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You will be enriched in every way so that you can be generous on every occasion, and through us your generosity will result in thanksgiving to God.”

2 Corinthians 9:11 NIV

PASTORS, PASTORAL STAFF
AND CHURCH LEADERS ARE
CORDIALLY INVITED TO

**A GENEROSITY WORKSHOP:
HOW TO CREATE
A CULTURE OF
GENEROSITY**

TUESDAY
**JULY 16
2019**
5PM - 7PM

FEATURING SPECIAL GUEST SPEAKER

Carla Maxwell Ray

GENEROSITY STRATEGIST, GENERIS

Empowering pastors and leaders to create a culture of generosity in the church that is both sustainable and contagious.

A light dinner will be served

**EVANGELICAL REFORMED
UNITED CHURCH OF CHRIST**

15 WEST CHURCH ST. | FREDERICK, MD 21701

PLEASE RSVP BY

Tuesday,
July 9, 2019

Anastasia Kornilova
akornilova@rcehn.org
301-631-2670 x107

THIS WORKSHOP IS HOSTED BY THE RELIGIOUS COALITION FOR EMERGENCY HUMAN NEEDS



Carla Maxwell Ray, SENIOR GENEROSITY STRATEGIST

carla@generis.com | 678.613.9913

As a Senior Generosity Strategist with Generis, I have two decades of experience generating funds for worthy causes. My experience includes large, medium and small churches across the country. I held positions in advancement at Spelman College, Morehouse College, Morehouse School of Medicine, Boys & Girls Clubs of America and University of Maryland College Park. The common denominator in all of these experiences is my ability to successfully help raise the funds needed to advance the mission of each church and nonprofit organization.

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My goal in life is to glorify God by using my gifts for seeing possibilities and empowering others to achieve, advance and fund their vision for their lives, churches and organizations.”

—Carla Maxwell Ray

OUR SERVICES

The truth is vision almost always exceeds finances; however, it doesn't have to be that way for your church! With Generis, you're not alone. We can help you rethink your current reality and find success in your goals.

CAPITAL CAMPAIGN

The traditional capital campaign approach has successfully been around for decades and continues to be an effective approach for accelerating giving and growing givers.

ONE FUND

An innovative inclusive approach to accelerating giving that grows the 'special' funds as well as the general fund. Flexibility in designating funds, onboarding new givers and need a fresh approach to accelerating generosity.

STRATEGY DAY

Reveals new opportunities for creating a culture of generosity. The Strategy Day (or Generosity Audit) analyzes the habits of your overall giving climate to see what is currently working as well as where opportunities for a culture of generosity to increase might exist.

The Strategy Day is a one-day experience that provides a thorough assessment of your church's effectiveness. We try to discover what things are causing generosity to grow as well as what might be inhibiting that growth.

This one-day experience is valuable regardless of whether or not you are heading into a capital campaign. We can help your church take further steps forward in increasing generosity.

GIVING DEVELOPMENT

No church is always where they want to be with their ongoing giving.

Most pastors wonder...How do I increase this giving number? What can you do to close the gap between the vision you have for your church and the funding that you need to carry it out on an ongoing basis?

At Generis, we believe we can partner with your church to elevate the general financial resources to match that vision you have for your church.