

HOW TO USE

GIVING

CHALLENGE

IN YOUR CAPITAL CAMPAIGN

PRESENTED BY:

***elevate***   
group

**RED LETTER**  
LIVING

# ENDORSEMENTS



"I have seen firsthand how Elevate Group has helped churches of all sizes lead impactful generosity initiatives rooted in biblical principles. Because of their work, my church, King of Kings in Omaha, NE, is now living out its God-sized dream by launching our next campus this year. If you want to partner with someone who not only has the right heart behind generosity, will help you have fun and joy along the way, but in the end will help your church accomplish its God-sized dreams, Elevate is the right partner for you. Plain and simple, they help you do great Kingdom work!

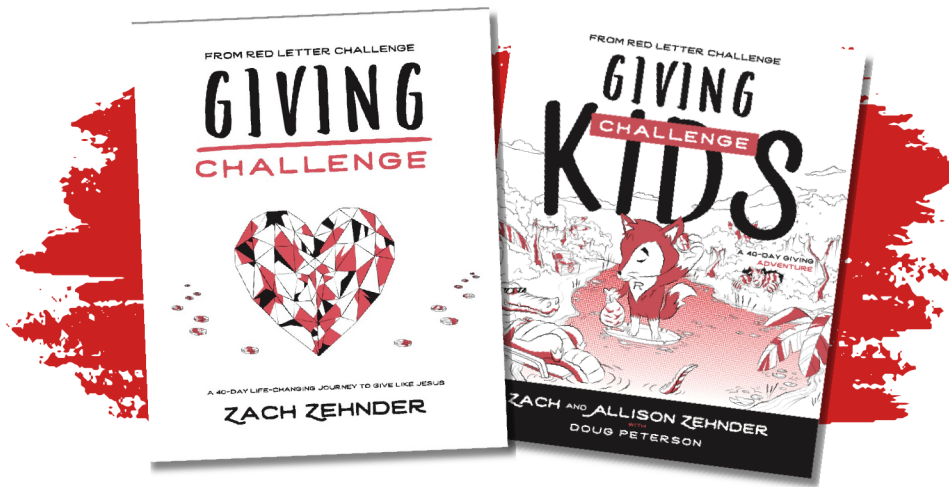
— Zach Zehnder

"For churches preparing for a capital campaign, *Giving Challenge* is the perfect tool to align the spiritual journey with the campaign goals. It creates a church-wide culture of joyful, faith-filled giving that fuels both spiritual growth and kingdom impact. I've seen firsthand how churches that use *Giving Challenge* as part of their campaign experience not only greater financial results, but deeper discipleship among their people."

— Chris Willard, Elevate Group



# WHAT IS GIVING CHALLENGE?



*Giving Challenge* is a 40-day discipleship resource designed to help individuals and entire churches grow in the spiritual practice of generosity. Rooted in the teachings of Jesus, *Giving Challenge* invites readers into a daily rhythm of Scripture reading, reflection, and practical generosity challenges. With companion resources for small groups, sermons, and kids' ministry, *Giving Challenge* creates a church-wide journey that helps people move from learning about generosity to living it out in everyday life.

## WHO IS ELEVATE GROUP?

**elevate**  
group



Elevate Group is a team of seasoned generosity consultants passionate about helping churches and ministries fund their God-sized visions. With decades of experience leading capital campaigns, annual generosity initiatives, and strategic giving plans, Elevate Group partners with churches to create biblically grounded, highly relational campaigns that align generosity with discipleship. Their mission is simple: help churches grow generous disciples who joyfully resource life-changing ministry.

# WHY CAPITAL CAMPAIGNS

## AND GIVING CHALLENGE WORK TOGETHER

### FROM RED LETTER LIVING:

Capital campaigns are one of the most effective ways to invite your entire church into the practice of giving like Jesus. At its core, generosity is a vital part of becoming great disciples. That's why we're proud to partner with Elevate Group in offering this free resource to you. Our heart is discipleship; their focus is generosity. My hope is that as you partner with both of our ministries, that your church can unleash more than enough funds to pursue the God-sized visions before you.

As a pastor, I've seen capital campaigns do more than raise funds, but accelerate discipleship as well.

Some benefits of launching a capital campaign (AKA generosity initiative) include:

- Increased overall giving
- Deeper discipleship in biblical generosity and financial stewardship
- A unifying sense of purpose, vision, and mission
- Momentum for vision-focused ministry expansion
- Long-time givers sacrifice more, and non-givers become first-time and recurring givers
- Joy across the entire church as God's mission is lived out and lives are transformed

### FROM ELEVATE:

Why Use *Giving Challenge* in your Capital Campaign?

- Jesus-focused: *Giving Challenge* is hyper-focused on Jesus. When you keep the focus on Jesus, far more unity abounds.
- Discipleship-first approach: Emphasizes heart transformation before financial transactions.
- Simple but Challenging: The resources are so simple to understand but challenging in practice. It will highly motivate all ages.
- Highly practical: The daily and weekly challenges are some of the most practical and modern ways to live generously we've ever seen.
- Includes the entire church: The library of FREE and quality resources is not only extensive, but will include the entire congregation, not just high-capacity donors.
- Aligns vision and generosity: Helps donors connect the act of giving with the mission of the organization.
- Generates spiritual momentum: Elevates generosity as a spiritual practice, not just a campaign "ask."



