

Generosity Committee Meeting

June 10, 2021

Attending: Ronda Beggs (chair), Bob Beggs (board), Rick Blum (staff), Scott Rogers, Jen Holmer, Lars Haskins. Not attending: Heather Allen, Nicole Watson

The meeting began at 6:05 p.m. with prayer.

GSB -

Then after introductions, Rick talked about how we got here, and our decision last meeting to pursue GSB and Mike Ward as a consultant for our fall campaign. Rick and Ronda both attended group meetings last month as a part of the review.

Rick's group was Greater Milwaukee. He did not find the group particularly interesting or helpful.

Ronda's group was Metro DC/Chicago. She did find her group educational and inspirational.

Rick followed up with Mike Ward after both meetings. Mike thinks we would be best served to be in the Metro DC/Chicago group. Mike also helped convince Rick to move forward by telling him about his new focus on storytelling and a new hire at GSB. He has hired a former development director, Mitzie Schafer, to help churches focus on impact-based messaging to inspire members of your congregation to give. Mike has also written a book since the 2019 campaign entitled Abundance: Creating a Culture of Generosity. Both of those development convinced Rick to move forward. Total Cost: \$4500.

Rick handed out a copy of Mike's book to everyone who attended. He said he would order more for the rest of the group.

Mitzie will run a writing seminar for staff and committee members on Monday, June 14. Rick said he would record the seminar for others later (NOTE: Scott Rogers and Rick attended the writing seminar.)

Bob asked whether will our campaign look different? Rick said he wasn't sure, but it sure felt like a different approach than previous years. Rick said Mike believes we can see a 10-15% increase in giving.

Scott said that having an outcome that can be achieved makes it seem like it's worth doing.

Theme -

Suggestions: Within, Abundance, Forward, Onward, Resurrection,

Jen said she liked building off Beyond, circling out of COVID.

Scott said people don't want to restart, they want a new start. Build back better. Seems right. Re-gathering. Wondered if we could built a master campaign "re-", and use a spinning wheel to see what word followed "re" (revive, renew, refresh..etc..)

Scott asked whether it is wrong to ask for pastoral input?

Other re – words followed.

Bob – Reimagine?

Scott – reveal? True self revealed by the pandemic. A fresh feeling for me. It's not rote for me anymore.

Ronda – Reset. We're resetting.

Scott – Renew? RE – new, veal, set (dial spinning) multi-week. What's your "re-" Hand out pieces of paper "What's your re –

Scott – Within. Bringing people back together.

Ronda – will talk to Mike about the possible theme.

Rick – will talk to the Pastors about the theme.

Rick asked how many books he should buy? We determined we would need 2 or 3 for Nicki, and Heather, and possible Steve Kelley, if he should decide to join the committee.

Next Meeting – Thursday, July 8 6:00 p.m. TBD

We finished with the Lord's Prayer at 7:10 p.m.