

7 PROVEN STEPS TO DRAMATICALLY INCREASE GIVING TO YOUR MINISTRY



**Sample materials
on how one ministry used a
multi-tiered giving approach
to greatly increase support**

By Brian Kluth of www.MAXIMUMgenerosity.org

7 STEPS A MINISTRY USED TO DEVELOP A MULTI-TIERED FUNDING APPROACH TO INCREASE ON-GOING GENEROUS SUPPORT

By Brian Kluth of www.MAXIMUMgenerosity.org

On the next 5 pages you will see a sample of how a Christian camp used a giving club (i.e. multi-tiered giving options) approach to generate long-term support for the camp's ministry. When it comes to giving, one size does not fit all. If a ministry wants to develop consistent, faithful, long-term financial support to carry out it's work, it is imperative to create a giving approach and culture that allows their ministry friends and supporters find the appropriate means and methods to support the work on an on-going basis. A multi-tiered approach to on-going support that fits in with the Scripture truth found in Deut 16:17 "Each of you must bring a gift in proportion to the way the LORD your God has blessed you." Also see: Prov 3:9, I Cor 16:2, 1 Chron 29, Ex 35, Ezra 1:5-7, Neh 7:70-72, 2 Cor 8-9, and Luke 8:3. This multi-tiered approach helps EACH PERSON to prayerfully determine the appropriate level of giving and the method in which they will give based on how the Lord has blessed them.

Here were the steps this ministry went through in rolling out and maintaining a multi-tiered funding approach of regular and generous support for the camp:

1. The board of directors was involved in approving the 6 different giving levels and names for each level. Note: This ministry did not approve public distribution of any of the names of any givers and did not offer any giving incentives/promotional items in exchange for people's varying levels of support.
2. At the next board meeting the board members were asked to make their own commitment according to whatever means the Lord had given them. 100% participation was requested. The information was sent prior to the board meeting and collecting people's responses were placed as an agenda item before the first break. Just before the break, the commitment form was redistributed (because some had forgot to bring their commitment form along) and each board member was asked to turn their sheet in during the break. In the camp's case there was one person that was uncertain of what he could commit financially, so he was encouraged to turn in his commitment form with a "minimum amount" he felt he could reasonably promise to give. In previous years, the camp board of directors had cumulatively only given \$2000-\$5000 per year to support the camp's ministry. When the commitment forms were tallied at the end of the break there were board members who signed up for every single level (according to their own God given means) and the camp received a collective amount of over \$30,000 in support from the board for the coming 12 months!
3. The camp then went through the last 5 years of donor records and identified the top 25 people that had supported the camp with one-time or occasional gifts. They were then called on the phone by the director (since many lived 5 hours away or more) and told the camp was starting a new funding program and would it be okay to send them written material to see if they could consider helping. Every single person called said "yes" to this request.
4. The following pages 5 pages of information were sent to each donor who said "yes" to receiving the materials on the new funding approach. A cover letter from the Director was included with the following report. In the letter it mentioned that the Director would call them within the next week to see if they had any questions and to inquire if they would like to help support the camp at whatever level and method they wanted.
5. The next week the Director made evening phone calls and talked to each person. He talked to them about the ministry of the camp and asked if they might be willing to be of help with the new funding program. If they said "yes" (and nearly everyone did), he asked "which level would you like to start out at and how do you want to fulfill this commitment (one time, monthly, quarterly, by the end of the year, etc.). Some people who had given in several years signed on to regularly support the camp for several thousand dollars a year! A confirmation letter and return envelope was then sent out.
6. Over the next few years, the camp would send an annual report in fall to each of these donors with a report on the ministry. The letter from the director would indicate that he would be calling them the following week to answer any questions they had about the ministry and to see if they wanted to stay at the same level, increase it, or decrease it (if necessary) for the coming year. For a number of years, this approach brought significant regularly promised support to this ministry.
7. Once the program was initiated it was promoted in a variety of ways to inform and invite new people to become financial partners. Ways to promote the program can include personal connections to new people (i.e. ask them if it is ok for you to send this material and then follow-up by phone), website, newsletters, mailings, banquets, etc.

Note: The following 5 pages are "samples" to give other ministries helpful ideas on how they could customize this approach for their own ministry. We apologize that the quality of the following scanned pages are not at the highest level. But please realize the value of these pages is not in the quality of the scans but in the value of the modeling of this approach and helpful ideas for ministry boards and leaders to develop their own approach and materials.



