



Thank:
Generosity Pathway
Thank You Strategy



Let's create a filter to learn who needs to be thanked, what is the appropriate way to thank them, and decide how many expressions of appreciation are appropriate in the course of the year. We are going to refer to the five different types of givers from the Generosity Pathway to help us categorize. This way of thinking will also help support our discipleship and growth plan for everyone.

1. Create a list of the ways your church currently expresses thanks and appreciation for financial gifts. You can include items like letters, reports, and even verbal words of appreciation at an event.

2. Create a list of ways your church currently expresses thanks and appreciation for other modes of generosity like serving or caring for one another.

3. Using the chart below, locate where different types of givers may be located in specific ministry teams, events, or programs. These events will provide you with the opportunity to express thanks in mass or in targeted ways. For instance, you may include the corporate worship service as an event and decide that this is the best venue to express thanks to Beginning Givers. A monthly Deacons/Elders/Trustee Meeting might provide an opportunity to communicate appreciation to Expanding or Extravagant Givers.

Type of Giver	Ministry Event, Program, or Easy Opportunity to Express Thanks	How is appreciation best expressed to this group in this setting?
Beginning		
Consistent		
Tithing		
Expanding		
Extravagant		

4. Given the opportunities you identified in questions 1-3 to express thanks to specific givers, what opportunities might be missing?

Which group of givers could use more appreciation?

Are there current events or opportunities you are not currently using that could easily contain a moment of appreciation?

5. Volunteer appreciation, leadership rallies, training events, team meetings, newsletters, social media, handwritten notes, and personal comments to individuals are all vehicles for expressing appreciation. Can you think of other ways your church can raise its appreciation game?

6. Create a yearly calendar of your newly discovered Generosity Pathway Thank You Strategy and add it to your Generosity Playbook.