



2021 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 our attendees’ engagement with 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 called *How to Be Rich*. From the start of the initiative, attendees have served in our communities and given to local and global needs. Here are the results from the last six years.

	2015	2016	2017	2018	2019	2020
Give	\$5,241,897	\$5,754,385	\$6,194,267	\$7,391,757	\$8,063,764	\$8,699,277
Serve	49,482 hours	51,449 hours	63,406 hours	61,251 hours	68,698 hours	35,550 hours
Participating Churches	30	41	63	69	73	68

CAMPAIGN TIMING

Churches can execute their own Be Rich campaign at various times throughout the year. Access to resources and support from NPM staff vary based on the campaign calendar your church chooses.

- **Fully Synced:** Aligning with NPM’s campaign calendar (see below)
- **Semi Synced:** Launching the campaign between September 25–26 and November 6–7
- **Not Synced:** Launching Be Rich between December and August (available starting in May 2021)

NPM 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 18–19: Give financially. Make a financial donation to help our Be Rich nonprofit partners.
- September 25–26: Serve a nonprofit. Engage with a nonprofit in your community.

RESOURCES PROVIDED

	Fully-Synced	Semi-Synced	Not-Synced
Step-by-step guide on vetting nonprofits	X	X	X
Step-by-step guides on executing Give, Serve, and Love calls to action	X	X	X
Access to logos, fonts, brand guide, etc.	X	X	X
Access to the Be Rich Channel on the North Point Partner website	X	X	
Equipping emails from the NPM Be Rich Team to help you pace your preparation	X	X*	
Access to merchandise group orders	X	X*	
Ability to submit footage for current year's celebration video	X	X*	
Use of BeRich.org with how-to user guides	X	X	
Access to web, social, merchandise, and signage art/graphics	X	X	
Access to communication plans/content for emails and social media	X	X	
Access to current service programming assets	X	X	
Access to surveys for attenders and partnering nonprofits	X	X	
Full customer support from NPM Be Rich Team	X		
Access to Be Rich Google Calendar	X		

*Dates and deadlines for these resources are tailored to Fully Synced churches.

COMMITMENTS

	Fully-Synced	Semi-Synced	Not-Synced
For the integrity and transparency of the campaign, partnering churches commit to:			
Giving away every dollar donated.	X	X	X
Participating in the Give and Serve calls to action.	X	X	X
Partnering with great nonprofits.	X	X	X
Sharing your campaign results with the NPM Be Rich team.	X	X	X
Ensuring brand integrity by adhering to the brand guide.	X	X	X
For the clarity and success of the campaign, partnering churches commit to:			
Sharing the names of the organizations and projects funded with the NPM Be Rich team.	X	X	Optional
Delivering a Be Rich message or series to provide vision and context for the campaign	X	X	
Having buy-in across senior leadership.	X	X	
Designating a staff person as the primary contact to the NPM Be Rich team	X	X	

WHAT NOW?

- Contact the Be Rich team (berich@northpointministries.net) with any questions.