

# Contagious Generosity: Creating a Culture of Giving in Your Church (Leadership Network Innovation Series)

Chris Willard, Jim Sheppard

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The general practices related to church funding aren't producing the same results they have in the past. There is a general acceptance that something has changed but little talk or interest is coming from traditional church leader training sources such as denominational entities and seminaries. Pastors are largely left to their own devices to "figure this out." They need a lifeline. While some churches are experiencing exponential growth, some churches - despite their best efforts - have been unsuccessful at moving beyond survival mode. Coupled with increased competition from other nonprofits and a decline in the commitment to give to the church first, churches risk losing the funding they need. A growing number of leaders are beginning to discover there is another way and are struggling to understand what makes one church generous and another not. There is a need in the market to offer a simple, working definition of "generosity" and reveal the "secrets" some church leaders seem to have simply stumbled upon which are resulting in unexplainable ministry growth and unprecedented church funding even in the midst of tough economic times. The content of this material was developed and refined by Jim Sheppard and Chris Willard through years of ministry leadership in the local church, consulting with church leaders across a broad spectrum of church settings, and through participation in and leadership of the Generous Church Leadership Community facilitated by Leadership Network. Of particular benefit will be the collection of observations and best practices gleaned during the Generous Church Leadership Community that originated within real-life church leadership situations and scenarios by highlighting specific challenges, methods, and successes.



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