

## OFFERING TALKS RESOURCE #3

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Offering talks are a critical, foundational activity that all churches need to employ in times of social distancing **and beyond**. The use of effective offering talks is highly correlated to churches whose members give above average amounts of their household income to God through their local church. Conversely, they are largely absent in churches with poor individual giving.

**Horizons believes that well-crafted offering talks are a critical best practice to developing a culture of stewardship, giving, and generosity and should be implemented as part of your Recurring Giving Development Plan.**

A good offering talk typically includes one or more of the following:

- **A specific story of impact and transformation** that directly connects the church's life-changing ministry with the listener's giving patterns. Stories about a single person or a single family are usually the most effective. Focus on the story of a single life changed and avoid trying share a story about the entire youth group or a group of persons impacted.

There is a church in Brentwood, TN that shares a ministry impact story every Sunday just before receiving the offering. The story is usually 60-90 seconds in length. Following the story, the pastor will say "Thank you church for your giving. Your generosity made this story possible. Thank you! And if you are here this morning and have not discovered the joy of investing in the lives of people and you want to be a part of these stories, we invite you to begin giving today...." The minister will then share the various ways someone could give to their church.

- Offering talks can also be a great time to **share a short biblical truth** about stewardship, giving, and generosity and its application to your listeners. The biblical teaching is most impactful if it focuses on giving and generosity but does not need to be limited to financial generosity. Several examples of strong teaching passages to consider are:
  - *The Good Samaritan (Luke 10:30-37)*
  - *The Widow (Mark 12:41-44)*
  - *Feeding the 5000 (John 6:1-14)*
  - *The woman and the alabaster jar (Mark 14:3-9)*
  - *The Generosity of the Macedonian Churches (II Corinthians 8)*
- Offering talks can be instructional for the listeners by explaining exactly what is about to happen in the offering moment.
  - You might point out the **various ways to give** and have them displayed on your screens or other locations
  - Consider a **downloadable bulletin** and include a reference to the offering in the order of worship
  - Hold up a **seatback e-giving card**, explain its purpose, and encourage everyone to use it. The pastor should place one in the offering receptacle.