



**THE  
GENEROSITY  
PROJECT**

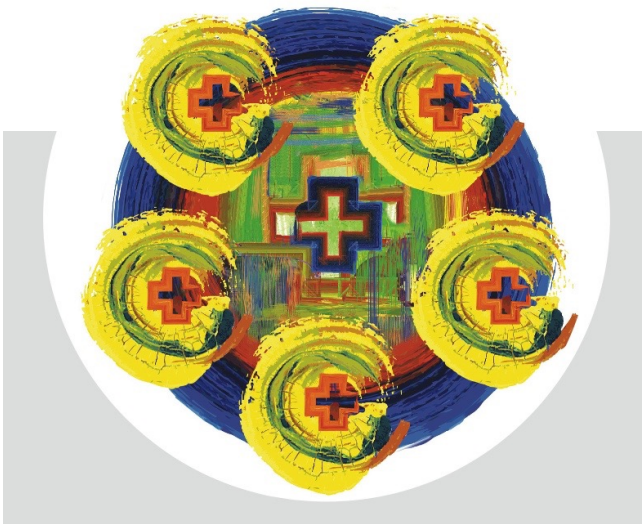
**Growing in God's Grace Generation to Generation**



**Evangelical Lutheran  
Church in America**

# THE GENEROSITY PROJECT

(TGP)



**Connect Generations.**

**Equip Households.**

**Create Centers for the  
Faith Practice of  
Generosity.**



## TGP Guiding Principles

- God's story in Jesus shapes our lives and decisions.
- All ages have the ability to be generous.
- Generosity is best practiced in households.
- Generosity is a daily expression of our faith.
- We are all stewards of God's abundant grace.



## TGP Goals

- Grow a culture of giving.
- All generations recognize God's grace and generosity.
- Practice generosity and mature as Christ's disciples.
- Celebrate God's story of generosity locally and globally.
- Sing, pray, practice, laugh, learn and worship together.



# THE GENEROSITY PROJECT is...





# Hospitality





## The Gathering Table

The Lord's Table and the household table



# CONNECTING GENERATIONS







## A Cross † Gen Welcome



# Celebrating the Generations





## Cross † Gen Conversation ...



*“Who is the most generous person you know?”*



# STORY

The world's story. God's Story.  
Your story. My story.





## The world's story...

- Brand loyalty begins at age two...
- Teens in USA spend approximately \$160 billion each year...
- 80% of all global products have a "tween" strategy...

Info: Media Smarts & Common Sense Media





# SHARING GOD'S STORY

a story of crazy generosity







## and my story...



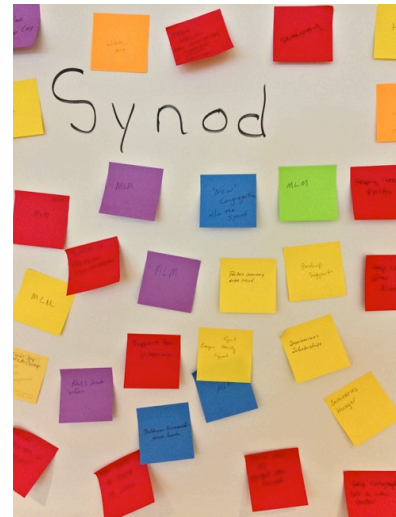
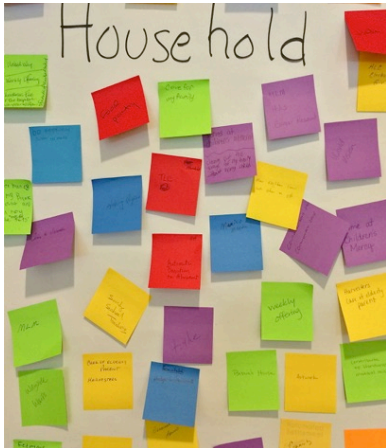