YOU ARE INVITED . . .

to make an eternal

financial investment

in the lives of children & teens,

adults & families

through the ministry

of Fort Wilderness.



*“Store up for yourselves treasure in heaven,
where neither moth nor rust destroys,
and thieves do not break in and steal.” — MATTHEW 6:19*

INTRODUCTION: FOR 40 YEARS, FORT WILDERNESS

has been touching thousands of lives with the Christian Gospel, the Word of God, the love of Christ, and God's marvelous creation.

Billy Graham commented on the value of Christian camps when he said, "over 80% of ministers and missionaries today said they made significant spiritual decisions while at a Christian camp."

In today's hectic, fast-paced, electronic, artificial, throw away society, people of all ages need a place to discover God through the wonder of God's creation, the excitement of new experiences, the love of caring Christian leaders, and the preaching and teaching of God's word. With your help, the Fort can be this place for many people!

ANSWERS TO COMMONLY ASKED QUESTIONS:

How old is the Fort?

Fort Wilderness was founded in 1956 and just completed its 40th year of ministry.

How many people does the camp reach each year?

The Fort is one of the largest camps in the nation (top 15%) through its 20 programs that serve more than 6,000 people annually.

What types of year-round programs does the Fort offer?

- 13 weekends of winter retreats serving 150-225 people every weekend
- Summer youth programs that effectively reach boys and girls for Christ
- Junior high camps that shape the lives, souls, and thoughts of 6th-8th graders
- Summer family camps that impact the lives and memories of more than 200 families every year
- Summer and weekend volunteer staff opportunities that allow people to use their skills, interests, and time for God's purposes
- Group outfitting trips that provide lifelong memories and deepened relationships through shared wilderness experiences in God's creation
- Fall and spring outings and retreats for church, civic, family, and school groups

What has God provided to the Fort that makes it such a special camp?

- Dedicated and experienced year-round staff
- A unified and committed board of directors
- Hundreds of caring volunteers
- Year-round sleeping accommodations for 250 people (from dorm-style cabins to quality inn rooms)
- More than 40 buildings on over 300 acres of wilderness lands on two lakes plus access to hundreds of acres of state forests for hiking, biking, skiing, and horse trails
- Tens of thousands of dollars in canoes, boats, camping gear, ski equipment, horses, and program equipment

What is the Fort's annual operating budget and how much comes in through donations?

In the past fiscal year, the camp's budget was \$800,000, and approximately one third of this amount (\$265,000) came from donations.

Does the camp have any mortgages on the property or buildings?

The Fort has no long-term bank loans or mortgages. All of its buildings, property, and equipment are owned 100%. The camp currently has a policy of NOT borrowing for any major capital projects, but instead is committed to raising the cash and financial commitments needed to underwrite the cost of capital projects.

Does the camp's board of directors support the camp?

100% of the camp's 8-person board made an annual financial commitment to the camp. Personal board commitments range from \$600/year to more than \$10,000/year. Collectively, the Fort board has committed more than \$30,000 to the camp's operational and capital projects in the next 12 months.

What type of financial support has the camp received in the past?

Over the years, the camp has received donations from hundreds and hundreds of individuals, churches, and businesses. Most gifts have been in the \$25 to \$1000 range. The camp has also had more than 25 donors who have significantly impacted the camp's ministry with donations from \$5,000 to \$160,000.

What type of financial support does the camp now need?

Fort Wilderness is actively seeking financial partners who want to invest a portion of their Christian giving in the camp's ministry. The following six donor categories have been established (see response sheet) so that people can give at appropriate levels based on their resources and interest level in the Fort:

- **Campfire Circle:** \$100 or more annually
- **Wagon Trail Circle:** Any amount of monthly support
- **Director's Circle:** \$1,000 or more annually
- **Pioneer's Circle:** \$2,500 or more annually
- **Trailblazer's Circle:** \$5,000 or more annually
- **Frontierman's Circle:** \$10,000 or more annually

Can donations be designated?

Each donor has the opportunity to direct their gifts towards general operations, special needs, or specific pre-approved projects. If desired, gifts can be made in honor or memory of loved ones.

Does the camp accept donated gifts-in-kind?

