

The Formula

To achieve a compelling offering call, including all six key components is vital. By seamlessly integrating each element into your “ask”, this giving moment will be clear and effective.

	Elements	Purpose	Example
1	Welcome	The initial greeting is a crucial aspect that sets the tone for the service and encourages audience participation.	<i>Good morning and welcome to our church! We are excited to have you all with us today to celebrate Jesus. No matter where you come from, we believe God will do something miraculous in your life today.</i>
2	Thank You	Expressing gratitude through a "Thank You" gesture is a way of recognizing and valuing the efforts of those who have already contributed.	<i>Before we get into this morning's message, we will take up this week's tithes and offerings. I want to extend a thank you to all the faithful givers that we have in the congregation.</i>
3	Illustrative/ Personal Story	See pages 8-11 for examples	
4	"The Ask"	Encouraging members to take action in a transparent manner through the offering call can help establish trust and promote engagement.	<i>To designate your offering, use the tithe envelope provided or give it online at adventistgiving.com. As we take up this offering, I thank you and pray that God will bless everyone who gives today. We are more than a congregation; we are the body of Christ on a mission, and I thank God for you. Today, the loose offering goes to _____ (refer to the offering calendar on the NCC website).</i>
5	Giving Impact	Provides an insight into how giving supports the church's mission and objectives.	<i>Sharing the gospel is the most important duty that anyone can undertake on this planet, and it's a responsibility that we share equally. By donating and relying on the Holy Spirit, we can effectively bring people closer to a fulfilling life in Jesus and help them prepare for His return. Your contributions help spread the gospel, and for that, I am grateful. Your generosity is crucial to supporting our ministry.</i>
6	Prayer	When someone offers a prayer, they allow the Holy Spirit to work, which brings about positive change and growth.	