



The Generosity Project

Transforming Stewardship, Cultivating Generosity

A Fresh Approach to Stewardship: Let's be honest, talking about money in church can feel awkward.



What if stewardship was about joy, gratitude, and faith in action? The Generosity Project is all about—helping pastors and churches re-frame the conversation around giving so that it is life-giving.

The Generosity Project is a collaborative effort between American Baptist Churches USA, regions, and local congregations. It provides an opportunity for pastors to learn, grow, and rethink stewardship and generosity in their congregations. Pastors engage in deep conversations, share real challenges, and experiment with new ways to cultivate generosity, equipping them with tools to foster a culture of generosity.

The Generosity Project Nurtures:

Celebration!

We recognize God's abundance and practice gratitude.

Conversation

We explore why stewardship feels so difficult and learn new ways to lead.

Change

We challenge old patterns and embrace new perspectives on giving.

Creativity

We experiment with ways to encourage generosity in our churches.

The Generosity Project Creates Space for:

- Hope for the future of the church
- New possibilities for mission and ministry
- Generous disciples who embody Christ's love in action



Guiding Principles

- Generosity is rooted in God's abundance, expressed in gratitude, attitude, and action.
- Generosity is essential to following Jesus and living out our faith.
- When we change the way we talk about stewardship, we build trust, faith, and a culture of generosity.

Learn More

Get books, webinars, and blog posts to inspire the journey at www.abc-usa.org/generosityproject, or contact GenerosityProject@abc-usa.org or (610) 768-2318.

What Pastors Are Saying:

"The Generosity Project has helped me think about stewardship all year long—not just when it's budget season!"

"For years, I struggled with the idea that stewardship was just about 'keeping the lights on.' Now, I see it invites people into a deeper discipleship."

"I used to dread talking about money. Now, I approach it with confidence, joy, and a fresh perspective."



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Your church's support of **United Mission** makes **The Generosity Project** possible. Thank you for helping to strengthen our American Baptist family as we **serve as the hands and feet of Christ!**