**and your story.**

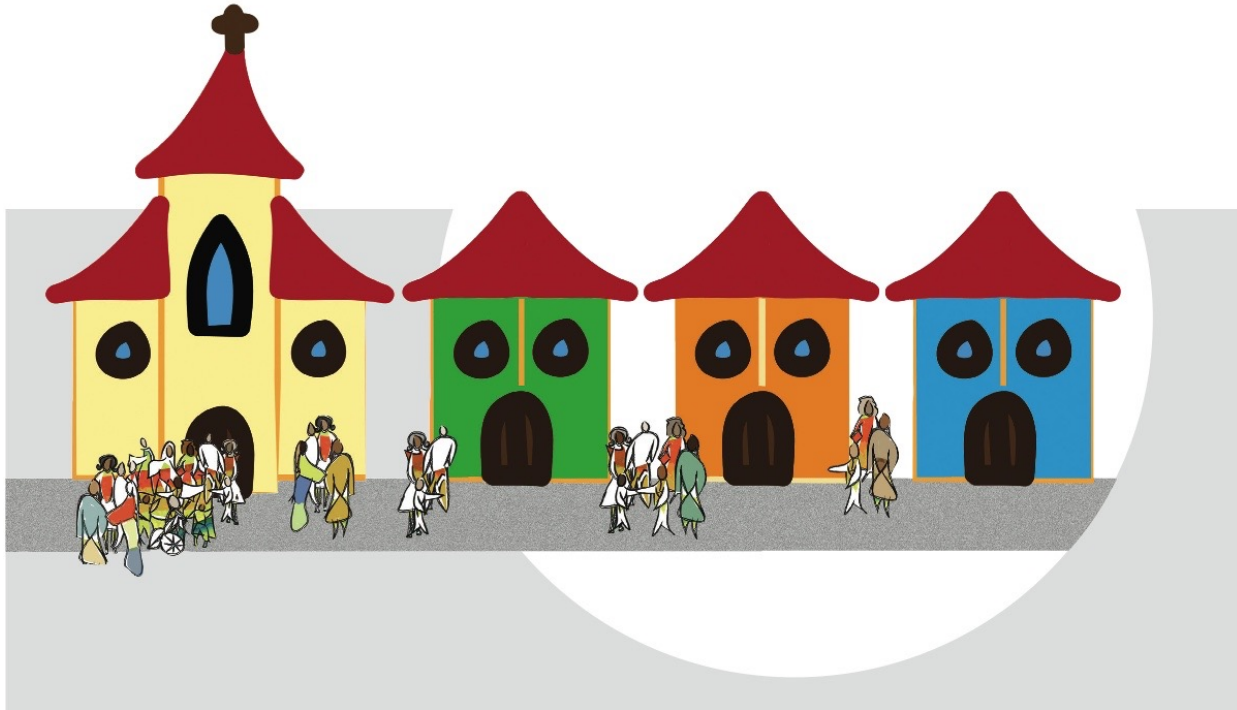


# Local and Global Stories of God's Generosity



# EQUIPPING HOUSEHOLDS

as Centers for God's Generosity





# SAVE

all type Savings  
& loans

\$ 300  
SAVE

\$100  
Savings

save

# SHARE

1000  
1000

1000

Christmas gifts

1000

100  
charity

100  
cloud

\$ 500  
Savings

Donor  
msg

give  
some  
away

1000

1000

1000

charity  
clubs

TAXES

# SPEND

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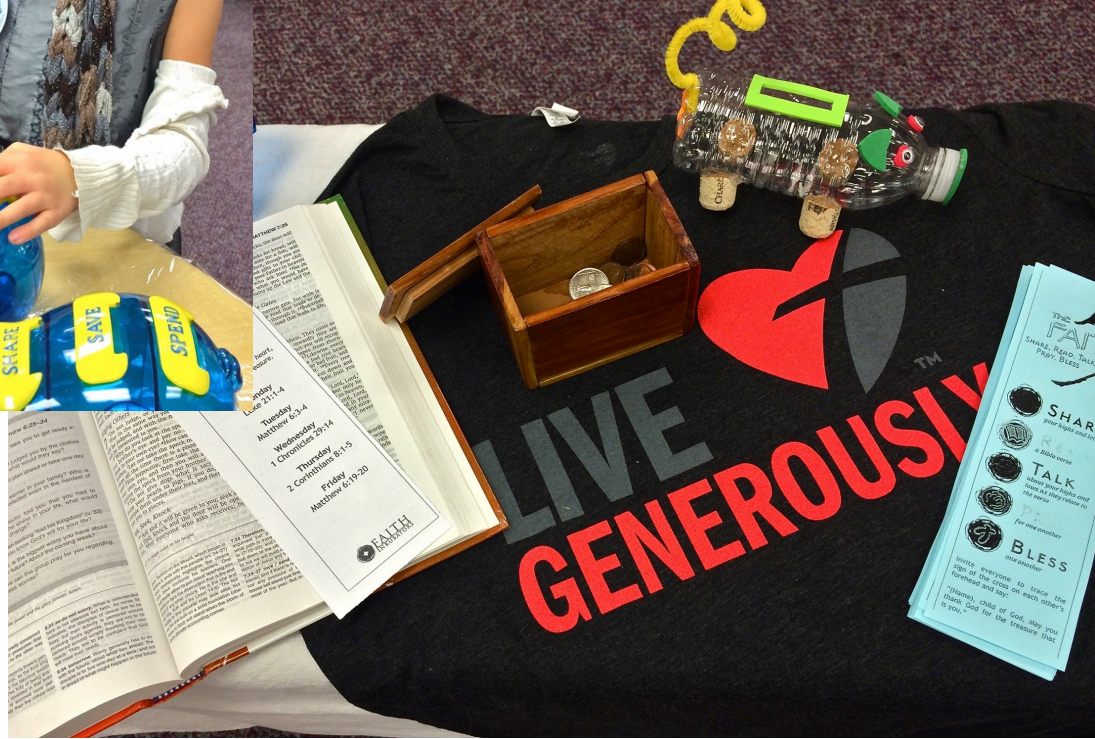
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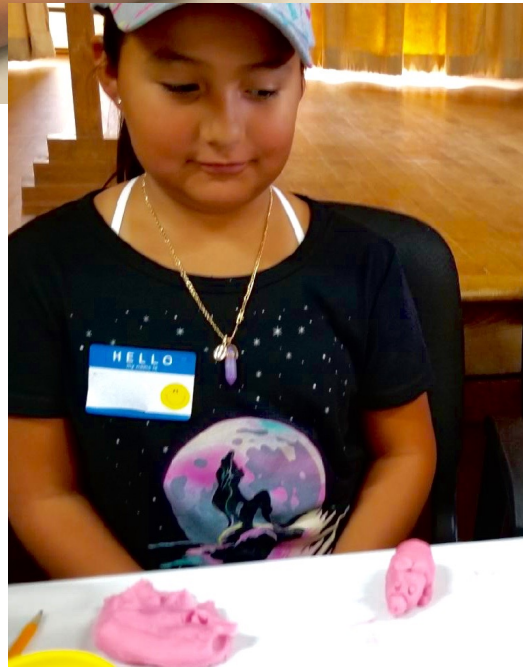




