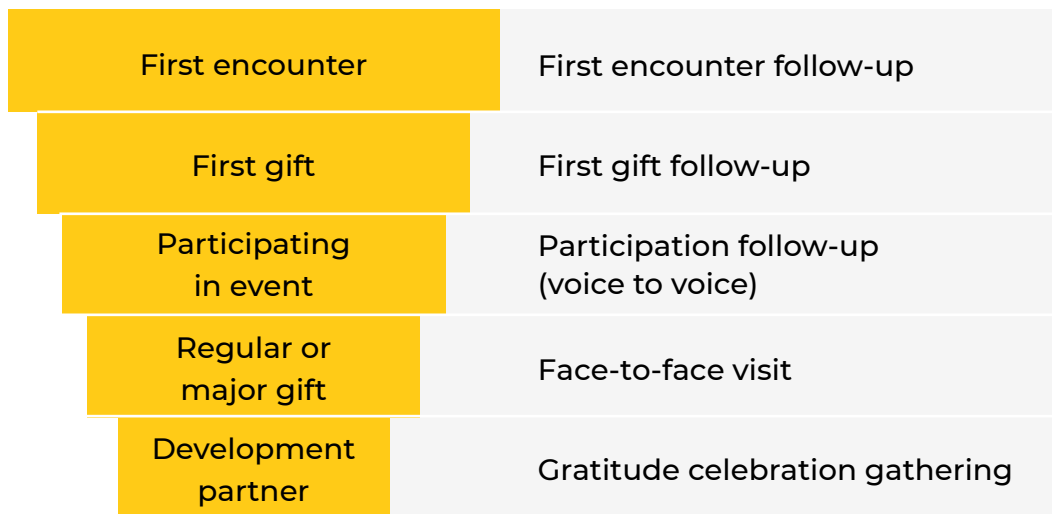


STEP 4:

Start the Funnel of Generosity

You have your why. You have your list. You know where you're going. The next step is to, well, **take a step**. This is where we start the funnel of generosity. The funnel applies to everyone on your donor lists, every church on your Church Partnerships list, and every church conference or governing body on your Church Conferences list. Most people you contact won't respond immediately, so it's important to build a system and dedicate routine time to making contact and working the funnel.

Funnel of Generosity



If you'd like to see more on building that system, download our *Grow the 3 Key Areas of Your Social Enterprise* guide.

