

Stadia Workshop 4 @ Exponential 2025

How Do You Create a Generous Culture?

Speakers: Tim Celek, Allen Kendrick

Session Overview:

This session explored how to cultivate a culture of generosity that fuels church multiplication. Speakers Tim Celek and Allen Kendrick unpacked both foundational principles for starting strong financially and long-term practices for sustaining and developing generous donors. Whether launching a new church or leading a multi-site expansion, church leaders walked away with practical tools and pastoral strategies to fund the vision with confidence.

Key Takeaways:

- **Dream Big, Budget Bigger:** Don't just raise money for launch Sunday. Build a four-year, line-item dream budget and aim to fund at least the first two years up front. This reduces early pressure on new attendees and allows your vision to grow without financial stress.
- **Donor Development Starts with a Plan:** Create a private donor list, categorize relationships by closeness, and determine potential ask amounts. Be strategic and bold in your fundraising—not vague or general.
- **Craft a Compelling Executive Summary:** Use a one-page, front-and-back document that clearly outlines your vision, impact, strategy, and funding needs. Make it visually appealing and use it as the foundation for donor conversations.
- **Be Specific When Asking for Support:** Never say “whatever you can give.” Clarity and boldness in your ask can lead to surprisingly generous gifts—and deeper trust.
- **Fundraising is Pastoral Work:** Knowing who your high-capacity givers are is not favoritism—it's strategic discipleship. Build systems to thank and shepherd donors starting from their very first gift.
- **Start a Thank You System Early:** Use handwritten notes, short thank-you videos, and follow-up invitations to build relationships with givers. By their third gift, aim to schedule a one-on-one meeting to know and serve them better.
- **Generosity Isn't Just Financial—It's Relational:** Many high-capacity givers feel used or lonely. Show up not just to receive but to care, listen, and pray.



Notable Quotes:

“Your dream is just a dream until you raise the dollars to fund it.” – Tim Celek

“The wallet is the last thing to join a church and the first thing to leave it.” – Allen Kendrick

“Knowing who your top givers are isn’t favoritism—it’s faithful shepherding.” – Tim Celek

Next Steps with Stadia:

- Learn how Stadia can help you start thriving, growing, multiplying churches: stadia.org
 - Have a vision for multiplication but lack a strategy or services? Join a Stadia Vision Trip to see our work up close: stadia.org/visiontrips
 - Exploring or discerning a call to start a new church? Learn more about how we can help: stadia.org/discovery
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