



Launch: Message Series Considerations



If you choose to launch the Generosity by LifeWay digital giving platform with an introductory message series, we encourage using one of two options.

In the first option, you could utilize the [Generous Life series](#) which unveils the Generosity Pathway. The Generosity Pathway details five different types of givers and how each type of giver can utilize a different aspect of the digital giving platform as a practical application. This series is robust in that it offers five messages, small group discussion guides for all ages, family devotions, and a media kit. *(There is a cost based on church size and you have access to an immediate download.)*

Another option is the "Get Ready" series which takes a lighter, broader approach to the many different ways we can express generosity. It will address being generous with our words, deeds, and actions in all of our relationships. It is a great foundation starter if you are just beginning to reframe the topic of money and generosity in your congregation. *(There is no cost to this series and it contains messages along with adult small group discussion guides. It is included in your Launch Kit.)*

It is important to create a filter that helps you launch the digital giving platform with the best long term view. Do not assume that just because you launch the tool that giving will automatically increase. Also, do not assume that your church is experiencing a healthy financial culture prior to the launch. Setting the culture in a positive and biblical framework is critical for long term success.

Here are some questions to consider before launching a message series:

1. How would you describe your current financial and giving culture?
2. How would your staff/church leaders describe your current financial and giving culture?
3. How would a church member describe your current financial and giving culture?
4. How often has the topic of money been addressed over the past year?
5. How confident are your people in the financial health of the church?
6. Is the launching of Generosity going to be the first positive giving conversation you have experienced in a while, or one of many?
7. Once you launch the Generosity platform, how often will you teach about money and giving during the course of the year?
8. Do you have an immediate follow-up plan?
9. Is the vision of our church clear enough for people to increase giving?
10. In the past, have you spoken more about the budget and financial needs than you have vision?
11. How can you clarify the vision or yearly initiatives while launching the digital giving platform? (Generosity is not about need or fundraising. It is about leadership, discipleship, and impact.)