



## ADVANCING GENEROSITY – THE RECIPE OF WESTFALL GOLD WITH DAN CLARK

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### THE RECIPE OF WESTFALL GOLD

- Leveraging the power of gathering creates tremendous benefits for leaders.
- There is something special about inviting people to come gather with you.
  - With major donor development, it takes about 18 months for someone to make their first major gift because it takes time to develop trust.
- We want to create an environment to build trust and community and deliver a compelling case for support that leads to an outpouring of transformational generosity.
  - We want to inspire people to give in ways that will truly transform an organization.
- Courage is one of the key ingredients. Nobody likes to be rejected, but it's inevitable with fundraising.
  - "No" has no power over you. If God gives the vision, He will supply the provision.

"There is no lack of resources in God's kingdom. There's just a lack of leaders who are skillful and willing to ask for them." - *Dan Clark*

### CHURCH FUNDRAISING

- Give the people within your church the opportunity to give before reaching outside to businessmen and women in your community.
- It's easy to look out at the crowd and see the need – we know their struggles and challenges, but what we need to see is God, who meets their needs and provides for the vision we are stewarding.
- Be faithful to steward the vision and allow people to be faithful in responding to it.

"Every 'no' gets you one step closer to your 'yes'." - *Dan Clark*

### ASKING FOR PEOPLE TO GIVE

- When it comes to asking people to give, it is important to invite people to consider giving instead of trying to manipulate or pressuring them to give.



- Try using open, non-threatening language such as:
  - “Would you consider praying about...?”
  - “Would you pray about being a part of...?”
  - “Would you consider giving to...?”
- Pastor Chris likes to say: “I’m not asking, but I’m unapologetically asking you to ask God.”
  - My ask and God’s ask are different. God many times will prompt them to do things beyond what you thought their capabilities were.
  - When His spirit is inside of people, they are inherently generous and want to give.
- Assume that God has given them or entrusted them with more than what you are aware of.
- Remember that the first gift demonstrates trust, not capacity. When you are faithful and steward their money, they will come back and give more.

#### ADVANCE

- Westfall Gold has been working on a video series to help church leaders not just raise money, but advance the vision that God has given them!
- It is on track to be released in January 2024 with the goal of helping pastors grow the courage and the skill to unleash generosity in their churches.
- The series will include about 20 hours of content and feature pastors such as Chris Hodges, Craig Groeschel, Carey Nieuwhof, Ashley Wooldridge, and others.
- Westfall Gold’s website can be found in the resource links on the next page.

#### IMPLEMENTING THE PRINCIPLES AT HIGHLANDS

- Implementing Westfall Gold’s principles at a Legacy Event:
  - Have a Trustee give the reporting of how money has been handled.
  - Don’t overwhelm people with material. Keep everything in short sound bites.
  - Tell a story and invite people into a narrative.
- In 2024, Westfall Gold will be helping Church of the Highlands with their Anniversary Sunday, Legacy Banquet, Vision Sunday, and Legacy Season.
  - While they help Highlands get better, PC will be studying it to create something scaleable for other churches to model.

“I’m not asking, but I’m unapologetically asking you to ask God.” - *Chris Hodges*



### DISCUSSION QUESTIONS

See the last two pages for Discussion Questions that will help you and your team get the most out of this episode!

### RESOURCES

- [Advance Master Class Series](#)
- [Westfall Gold](#)
- [Monthly Mentoring with Pastor Chris](#)
- [Develop Kingdom Builder / Legacy Teams](#)
- [Previous Episodes + Show Notes](#)
- [Highlands College](#)
- [Free Church Resources](#)
- [Compassion International](#)
- [The StudioC](#)
- [The Wesleyan Investment Foundation](#)



**DISCUSSION QUESTIONS:**

Keep growing to reach your full potential by asking yourself and your team these questions:

**THE RECIPE OF WESTFALL GOLD**

- 1. What is the importance of gathering together and developing trust with our current and potential donors? What can we do to improve both of these areas?

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- 2. What can we do to cultivate the skills and willingness to seek resources for our vision?

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**CHURCH FUNDRAISING**

- 1. Why is it important to give our own people the opportunity to give? How does focusing on God's provision impact this?

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- 2. How does the idea of "Every 'no' gets you one step closer to your 'yes' " apply to our church fundraising?

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- 3. How can we maintain resilience and motivation in the face of rejection?

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**ASKING FOR PEOPLE TO GIVE**

1. Why is it essential to use open and non-threatening language when inviting people to consider giving?

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2. How can faithful stewardship of initial donations foster a culture of giving?

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3. What is the significance of saying, "I'm not asking, but I'm unapologetically asking you to ask God"?

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