The Fort has received many valuable gifts of horses, vans, trucks, cars, trailers, boats, office/shop/kitchen equipment, furniture, camping equipment, etc. Items are either put to use in the ministry or are sold in order to use the proceeds for the work of the camp. Donors are able to take the fair market value of the item as a tax-deduction.

Does the camp accept gifts of appreciated assets (stocks, investments, property)?

Over the years, the Fort has regularly accepted gifts of appreciated assets.

Does the camp have a current list of projects awaiting funding?

The Fort maintains a "Top 25 List" of projects awaiting designated funding. Some of these projects are under \$5000, and many are over \$5000. If interested, please ask for a current list of the "Top 25" to be mailed or faxed to you.

Where should donations be sent? (see response page for more information)

All gifts should be sent to: FORT WILDERNESS
Attn: Tom Robertson, General Director
Box 715
6180 Wilderness Trail Road
McNaughton, WI 54543
715-277-2587 FAX: 715-277-3928

NOTE: If you have any questions, please feel free to call Tom Robertson or any of the camp's board members.

Who is on the camp's year-round staff?

Tom (Jean) Robertson
GENERAL DIRECTOR
Mark (Karen) Demers
OUTFITTING & MARKETING DIRECTOR
Todd (Jackie) Dunham
PROGRAM MAINTENANCE DIRECTOR
Gary (Kathy) Wetzel
LEADERSHIP LAB/SKI HAUS DIRECTOR
Ron (Sandy) Robertson
PROGRAM DIRECTOR
Jim (Vicky) Fleming
OPERATIONS DIRECTOR
Lisa Torgerson
OFFICE MANAGER
Janet Merkel
FOOD SERVICE MANAGER
Mark Fetzer
TRANSP. & MAINTENANCE MANAGER
Andrew Johnson
VOLUNTEER STAFF COORDINATOR
Michelle Jors
HORSEMANSHIP DIRECTOR AND
PROGRAM YOUTH DIRECTOR
Karen Lutz
INTERN PARTNERSHIP COORDINATOR
Craig Holmquist
ASST. VOLUNTEER STAFF COORDINATOR

Who is on the camp's Board?

Brian Kluth, BOARD CHAIRMAN
Milwaukee, WI
(414-483-1917)
Rev. Tom Streeter, VICE CHAIRMAN
Zionsville, IN
(317-873-6141)
Dave Bunge, CPA, TREASURER
Barrington, IL
(847-304-1270)
Wayne Lutz, SECRETARY
Barrington, IL
(847-381-1620)
Dr. Denny Scharine
Fremont, WI
(414-446-3939)
Andy Gilbert
Wisconsin Rapids, WI
(715-421-2088)
Brian Read
Milwaukee, WI
(414-228-9000)
Paul Robertson
West Bend, WI
(414-644-6068)

FORT WILDERNESS OPPORTUNITIES for GIVING:

Dear Tom: I/We would like to help in the following way:

<input type="checkbox"/> Campfire Circle: Individual gifts from people who believe in and have benefited from the warm gospel fires and warm fellowship of the Fort's ministry.	\$100 or \$ _____ annually
<input type="checkbox"/> Wagon Train Circle: Faithful friends who want to actively support the Fort.	Monthly support of \$ _____
<input type="checkbox"/> Director's Circle: A committed group of faithful friends who want to undergird the camp's ministry and leadership on an on-going basis.	\$1,000 or \$ _____ annually
<input type="checkbox"/> Pioneer's Circle: Major support that allows the Fort to make important improvements that will enhance the overall ministry of the Fort.	\$2,500 or \$ _____ annually
<input type="checkbox"/> Trailblazer's Circle: Significant support that allows the Fort to go down needed trails and overcome challenging obstacles for more effective ministry.	\$5,000 or \$ _____ annually
<input type="checkbox"/> Frontierman's Circle: Entrepreneurial funding that allows the Fort to expand into new frontiers of ministry programs, purchases, improvements, or projects.	\$10,000 or \$ _____ annually

Support can be designated towards any of the following (or any combination):

- \$ _____ where needed most.
- \$ _____ for camp scholarships and on-going Fort ministry programs.
- \$ _____ for the Servants Fund — which will be divided equally among Fort's year-round staff.
- \$ _____ to cover 50% or more of the cost of the following building, renovation, equipment, vehicle, or improvement: _____