# PRACTICAL STRATEGIES

## FOR ALIGNING GIVING CHALLENGE WITH YOUR CAPITAL CAMPAIGN/GENEROSITY INITIATIVE

### ALIGN YOUR TEACHING SERIES WITH THE CAMPAIGN TIMELINE

Schedule the *Giving Challenge* study a few months before launching the public phase of your capital campaign. This prepares hearts and builds spiritual momentum around generosity. You can also incorporate *Giving Challenge* during the 6-week public phase to align your weekend services, small groups, and communications. Use the free sermon manuscripts and videos provided to get a head start on your sermon planning—helping reinforce a consistent, cohesive message across your church.

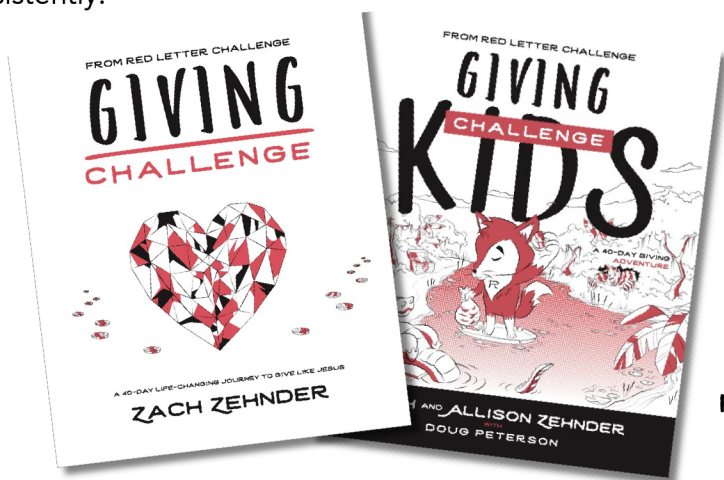
**Pro Tip:** Also consider previewing *Giving Challenge* with key leaders, staff, and influencers in your church before the public phase, so they can model generosity and champion the campaign.

### PROVIDE GIVING CHALLENGE BOOKS TO YOUR CHURCH

It's essential for every person in your church to engage with the daily devotions and practical challenges in *Giving Challenge*. This promotes unity and provides maximum impact for your capital campaign. Don't forget to provide *Giving Challenge Kids* books for K–5th grade, so the next generation can learn and participate too.

### USE ALL OF THE FREE GIVING CHALLENGE RESOURCES DURING THE PUBLIC PHASE

Encourage every small group in your church to use the *Giving Challenge* small group curriculum. Equip your kids ministry leaders with the free Sunday School (or Kids Church) curriculum so kids can be part of the journey. Be sure to leverage all the free video scripts, slides, graphics, social media prompts, and more—these resources will save you time and help you communicate consistently.



# PRACTICAL STRATEGIES

## CONTINUED

### FEATURE TESTIMONIES THROUGHOUT THE CAMPAIGN

Share stories of life change throughout your weekend services. These could be written, read aloud, or video testimonies from people currently participating in *Giving Challenge*. Personal stories inspire others and illustrate how God is growing people in generosity. Check out the FREE video script ideas that are included in the FREE resources.

### LEVERAGE WEEKLY THEMES FOR MESSAGING

Align your campaign communication with the weekly *Giving Challenge* themes (Giving Happily, Giving Eternally, Giving Abundantly, Giving Regularly, Giving Today). Use the free social media prompts, offering prompts, and email communication tools to reinforce these themes and keep generosity top of mind.

**Pro Tip:** Tie your pledge or commitment moments to these weekly themes. For example, use “Giving Today” week as a key moment to invite campaign commitments.

Use *Giving Challenge* Milestones to Build Campaign Momentum

### CELEBRATE WEEKLY PROGRESS BY CONNECTING GIVING CHALLENGE MILESTONES TO YOUR CAMPAIGN GOALS.

Ideas include a gratitude wall, visual progress boards, social media highlights, and worship moments to thank God for how He is moving. This reinforces both the spiritual discipleship impact and your campaign objectives.

### SUSTAIN MOMENTUM AFTER THE CAMPAIGN

Don’t stop when the public phase ends! Use *Giving Challenge* momentum as a launchpad for ongoing generosity. Follow up with your church family on how their giving is making an impact—and invite them to continue growing as generous disciples.

# WHAT'S YOUR NEXT STEP?

1. Watch the webinar with Zach Zehnder and Chris Willard here. (insert link: this will be in the near future).

2. Schedule FREE implementation calls with Zach Zehnder, author of *Giving Challenge*, and Elevate Group. Both ministries are proud to offer FREE support with a 30-minute phone or Zoom calls to help you process how a resource like this can be used in your church's capital campaign.

**Contact Zach** at [hello@redletterchallenge.com](mailto:hello@redletterchallenge.com)

**Contact Chris Willard** of Elevate Group at [chris@elevategroup.us](mailto:chris@elevategroup.us).

3. Download the FREE supplemental capital campaign alignment guide. (insert link). This 25-page resource includes capital campaign weekly talking points, video script ideas, social media plans, celebration ideas, timelines, and more.

## **Giving Challenge:**

[www.redlettergiving.com](http://www.redlettergiving.com)

## **Elevate Group:**

[www.elevategroup.us](http://www.elevategroup.us)



HAPPY



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