



**HEARTLAND
CONFERENCE**
UNITED CHURCH OF CHRIST
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EXTRAVAGANT GENEROSITY VIDEOS

Drawing on my own experience and shaped by insights on best practices from the Lake Institute, I designed the **video series “Extravagant Generosity”** to provide these resources. Because fundraising arises from our faith commitments, the series begins by looking at the spirituality of generosity through conversations with the national leaders of the UCC. Then, it looks at ways to express gratitude for people’s generosity. Lastly, the series turns to the practical elements of a campaign, such as giving a testimonial and creating a narrative budget.

You can watch the videos as a series or singly. The videos on the spirituality of generosity might be useful as devotionals before a board or committee meeting.

I hope you find these videos helpful as you plan your fall campaign. You may also want to join a cohort of your peers in a stewardship learning community this fall. See below for details.

Yours in Faith,
Andrew Warner

Overview

[1. Teaching and Thanking as Often as We Pass the Plate](#)

Step One: Generosity as a Spiritual Practice

[2. Generosity as the Stewardship of Hope](#)

[3. Generosity: Stewardship of Values](#)

[4. Generosity as the Stewardship of Risk](#)

[5. Generosity as the Stewardship of Gratitude](#)

Step Two: Offering Thanks

[6. Saying Thank You](#)

Step Three: Running an Effective Campaign

[7. Developing a Year-Around Plan](#)

[8. "Why Pledge?"](#)

[9. Calendar for your Campaign](#)

[10. Developing a Case Statement](#)

[11. Why Pastors Need to Know about Giving](#)

[12. A "Message Map" for Testimonials](#)

[13. Developing a Narrative Budget](#)

[14. The Power of Asking](#)