

5. APPLY “THE FORMULA” CONSISTENTLY

5.1

THE FORMULA

Creating a joyful giving culture takes more than “passing the plate.” It requires a simple, repeatable way to invite people into God’s work that aligns with why people give:

1. Identity (“this is who I am”)
2. Appreciation (“I’m seen and thanked”)
3. Meaning (“my gift matters”),
4. Trust (“you’ll steward it well”)

These motivations are the four pillars “*The Formula*” is built upon, echoed in decades of studies, and provide a blueprint for crafting compelling asking moments and nurturing a culture of generosity in our church and school.

Let’s take a closer look at “*The Formula*,” a simple yet powerful framework built around six key elements. This tool equips anyone, - whether sharing an offering call in church or making a fundraising ask at a school event—to communicate with clarity, purpose, and spiritual alignment. “*The Formula*” helps storytellers connect the need with the mission, invite participation without pressure, and inspires generosity. By giving every leader and volunteer a shared approach, we build consistency, strengthen confidence, and ensure that every ask reflects our values and points people toward God’s work in our community.



You can download “*The Formula*” as a PDF document by using the QR code or by visiting www.nccsda.com/giving.



Why the Formula Works

“*The Formula*” was developed around four pillars explaining why people give.

- **Identity:** The welcome says, “You belong here; this is who we are.”
- **Appreciation:** The thank you honors previous generosity—fuel for future gifts.
- **Meaning:** The story proves gifts change real lives.
- **Trust:** Mission refocus plus regular reporting equals increased confidence.

This mirrors the New Testament pattern: people gave themselves to the Lord first, then to the work (2 Cor. 8); leaders asked with clarity and purpose (Acts 11:29-30); the church reported outcomes to build trust (Acts 14:27).

When you welcome, thank, tell a story, ask clearly, refocus on mission, and pray, you’re not “raising money”—you’re forming disciples and fueling mission. Use this formula every week, across every channel, and watch a joyful giving culture take root and flourish.

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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	Foster a giver-focused approach, encouraging heartfelt support. <ul style="list-style-type: none"> • Create an emotional connection that makes giving feel personal and impactful. • Inspire immediate action by showing how each gift positively transforms the ministry and community. • Never use guilt as a motivator for giving. 	<p>Example Local Church Budget <i>Instead of guilt-driven messaging:</i></p> <p><i>What not to do: "On Sabbath, a visitor came to church, only to find the doors locked because we couldn't afford to keep them open. Make sure to give today so this does not happen to you."</i></p> <p><i>Inspirational Approach: "On Sabbath, I came to church seeking peace. I found more than a building—I found a place where the Holy Spirit moves, where my soul could rest, and I could connect with my church family. This building is more than bricks and beams; it's a sanctuary of hope, healing, and community. Your gift today keeps the lights on, the ministries alive, and the doors open to serve not just us but the 80 at-risk families in our community who rely on our food bank. With your support, this sacred space will continue to be where God is present, and lives are transformed."</i></p>
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.	

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Here is another way to review "The Formula", in case the chart is a bit confusing or difficult to read.

WELCOME MESSAGE

THANK YOU

STORY TO CONNECT WITH PEOPLE – LIKE JESUS

THE ASK

GIVING IMPACT

PRAYER



5.2

WELCOME MESSAGE



Greetings Set The Tone



Encourages Audience Participation

The welcome message sets a positive tone and creates an inviting atmosphere for the congregation or audience.

It helps people feel valued and appreciated from the start. This message can establish a sense of community and shared purpose.

"Good morning, everyone! We are so glad to have you here today. Whether you're joining us for the first time or you've been part of our family for years, we welcome you with open arms."

Tim Jones, Elder



5.3

THANK YOU



Express Gratitude



Recognizes the Givers

Acknowledging previous gifts shows gratitude and recognizes donors' contributions. This step is crucial for building trust and demonstrating that their generosity is appreciated and makes a tangible difference. It reinforces the idea that every contribution, regardless of size, is important and valued.

"We want to take a moment to thank all of you who have generously given to support our church's mission. Your contributions have enabled us to [specific accomplishments], and we are deeply grateful for your continued support."

