

Navigating Generosity in the Modern Church

Episode 394

In this episode, Amy sits down with Doug Turner, President of GenerosityOS, to talk about how church giving strategies have evolved (spoiler alert: episodic capital campaigns are so 2004). Doug brings decades of experience from helping churches like Willow Creek and Redeemer Presbyterian fund their vision, and he's got some fresh insights on why year-round generosity and vision clarity are the new power couple in church finance.

If you're tired of the same old "pass the plate and pray" approach, this conversation is for you. Doug unpacks why traditional capital campaigns are shifting, how to build a culture of generosity that doesn't feel like a permanent fundraiser, and why churches need to stop trying to fund unclear visions (seriously, stop it). Plus, he shares practical first steps for church leaders ready to level up their generosity game.

Whether you're a pastor who breaks out in hives at the mention of money talks or a church leader looking to build a more sustainable funding model, this episode delivers the straight talk you need about modern church giving.

Key Quotes

1. DOUG: "Ultimately, when we walk through the process with people, we see God animate vision into reality."
2. SEAN: "It's better to have more vision than you have resources for, but it is nice to have *some* resources to accomplish your vision."
3. DOUG: "If the only thing people are giving money to is to meet a need, then we're missing the real understanding of what the gospel-centric idea of stewardship is."
4. DOUG: "We believe that people discover something about God through generosity that they don't discover any other way."

Self-Assessment: How Are We Doing?

Let's take some time this week to gather stakeholders and think through our generosity culture with the following questions:

1. What does our generosity culture look like?
2. What's working about that culture? What's not?
3. How do we communicate it in our giving conversations?
4. What is our congregation actually hearing? Does it match what we're actually trying to convey?
5. What is our theology of generosity, and does our congregation know it?

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