of congregational generosity by exploring the significant and necessary steps to creating lasting cultural change within a congregation.

It synthesizes the Center on Philanthropy's research and practical experience with religious organizations. Through presentation, small group and individual exercises, participants imagine and design their own plan for creating cultures of generosity. The seminar offers a high degree of interaction.

This seminar is ideal for:

- Leadership of congregations and religious organizations
- Clergy, senior church leadership
- Lay people
- Administrators
- Stewardship committees
- Fundraisers who are directly involved in congregational-wide decisions

People who take this seminar will:

- Understand the landscape of religious giving based on the latest research
- Appreciate the theological significance of generosity
- Understand the relationship between organizational accountability and generosity
- Understand and process the idea that congregational finances are an arena for pastoral care
- Analyze their current congregational culture
- Design a working plan to implement cultural change to move toward greater generosity

Are you ready?

Step 1) Check-in checklist

Before you take this course, you should:

- Believe in your congregation's capacity for greater generosity
- Have a desire to become more comfortable with money
- Be willing to redefine giving in your congregation
- Understand giving to include service, social networks and the sharing of ideas and professional expertise

Step 2) Build your team

Leadership of your congregation must have buy-in. Gather at least three:

- Senior clergy (required)
- Treasurer
- Board member
- Entrepreneurial lay leader

Step 3) Take the seminar, Creating congregational cultures of generosity

See information below on contacting us to learn about seminar.

Step 4) Follow-up

Recommendations for post-seminar accountability:

- Convene a bi-annual luncheon of participants
- Host a reunion in six months
- Create an online group for conversation using Google or social network sites
- Join the dialogue on Twitter and Facebook, search for: Lake Institute
- Follow the Institute's blog and e-newsletter, Insights

We invite you to join The Lake Institute and Everence for an interactive training experience that offers fresh ways to engage the call to generosity, both from a spiritual and practical perspective. Make this the year where generosity is the signature of your members who are informed, inspired and ready to impact their community. Respond today.

Getting started

Contact either:

- Your Everence church relations representative

(You can find your representative at Everence.com or call (800) 348-7468.)

- Jim Frado, Everence managing director for Northeast Ohio and overseer of Everence church relations work, (800) 986-9988, jim.frado@everence.com

Testimonials and details about seminar structure are available upon request at (317) 278-8955, lfi@iupui.edu.

The partners

The Lake Institute serves the public good by exploring the multiple connections between philanthropy and faith within the major religious traditions. Its mission is to foster greater understanding of the ways in which faith inspires and informs giving – bridging academic research and practical tools for the benefit of congregations. It is a premier leader in faith-based training and teaching. Learn more at www.philanthropy.iupui.edu/Lakefamilyinstitute.

Everence helps individuals, organizations and congregations integrate finances with faith through a national team of advisors and representatives. Everence offers banking, insurance and financial services with community benefits and stewardship education. Everence is a ministry of Mennonite Church USA and other churches. To learn more, visit Everence.com or call (800) 348-7468.