This commitment will be fulfilled through:

- \$ _____ Check Enclosed \$ _____ Monthly \$ _____ Quarterly (months: _____, _____, _____, _____)
- \$ _____ Annually (month: _____) Other (please explain): _____

NAME(S) _____	
HOME ADDRESS _____	
HOME PHONE _____	
CHILDREN (AGES) _____	
HOME CHURCH _____	
MAN'S Wk PHONE _____	MAN'S FAX (IF APPLICABLE) _____
WOMAN'S Wk PHONE _____	WOMAN'S FAX (IF APPLIC.) _____
MAN'S OCCUPATION _____	WOMAN'S OCCUPATION _____
OPTIONAL — Prayer request you would like the staff to pray for you during one of their staff meetings: _____	
Mail to: Tom Robertson, General Director, Fort Wilderness, Box 715, McNaughton, WI 54543	

Additional Information About How to Develop a Multi-Tiered Funding Approach for Your Ministry

Important note from Brian Kluth: The following article was written for non-profit organizations (not necessarily Christian or faith-based). While some of the ideas would not be accepted by Christian organizations or mission agencies, there are a number of suggestions/ideas that could possibly be helpful to a faith-based ministry as they consider launching a multi-tiered approach to on-going support that fits in with the Scripture truth found in Deut 16:17 **"Each of you must bring a gift in proportion to the way the LORD your God has blessed you."** God does not give resources to each person equally. When it comes to giving, one size does not fit all. It is imperative for ministries to help their friends and supporters find the appropriate means and methods to support the work on an on-going basis.

GIVING CLUBS

This area is provided for any personal notes or comments

10 Steps to Setting Up a Giving Club Program

Increase money for ministry by developing this proven method of helping people give annually to your work

1. Analyze your current donor and constituency records to determine the giving potential God has put within the households that comprise your "inner circle" of key friends and donors.
2. Based on the results of #1, determine monthly or annual giving levels that could be used to challenge people to *begin* to support your ministry or *increase* their annual support: for example, annual giving amounts of \$250, \$500, \$1,000, \$5,000, \$10,000, \$25,000, etc.
3. Establish at least three giving clubs so that people can see the range of gifts needed and commit at a level of support that is appropriate for their interest and income level. Typical ranges might include annual support of \$500, \$1000, \$5000.
4. Select a name for the giving club(s). In an excellent fundraising article by Stephen Hitchcock, he indicated many non-profit groups use names like: Century Club, President's Society, Founder's Club, Dean's Roundtable. Names can also be used that are *unique* to your organization: names that paint mental images of your ministry, names that inspire, the name of your founder or a famous member, or use names that embody your organization's mission or a concept important to your organization.
5. Determine the donor's *benefits* at each level: plaques or certificates, annual gathering, token of appreciation (i.e. - an item with your logo or giving club emblem on it -- coffee mug, key chain, etc.), annual leadership visit, special reports, invitation to special programs or events, autographed book, special discounts, etc.. In deciding giving club benefits, take into consideration that IRS regulations now require you to subtract any "market value" of any items you may provide for donors as a non-tax-deductible portion of their gift.
6. Decide how, if, and where you will *recognize* and publicize giving club donors: newsletter, plaque, annual report, program, special brochure. One ministry that chose NOT to publicly recognize donors by name, indicated in their newsletter what cities giving club households came from. This encourages other people to see the ground swell of support that was coming from many different places.
Stephen Hitchcock's article also indicated that an organization should:
7. Identify board members and key donors who can "seed" each giving club with their contributions. Contact them personally to ask them to serve as *charter members*.
8. Prepare a brochure for each club - or a booklet for all clubs:
 - Describe how the giving club works - stipulating an *annual* contribution of at least \$_____ for (usually) unrestricted support.
 - State whether the gift can be made on a monthly, quarterly, annual basis. Some non-profit groups allow people to join large giving clubs (i.e. - \$25,000, \$50,000, \$100,000, etc.) through multiple-year gifts or deferred gifts (i.e. - the donor puts the gift amount into their will or trust for the organization).
 - Identify and illustrate the benefits of membership.
 - List charter members or quotes from key people who support the giving club.
9. For higher-level giving clubs, plan an annual special *event* such as a luncheon, dinner or seminar. The executive director must be on hand. Consider inviting a prominent person or special speaker. These events will encourage renewal of contributions.
10. On an annual basis determine some special way to personally or publicly acknowledge the giving club members (i.e. - leadership visit, thank you phone call, special reports, special gathering or event, listed in the organizations annual report (preferred) or a publication.

