

## Generosity Matters: March 2020 Update

Generosity Matters is a set of web-based financial and stewardship emphasis originally developed for use in congregations by the Virginia Synod, Pastor David Derrick and St. Philip Lutheran Church. The updated version has been modified for use by congregations to talk about stewardship in our world which has been reshaped by COVID-19.

There are both digital and non-digital resources in this folder. The notes below begin with a description of the digital resources and then cover the non-digital resources.

### Digital Resources

- **Graphics** for use with Generosity Matters.
- A **PowerPoint with the webpage design and a design for the Mailchimp or Constant Contact email**. To use, download the file (it works best on PowerPoint, not Google Slides). Instead of playing the PowerPoint, scroll down through the slides. Each slide represents a section of the webpage or email starting at the top of the page and working to the bottom of the page. This design is a suggestion, please modify to fit your context.
  - Note: The suggested format for the webpage was created to be used with WordPress, but the concept should be adaptable to any format. Go to <http://www.stphiliplutheran.net/generosity-matters/> to see an example of what a Generosity Matters webpage looks like.
  - Send the introductory email as the launch to Generosity Matters and then include information about Generosity Matters and website link in weekly emails to the congregation. Two weeks after the initial email, consider re-sending an updated version of the introductory email as a reminder.
- **Script for an introductory video** for the site. If you are not comfortable or able to do a video introduction for the page from a pastor or congregational leader, use a people picture in place of the video. The video can be created with an iPhone. Remember to keep the video short, positive and focused on ministry. The script is also the basis for the pastoral letter included in the non-digital resources.
- **Devotions** to accompany the scripture verses in the webpage design are in a document in the folder and an image to go with the first devotion is in the folder as well. The second and third images should be from your congregational life.
- An example of a **Generosity Matters Sharing Your Time, Wisdom and Skills Form produced in Google Forms**. You can also [access the form here](#). If you have questions about how to create or use a Google Form, please contact Emily Pilat ([pilat@vasynod.org](mailto:pilat@vasynod.org)).
  - The advantage of using a Google Form is that all the information on the form is put directly in a Google Sheet.
  - *Note:* Create your Google Form using an email account from your church. Do not use the example or you will not be able to see information people submit.

- **Options for Giving March 2020 Update** – This document can be customized with your congregation’s information. It give suggestions of ways to give when we are not gathered together physically.
- **Thank you postcard or email:** Whenever someone makes a new gift or shares their time, wisdom, and skills with the congregation, it is important to send a thank you note or email acknowledging the gift. These files contain a sample postcard and a sample email which could be used as a thank you. For the postcard, you can print these postcards on cardstock, add a signature and then mail to everyone who responds to generosity matters.

## Non-Digital Resources

Since not everyone has access to websites and email, there are additional resources and suggestions for using Generosity Matters resources through the mail.

- **Generosity Matters Congregational Letter** – This sample letter provides an opportunity to talk to your congregation about the need for financial support during a time of physical distancing. Put the letter on your church letterhead. It could be signed by the pastor and/or Council President. When you mail this letter, include the Options for Giving Document. You might also consider including a return envelope pre-addressed with the church’s address for people to use to make their gift.
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## Financial Communications

Be intentional about your financial communications. Consider sending a giving statement and a thank you note at the end of March. With the move away from worshipping on Sunday morning, it will be especially helpful to send a giving statement and thank you note at the end of March to help people remember what they have given so far in 2020.

- **Developing a Financial Communications Plan** – This document gives you a framework for developing an overall financial communication plan. It is meant to be used with a team and to help you communicate intentionally about your financial situation.
- **Giving Statement Thank You** – This file offers a suggestion for a Generosity Matters Giving Statement Thank You note. The template provides a half page thank you note.

Please include a thank you note in every giving statement. This is a wonderful opportunity to say “thank you” and to make a connection to ministry.

- **Suggested Pattern for Giving Statements** – This document offers suggestions for giving statements during a normal year, but the ideas will be helpful for 2020 as well.