Deanne Hutchkins, 5 year church member

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5.4

ILLUSTRATIVE STORY



Illustrates the Message



Follows Jesus' Example of Teaching

Sharing a heartfelt story helps create an emotional connection with the audience. It illustrates the real-life impact of donations, making the need more relatable and urgent. Stories can be powerful motivators, touching hearts and inspiring action by showing the direct benefits of giving.

Example: What not to do

“On Sabbath, a visitor came to church, only to find the doors locked because we couldn’t afford to keep them open. Make sure to give today so this does not happen to you or your loved ones.”

Example: Of what to do

“Last Sabbath, I came to church seeking peace. I found more than a building—I found a place where the Holy Spirit moves, where my soul could rest, and where I connected with my church family. This building is more than bricks and beams; it’s a sanctuary of hope, healing, and community. Your gift today keeps the lights on, the ministries alive, and the doors open to serve not just us but the 80 at-risk families in our community who rely on our food bank. With your support, this sacred space will continue to be where God is present, and lives are transformed.”



5.5

THE ASK



Transmit how much the church or school appreciates their contribution.



Promote a love for the ministry of the church and school.



Recognize the transformative power of generosity.

Making *The Ask* is a pivotal moment. It should be direct, confident, and clearly articulate the amount requested and the specific purpose of the donation.

Church or school members often attend events or engage with your organization hoping to receive something of value, whether it’s inspiration, community, or spiritual growth. Transitioning to a request for their financial support means asking them to shift from receiving to giving. This transition can be difficult and takes time.

When a culture of generosity has been thoughtfully cultivated, the act of asking for support becomes more natural and effective. Thus, by aligning “*The Ask*” with the mission which is communicated by the *Welcome*, *Thank You* and *Story*, the request for support becomes a shared act of faith and joy.

In the Bible, we find examples where people were eager to give to support God’s work. Found in 2 Corinthians 8:4, where the Macedonian churches “urgently pleaded with us for the privilege of sharing in this service to the Lord’s people.”

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GIVING IMPACT



Refocus on Mission



Donor Engagement is essential.

The mission refocus reminds the audience of the church or school's core mission.

It aligns the act of giving with the organization's broader goals and spiritual or educational objectives. This step helps to reinforce the purpose behind "The Ask" and how it ties into the larger mission.

"As we reflect on Jane's story, remember that our mission is to connect people to an abundant life with Jesus. Your support allows us to continue providing vital programs and services that make this mission a reality for many."



5.7

PRAYER



Relies on the Power of the Holy Spirit



Dedicates effort to God

Ending with prayer emphasizes the spiritual dimension of giving and seeks God's blessing on the contributions and the work of the church or school.

It acknowledges that all efforts and resources ultimately depend on God's provision and guidance. Prayer also helps to cultivate a sense of unity and shared purpose among the audience.

"Let us bow our heads in prayer. Heavenly Father, we thank You for the generosity of our congregation. We ask for Your blessings on the gifts we receive today. May they be used wisely to further Your kingdom and bring hope and love to those in need. In Jesus' name, we pray. Amen."

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EXAMPLES OF “THE FORMULA”

STUDENT SCHOLARSHIP

Welcome

Good morning, church family—whether you are new today or long-time members, we’re glad you’re here.

Thank You

Thank you for your steady generosity. Because of you, students are learning about Jesus every day in our Adventist school.

Story

This week I met “Maya,” a 7th-grader whose mom works two jobs. Maya told me, “I want to be at a school where we pray before class.” A small scholarship kept her enrolled last year—and she blossomed in faith and academics. Today’s special offering will build our Local Student Scholarship Fund so students like Maya can attend who otherwise couldn’t. Would you prayerfully join us?

Ask

You can give using the tithe envelopes, online at adventistgiving.com, or via the QR link in the bulletin. Please mark your gift “Student Scholarships.”

Giving Impact (Mission Refocus)

Every scholarship is more than tuition help—it’s discipleship. Your gift opens a Christ-centered classroom, daily worship, and mentoring that shapes a life for eternity.