This article is from: '999
Tips, Trends and
Guidelines for Successful
Direct Mail and Telephone
Fundraising' by
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Maximum Generosity: God's High Calling for Christian Leaders

Heroes of the faith taught and brought God's people to greater levels of generosity

By Brian Kluth, national and international generosity author and speaker (www.MAXIMUMgenerosity.org)

Teaching on generosity and raising resources for God's work have always been a significant part of spiritual ministry in the lives of God's leaders. Yet some Christians view raising needed funds and resources as something unspiritual.

The chart on the right reminds us that seeking and receiving God's provisions has always been an important part of God's work. The list of leaders who actively sought God's provisions is a "Who's Who" of great Bible heroes.

If you take time to go through these Scriptures and examine the methods used, you will likely find fresh encouragement and direction on how God wants to provide for the needs of your ministry. As you look to the Lord and His Word, you'll gain new insights on how to become a more effective Christian leader.

And the next time you are involved in a fundraising activity or in teaching biblical generosity principles, remember that you're in great company!

"Everything that was written in the past was written to teach us."

Romans 15:4

LEADERS	NEED	METHODS	REFERENCES
King David	Building Project	<ul style="list-style-type: none"> • Planning Time Alone with God • Large Lead Gift Given • Leadership Meeting & Gifts • Gifts-In-Kind 	<ul style="list-style-type: none"> • I Chron 28:12,19 • I Chron 29:2-5 • I Chron 29:5-9 • I Chron 29:8
Moses	Building Project	<ul style="list-style-type: none"> • Large Group Meeting • Offerings Accepted • Skilled Volunteer Labor 	<ul style="list-style-type: none"> • Ex 35:4 • Ex 20-34, 36:3-7 • Ex 35:10,30-35
Nehemiah	<p>Building Renovations</p> <p>Annual Funding</p>	<ul style="list-style-type: none"> • Personal Prayer • Major Donor Call • Government Grant • Executive Planning • Pivotal Leadership Meeting • Volunteer Labor • Debt Counseling and Action • Executive Salaries Reduced • Personal Lead Gift • Leadership Gifts • Public Gifts • Signed Stewardship Covenant • Development Offc. Established • Reorganization Plan 	<ul style="list-style-type: none"> • Neh 1:4-11 • Neh 2:1-8 • Neh 2:7,8 • Neh 2:11-16 • Neh 2:17,18 • Neh 3, 4:14-21, 6:15 • Neh 5:1-13 • Neh 5:14,15,18 • Neh 7:70 • Neh 7:70,71 • Neh 7:72 • Neh 9:37-10:39 • Neh 12:44-47 • Neh 13:4-14
King Joash	Building Renovations	<ul style="list-style-type: none"> • Development Staff Failure • Designated Giving Program 	<ul style="list-style-type: none"> • II Kings 12:4-8 • II Kings 12:9-16
King Hezekiah	Annual Funding	<ul style="list-style-type: none"> • Personal Gift • Leadership Announcement • Development Dept. Established 	<ul style="list-style-type: none"> • II Chron 31:3 • II Chron 31:4-10 • II Chron 31:11-21
King Solomon	Annual Funding	<ul style="list-style-type: none"> • Major Donor Relations 	<ul style="list-style-type: none"> • I Kings 10:1-10 • I Kings 4:7,27,28
Ezra	Building Renovations	<ul style="list-style-type: none"> • Major Donor Relations • Freewill Offerings • Government Grant • Leadership Gifts 	<ul style="list-style-type: none"> • Ezra 7:6,15 • Ezra 7:16 • Ezra 6:3-15, 7:11-23 • Ezra 2:68,69
Apostles	Benevolence Ministry	<ul style="list-style-type: none"> • Foundation Board • Personal Donor Relations 	<ul style="list-style-type: none"> • Acts 4:34-5:2 • Acts 5:3-11
Jesus	General Fund	<ul style="list-style-type: none"> • Personal Ministry Relations • Stretching Provided Resources 	<ul style="list-style-type: none"> • Luke 8:2,3 • Matt 14:17-21
Paul	Relief Ministry	<ul style="list-style-type: none"> • Large Group Mailing • Stewardship Teaching • Field Representatives 	<ul style="list-style-type: none"> • I Cor 16:1-3 • II Cor 8,9 • II Cor 8:16-24
Elijah	General Fund	<ul style="list-style-type: none"> • Miraculous Provision • Face-to-face Donor Call • Stewardship Teaching 	<ul style="list-style-type: none"> • I Kings 17:1-7 • I Kings 17:8-16 • I Kings 17:13,14
Joshua	Relocation Project	<ul style="list-style-type: none"> • Expansion Plan 	<ul style="list-style-type: none"> • Joshua 24
Haggai	Ministry & Bldg Needs	<ul style="list-style-type: none"> • Generosity Teaching 	<ul style="list-style-type: none"> • Haggai 1

