



## 2020 PARTNERSHIP OVERVIEW

### WHAT IS BE RICH

Be Rich is an annual generosity campaign started by North Point Ministries (NPM) that mobilizes the church to extraordinary generosity and selfless service. The name is inspired by 1 Timothy 6:17–18: “Command those who are rich in this present world . . . to do good, to be rich in good deeds, and to be generous and willing to share.” We believe the church should be known for its compassion and generosity, and the generosity of our churches through Be Rich has accomplished that more than anything else we do.

### HISTORY

The idea for a church-wide generosity initiative surfaced in 2007 after NPM senior pastor, Andy Stanley, delivered a message series titled How to Be Rich. From the start of the initiative, attendees have served in our communities and have given to local and global needs. Here are the results from the last six years.

	2014	2015	2016	2017	2018	2019
Give	\$4,430,211	\$5,241,897	\$5,754,385	\$6,194,267	\$7,391,757	\$8,063,764
Serve	53,767 hours	49,482 hours	51,449 hours	63,406 hours	61,251 hours	68,698 hours
Participating Churches	32	30	41	63	69	73

### CALL-TO-ACTION CALENDAR

Each week of the campaign is dedicated to a call-to-action, a specific way we ask our attendees to be rich toward others.

- September 12-13 - Give financially.
  - Make a financial donation to help our Be Rich nonprofit partners.
- September 19-20 - Serve a nonprofit.
  - Give your time to a nonprofit in your community.
- September 26-27— Love your neighbor.
  - Be generous by doing something thoughtful for someone.

### RESOURCES

- A detailed, step-by-step guide of how to execute Be Rich at your church
- Process and deadlines for integrating your efforts with ours
- Access to assets and deliverables (key art, style guide, launch message video, other video elements, etc.)
- Use of the BeRich.org website to provide participants with campaign information and opportunities to engage in the calls-to-action

- Access to NPM staff responsible for the Be Rich campaign

## **PARTNER CHURCH COMMITMENT**

For the clarity and success of the campaign, partnering churches commit to:

- Having buy-in across your church's senior leadership.
- Designating a staff person as your church's Be Rich lead, our primary point of contact.
- Delivering a Be Rich message or series.
- Participating in and syncing with NPM's calendar on the Give (9/12–13) and Serve (9/19–20) calls-to-action.
- If relevant, also syncing the Love (9/26–27) call-to-action.

For the integrity and transparency of the campaign, partnering churches commit to:

- Partnering with great nonprofits.
- Giving away every dollar donated.
- Sharing your campaign results with NPM.
- Sharing the names of the organizations and projects funded through BeRich.org.

## **WHAT NOW?**

- Discuss with your leadership team the possibility of participating in Be Rich 2020. This document is intended to help in that conversation. Here are a few questions to consider:
  - Why would we want to participate in Be Rich?
  - Are our reasons aligned with NPM's purpose for the campaign?
  - Does Be Rich work with our calendar (i.e., can we sync with NPM's campaign dates)?
  - Are we comfortable committing to the essential elements listed above? If not, why not?
- Contact the Be Rich Team ([berich@northpointministries.net](mailto:berich@northpointministries.net)) with any questions you have.