# REMEMBERING GOD'S STORY...













# LIVING IT OUT...





as stewards of God's abundant grace



# generation to generation





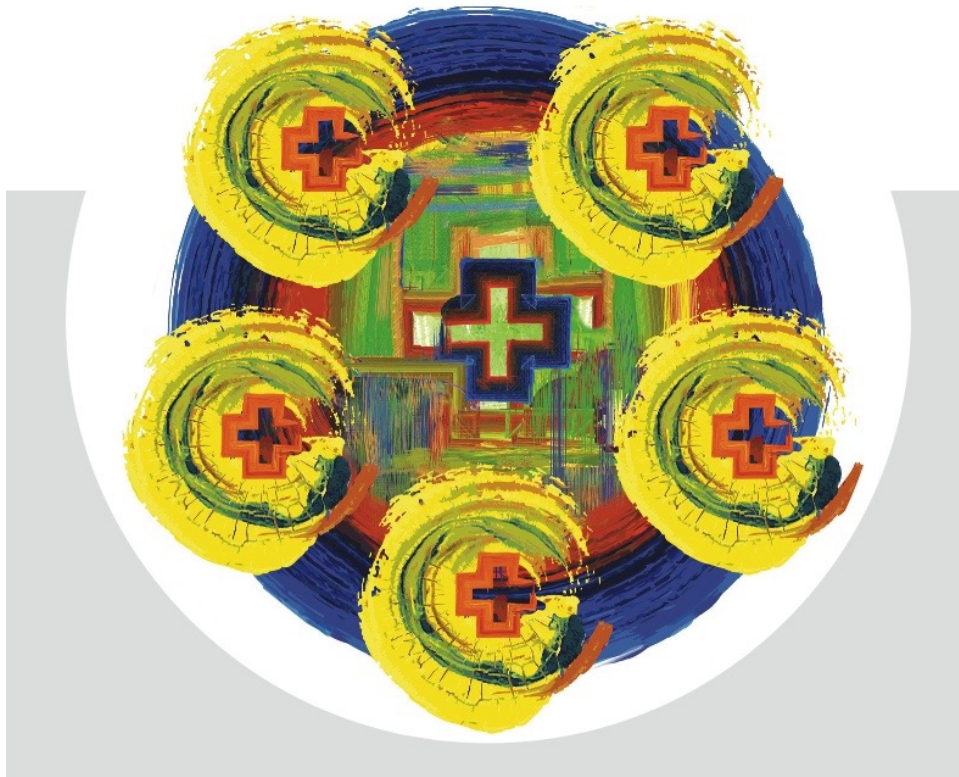
## The Generosity Project Curriculum Components

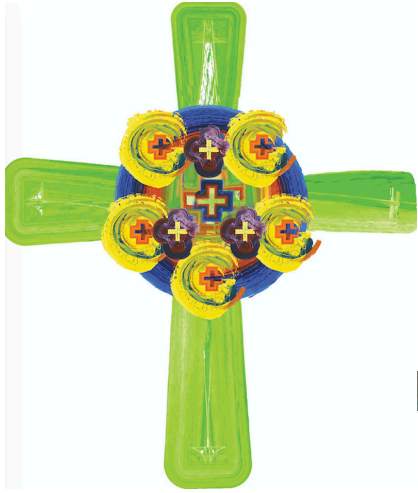
- **The Generosity Project: Foundation & Fundamentals (TGP: FF)**  
The stewardship and discipleship connection.
- **The Generosity Project: Introductory Workshop (TGP: IW)**  
A half-day TGP: IW for TGP to leadership teams.
- **The Generosity Project: 5G Curriculum (TGP: 5G)**  
A six-week multi-use curriculum for congregations and households.
- **The Generosity Project: Annotated Bibliography (TGP: AB)**  
A curated list of books, web sites, articles and research.



# THE GENEROSITY PROJECT: 5G

Creating a Culture of Generosity





# THE GENEROSITY PROJECT

[www.thegerosityproject@elca.org](mailto:www.thegerosityproject@elca.org)

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Connect on Facebook:  
**The Generosity Project ELCA**

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**Evangelical Lutheran Church in America**  
God's work. Our hands.