About the author/designer of the Fort Wilderness Ministries materials and funding program

At the time this program was developed, Brian Kluth was the volunteer Chairman of the Board for Fort Wilderness Ministries (www.FortWilderness.com) and the national president of the Christian Stewardship Association (www.stewardship.org). Today, Brian is a Senior Pastor in Colorado Springs and the founder of www.MAXIMUMgenerosity.org. MAXIMUM Generosity is a public ministry that provides generosity resources (website materials, products, and a FREE monthly e-newsletter) to thousands of pastors, church leaders, and ministry leaders every month.

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Additional Generosity Materials for Ministry Use

Brian also has generosity flyers that ministries can purchase copyright permission to use (\$19.95). These generosity flyers/articles are great tools to encourage people's generosity towards your ministry. They can be sent out in ministry newsletters/magazines, as receipt stuffers, put inside a fundraising appeal letter, or put on your website. For more information or to purchase, please go to: <http://www.MAXIMUMgenerosity.org/orderform.htm>



REPRINTABLE GENEROSITY TRACT: "Count Your Blessings" Flyer

This testimonial flyer shares with people a simple method that will help them increase their giving to the Lord's work 2-3 times by learning to look and see how God creatively provides for them every week! [Click here to "see" the flyer](#) After reviewing it, you can then purchase the needed Copyright Reprint permission on the right to make as many copies as you need.

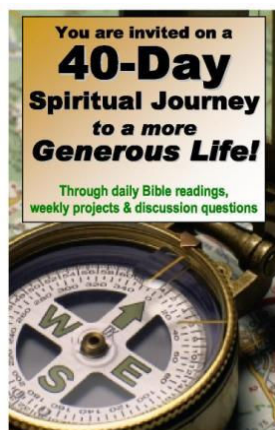


REPRINTABLE GENEROSITY TRACT: "Understanding The Grace of Giving"

The nationally published tract/flyer (#10 size for use as a bulletin insert, handout, mailer or giving statement stuffer) outlines Biblical and practical reasons people should give 10% or MORE of their income and resources to the Lord's work (also includes 50 Biblical references for personal study.) [Click here to "read contents of this flyer"](#). Note: For larger churches, it will be more affordable to pay the copyright reprint fee and then print or photocopy the number of copies you need for your church.

Major Donor Fundraising or Capital/Building Campaigns

Brian has written a downloadable and customizable Bible devotional booklet called "40 Day Spiritual Journey to a More Generous Life". This booklet can be purchased and customized for your ministry as part of a special funding initiative or capital campaign. Ministries and churches that have used this booklet with their current givers (and potential givers) have seen some amazing results.



"CUSTOMIZABLE" 40-Day Spiritual Journey to a more Generous Life

For free preview download sample click here: [BASIC Version](#)

For free preview download sample click here: [BLDG CAMPAIGN Version](#)

This [DAILY devotional booklet](#) will take people through [40 Biblical principles](#), more than 600 verses, and famous quotes to deepen your Christian generosity. Weekly project worksheets will help people assess your [income](#), [lifestyle](#), [assets](#), and [giving](#) priorities for greater joy and more significant levels of generosity. There is also a special section listing [national organizations, website and resources](#) on finances and generosity. This booklet can be used "as is" or it can be "customized" personal study, small groups, Sunday schools, 40 day focus, all-church stewardship campaign, or as part of a building fund drive campaign

For more information or to purchase, please go to: <http://www.MAXIMUMgenerosity.org/orderform.htm>