

## The Episcopal Diocese of Central Florida—Generosity Conference

### Agenda

Thursday, May 6, 2021

- 9:30           **Welcome:** Stu Shelby, Rector, All Saints, Winter Park  
**Opening Remarks & Prayer:** The Rt. Rev. Greg Brewer, Bishop
- 9:40-9:45       **Introduction & Schedule Overview:** Kristine Miller, Partner, Horizons
- 9:45-10:15     **The Philanthropic Landscape & the Five Disciplines of Vital Churches**  
In this session, we will review the current philanthropic landscape and noteworthy trends that impact giving to the church. We will also describe the Five Disciples for growing generosity in your church: Keeping it Spiritual, Telling Your Story, Making the Ask, Building Donor Relationships, and Measuring Effectiveness. Effective strategies in each of these five areas will shift your church's generosity culture and help you grow giving to the next level.
- 10:15-10:45    **The First of the Five Disciplines: Keeping it Spiritual and Telling Your Story**  
A deeper dive into why and how to keep generosity grounded in gratitude, revealed through prayer, and lived in faith. Discussion of the connection between growth and giving and our journey as disciples. Also, a look at the importance of telling your ministry story and the many ways in which churches can encourage generosity through storytelling.
- 10:45-11:00    **Break**
- 11:00-11:45    **Making the Ask, Building Donor Relationships, & Measuring Effectiveness**  
This session will focus on how to make the ask in a variety of ways and how to develop deep personal relationships with givers. Finally, we will share how to measure the effectiveness of your generosity strategies to ensure true culture change.
- 11:45-12:00    **Questions & Answers**
- 12:05-12:30    **Noonday Prayer**
- 12:30-1:00     **Lunch**
- 1:00-2:15       **The Importance of Planned Giving—to your Givers**  
You may not think Planned Giving is important to your church's mission, but what about your givers? Let's explore why a robust Planned Giving program is essential to every parish—regardless of size. Whether your Planned Giving program has been moth-balled or only just imagined, we will provide some next

steps for moving it forward and share some research-based ideas for promoting it to your members.

2:15-2:30 **Break**

2:30-3:15 **Developing an Effective Annual Pledge Campaign**

Using TENS (The Episcopal Network for Stewardship) materials, we will share a timeline and strategy for effectively increasing annual pledges, including how to assess your success.

3:15 **Questions & Answers**

3:30 **Closing Prayer**