Prayer

Let’s pray: “Lord Jesus, You welcomed children and blessed them. Take these gifts, multiply them, and open doors for every child You are calling to our school. Bless each giver and each student. In Your name, Amen.”

CHURCH HEALTH FAIR

Welcome

Good morning, church family—welcome! We’re grateful you’re here.

Thank You

Thank you for serving and giving so faithfully. Because of you, last year’s Health Fair provided vital, no-cost care to 300 neighbors.

Story

I met “Robert,” a dad who hadn’t seen a doctor in years. At our fair, a screening flagged high blood pressure. He got immediate guidance, a referral, and prayer. He told me, “You may have saved my life.”

Ask

Today’s special offering supports this year’s Community Health Fair—covering medical supplies, lab tests, vision checks, children’s wellness, and follow-up care. Would you invest so that more neighbors receive help—and hope? Give in the plate, online, or via the QR link in the bulletin. Please designate “Health Fair.” If you’re able, and consider sponsoring one guest’s full screening package.

Giving Impact (Mission Refocus)

Your gift turns compassion into action—opening doors for health, connection, and the gospel right here in our city.

Prayer

Let’s pray: “Lord, You are the Great Physician. Bless these gifts. Multiply them to serve our neighbors with excellent care and Your love. Guide every volunteer and provider. In Jesus’ name, Amen.”



QUIZ



5.9

QUIZ

1. *True or false: Creating a culture of generosity involves a thoughtful and strategic approach.*

A. True B. False

2. *True or false: Raising funds goes beyond asking for money.*

A. True B. False

3. *True or false: Creating a culture of generosity ties directly into the reason people give.*

A. True B. False

4. *The Formula – the way to craft a compelling offering call – includes six components. Choose the correct order of these elements.*

- A. Prayer, Thank You, Ask, Welcome, Giving Impact, Story
- B. Thank You, Story, Giving Impact, Ask, Welcome, Prayer
- C. Welcome, Ask, Story, Giving Impact, Thank you, Prayer
- D. Welcome, Thank you, Story, Ask, Giving Impact, Prayer
- E. Welcome, Thank you, Ask, Giving Impact, Story, Prayer

5. *What does the Welcome accomplish in the Formula?*

- A. Acknowledges that all efforts and resources depend on God's provision and guidance
- B. Sets a positive tone and inviting atmosphere
- C. Expresses gratitude and recognizes the giver
- D. Aligns the ask with the broader mission of the church or school
- E. Creates an emotional connection with the listeners and illustrates giving impact
- F. Transmits gratitude, promotes a love for ministry and recognizes the power of giving

QUIZ ANSWERS. Q1: A; Q2: A; Q3: A; Q4: D; Q5: B

QUIZ



6. *What does the Thank You element accomplish in the Formula?*

- A. Creates an emotional connection with the listeners and illustrates giving impact
- B. Transmits gratitude, promotes a love for ministry and recognizes the power of giving
- C. Expresses gratitude and recognizes the giver
- D. Aligns the ask with the broader mission of the church or school
- F. Acknowledges that all efforts and resources depend on God's provision and guidance
- G. Sets a positive tone and inviting atmosphere

7. *What does telling a story accomplish?*

- A. Acknowledges that all efforts and resources depend on God's provision and guidance
- B. Sets a positive tone and inviting atmosphere
- C. Expresses gratitude and recognizes the giver
- D. Aligns the ask with the broader mission of the church or school
- E. Creates an emotional connection with the listeners and illustrates giving impact
- F. Transmits gratitude, promotes a love for ministry and recognizes the power of giving

8. *What is the purpose of the "Giving Impact" element in the Formula?*

- A. Aligns the ask with the broader mission of the church or school
- B. Acknowledges that all efforts and resources depend on God's provision and guidance
- C. Sets a positive tone and inviting atmosphere
- D. Expresses gratitude and recognizes the giver
- E. Creates an emotional connection with the listeners and illustrates giving impact
- F. Transmits gratitude, promotes a love for ministry and recognizes the power of giving

QUIZ ANSWERS. Q6: B; Q7: E; Q8: A