

A woman with brown hair and bangs, wearing an orange jacket and patterned pants, stands in a garden. She is holding a wicker basket filled with various flowers, including white daisies and yellow chrysanthemums. The garden is lush with green plants and flowers, and a wooden trellis is visible in the background.

3. ACCEPT THE REASON



CULTIVATE
GENEROSITY
Growing a Culture of Joyful Giving

3. ACCEPT THE REASON

3.1

FLOURISHING

Picture a thriving garden—roots deep, fruit abundant, beauty everywhere. That kind of abundance never happens by accident. It grows from intention: daily tending, patient waiting, steady light and water.

Generosity works the same way. It's the spiritual soil where people, ministries, and communities begin to flourish. Generosity isn't only about money; it's about living on purpose—aligning our resources, time, and talent with God's mission so joy and impact take root.



3.2

GENEROSITY

It is the willing, joyful sharing of time, talents, and treasure—given without expectation. It reflects the very heart of God. "For God so loved the world that He gave..." (John 3:16). God's love planted the first seed; giving is love in motion. Practiced as a spiritual discipline, generosity shapes us into the likeness of Christ and aligns our hearts with His work of restoring, redeeming, and blessing.

3.3

GENEROSITY LEADS TO FLOURISHING

Research on generous living, as reported in Barna's State of Generosity Report¹, consistently reveals a pattern: individuals who practice generosity report greater satisfaction in their faith, relationships, vocation, finances, and personal well-being.

Think of two gardens—one watered and tended, one dry and overgrown. The flourishing plot mirrors the generous life: purposeful, joy-filled, rooted in community. Scripture has promised this all along. Jesus said, "Give, and it will be given to you... a good measure, pressed down, shaken together and running over" (Luke 6:38). Proverbs adds, "Honor the Lord with your possessions... so your barns will be filled with plenty" (Proverbs 3:9–10).

In God's economy, giving doesn't diminish—it multiplies. Like the giving of the five loaves and two fish that fed a multitude of people, it blesses the receiver and renews the giver, bringing clarity, vitality, and joy to all.

¹ Barna Group, *Why Giving Is Good: The Heart of the Giver* (part of *The State of Generosity* series, Barna Group, 2022)

3. ACCEPT THE REASON



Barna’s State of Generosity study revealed a compelling pattern: people who practice giving report significantly higher life satisfaction than those who do not. In fact, Givers experienced, on average, a 24% increase in overall satisfaction compared to “Keepers” and “Non-Givers.” This finding reinforces what Scripture and ministry leaders have long observed—that generosity shapes not only the lives of those who receive, but also deeply enriches those who give. When individuals move from holding tightly to sharing freely, they experience greater joy, purpose, and well-being. (*Barna Group, The State of Generosity, 2022.*)

Take a moment to look at the chart:
A generous life is a flourishing life.

Generosity & Flourishing

1,003 Churched U.S. Adults- September 16-October 4, 2021- The Heart of the Giver- Barna 2022

Life Dimension	Non-givers	Givers
Faith	52%	81%
Relationships	47%	71%
Vocation	36%	60%
Finance	24%	45%
Well-being	31%	54%

This report indicates that Christian generosity is not just about financial contributions but is deeply connected to a holistic sense of well-being driven by faith, community involvement, and personal values.

3.4
SOWING FOR THE KINGDOM

Imagine a church or school where generosity takes root: offering moments feel joyful and purposeful; stories of transformation bloom like spring flowers; gratitude flows freely; giving is seen not as duty but as a gift.

That vision is not wishful thinking—it’s the natural outcome of intentional spiritual cultivation. We move from pressure to partnership, from transaction to transformation.

Like any good garden, this culture grows over time through prayer, consistency, and faith—and the harvest is real: vibrant congregations, empowered ministries, and lives changed by the gospel.

How We Cultivate It
We prepare the soil with clarity (why this matters), water it with gratitude (thank early and often), and nurture it with stories (show what God has done through past gifts). Then we invite participation, sincerely and prayerfully. Week by week, generosity spreads like ground cover, quietly transforming the landscape.

Reflection
Generosity is an invitation, not an obligation. It’s the privilege of joining God in what He’s already doing—turning resources into redemption stories.

During every offering call or appeal, we can encourage people to lean into the generous impulse God has placed in them and to deepen their walk with Jesus.

Generosity reflects God’s divine nature, making giving a good thing.

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3.5

QUIZ

1. For Givers, what are the top 3 flourishing areas of life?

- ☐ A. Faith
- ☐ B. Well-being
- ☐ C. Relationships
- ☐ D. Vocation

2. What is the most significant difference in the flourishing area of life as reflected in the chart between Givers and Non-Givers?

- ☐ A. Finance
- ☐ B. Relationships
- ☐ C. Faith

3. What is the percentage of difference?

- ☐ A. 30%
- ☐ B. 29%
- ☐ C. 28%

4. Is there a connection between generosity and flourishing in life?

- ☐ A. Yes
- ☐ B. No

5. What is the average percentage of higher satisfaction between Givers and Non-givers?

- ☐ A. 10%
- ☐ B. 24%
- ☐ C. 55%

6. God's economy is:

- ☐ A. Scarcity
- ☐ B. Abundance

7. Which Bible verse presented in this section clearly states the generous nature of God?

- ☐ A. John 3:16
- ☐ B. Proverbs 3:9-10
- ☐ C. Luke 6:38