



# **Beyond Stewardship: A Church Guide to Generous Giving Campaign**

*John Zehring, Kate Jagger*

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Authors John Zehring and Kate Jagger have run a lot of fundraising campaigns and they bring that experience to bear in this practical resource for churches. *Beyond Stewardship* applies the best principles of fundraising to the annual giving campaign in local congregations. By emphasizing the individual givers and the act of giving as integral to the givers' spiritual life, this book goes beyond typical stewardship models to celebrate the generosity already demonstrated by church members and to invite further giving based on that generous past. Using a collaborative paradigm that engages leadership across the church, this volume offers four interlocking strategies for a successful annual giving campaign: personal visits, concentric circles of commitment, public witness, and direct mail. Features practical appendix of tools and resources.

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