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Announcer: The Art of Leadership Network.

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Carey Nieuwhof: Welcome to the Carey Nieuwhof Leadership Podcast. It's Carey here. Thank you so much for joining us. I hope our time together today helps you identify and break a growth barrier you're facing. And if it's financial, well you came to the right place. Vance Roush is back on the podcast. We're going to talk about why Millennials will be the most generous generation, the tectonic financial shifts that are happening right now, we will touch on crypto and how planning not to lose kills organizations. This is just a great episode with Vance. I love his leadership so much and this episode is brought to you by Compassion and Gloop.

Compassion partners with over 8,400 local churches to break the cycle of poverty in local communities. Visit compassion.com/carey to explore what they can do for you and your church.

And last year Gloop's reach program connected over 127,000 people with churches across the country. You can go to get.gloop.us/reach to connect with more people from your community who need you.

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Well, Vance Roush is the founder and the CEO of Overflow. It's a Silicon Valley company that's helped over 400 nonprofits and churches, raise tens of millions of dollars using their revolutionary platform and process. We also talked about a pivot he's made with Overflow. If you love start-up stories like I do, you're going to really enjoy this one. He's also one of the pastors at Vive Church in San Jose. He's a fundraising expert and he and his wife, Kim, live in the Silicon Valley with their four children. So he gets it done. I'll tell you. Hey, one thing I've got to let you know, first of all, this is not financial advice. We're going to talk about money. We're going to talk about how to raise money. We're going to talk about all kinds of things. It is not financial advice. Please consult a financial advisor.

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Secondly, you need to know I'm also an investor in Vince's company. Not a major one, but significant. Just wanted to disclose that. That is not why he is on this episode. But anyway, I want you to know that just so that I am transparent about that. We were an early series investor in his privately held company. So anyway, that's not why he's on the show. He's got a fascinating story and just wanted to let

you know about that right up front. And man, I really hope this helps you lead when I talked to church leaders in particular, raising money is one of those things that is just really hard. It was hard for me for the first ten years until I finally figured out how to crack the code on raising money. And most leaders I know, most church planters I know say, "Yeah. We don't have quite enough." So hopefully this really helps you today. And hey, one of the things you should do with money is share what you have. And so I want to highlight a ministry that is all about the local church, and that is Compassion International. I've worked with them for many, many years, and their mission is to release children from poverty in Jesus' name.

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They do it by partnering with local churches in areas with extreme poverty. My wife and I, we sponsor a number of kids. I've been to a number of villages, mostly in Guatemala, where Compassion does incredible work. And do you know that every child sponsored, all 2.2 million, are cared for by a local church in their community? Every one. They don't actually go to like a "Compassion center." They go to the local church, so they're partnering with over 8,400 churches in the developing world. And that means if you're a church leader, Compassion provides valuable resources for your church as well. So, our church partners with Compassion, and I would love for you to check it out. So you can visit compassion.com/carey to explore the resources that Compassion has available for your church. That's compassion.com/carey.

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And today's episode is also brought to you by Gloo.

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If you're like most pastors your outreach strategy hopefully looks nothing like it did a year ago, let alone 10 or 20 years ago, because things are changing so fast.

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And Gloo has a revolutionary new program called Reach. Last year, Reach connected over 127,000 people with churches across the country. These are people searching the internet going, "I've got questions about life," and Gloo connects them with local churches. That's an average of twelve new contacts every month for churches that sign up. So, here's how it works: Gloo partners with recognizable national campaigns for Jesus. You've seen He Gets Us, KLove, Churches Care, a lot of others. When people respond to those campaigns and asked to connect with the church, Gloo matches them with a church in their city. Then your church receives connections in a dedicated inbox, using Gloo's suite of free texting tools, to

communicate with them and build relationships. Super easy to use, doesn't require additional staff, and costs are covered by kingdom-minded donors. The best part, with others focused on running expensive and complex campaigns. You don't have to build this stuff. It's free and you can build the relationship.

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So, if you're curious, go to get.gloo.us/reach. And you can start connecting with people in your community who say, "Hey, put me in touch with the local church."

And now my conversation with Vance Roush.

Carey Nieuwhof: Vance, welcome back to the podcast.

Vance Roush: Carey, what an honor and a pleasure. I'm so excited for this combo.

Carey Nieuwhof: Well, so am I. I've really enjoyed getting to know you over the years and you know, as I disclosed at the beginning, an early-stage investor in your company. That's not why you're here. I invest in a lot of things, and they don't always show up on the podcast, but I just really love your story and what you're doing. So, I want to pick up here. You've taken your startup through a few business cycles.

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Launching literally in the 2020 crash which was absolutely brutal for Tech. Now we've got a bank failure in the mix, Silicon Valley Bank, you've got the incredible rising markets of 2020 to 2022. Then you've got higher interest rates, layoffs, all over Silicon Valley, and bank crashes starting right next door to you. What are you noticing about resiliency and learning as an entrepreneur in this season? It's crazy.

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Vance Roush: My goodness. What a summary, Carey. Let's breathe Let's breathe real quick. Yeah, when you summarize all of that, you know it's funny in hindsight. It's funny, right?

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Going through it, it really tests your mettle, as they say.

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We started a company right in the middle of the pandemic, right? Literally, as I was pitching my company to investors March 2020 happened, right? And so it's like,

okay, that's kind of crazy. But the company that I was pitching was a giving platform, Overflow, just for anybody that doesn't know, Overflow is a giving platform specifically that has unlocked non-cash asset giving for churches and charities. And I started looking like a genius, a little bit, because the stock market, you know, after a crash in March, really started to rebound and rip, right?

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But not only stocks. Robinhood, crypto, everything was just ripping. You know, hindsight is twenty-twenty. Maybe part of that was because people were just bored at home looking for things to do? Looking to invest and trying to sharpen their financial literacy and all that type of stuff. So I've been on this roller coaster since we endeavored to start this company and lead this company through all those different waves. You know, I look like a genius, and then I don't look like a genius when the market crashes and May 2022, right? And then all of a sudden, I'm saying, "Hey, non-cash asset giving!" And then a lot of people are like, well, the market just crashed and crypto's not so hot. And you have a stock and crypto donation platform, And then fast forward a little bit more. I write this book.

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High Growth Fundraising the Silicon Valley Way. And then the Monday I'm meant to launch it, the weekend before, Silicon Valley Bank fails.

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Carey Nieuwhof: So you're like... title change?

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Vance Roush: And I feel like I need to maybe write a book about, you know, resiliency at this point, and really it would just be stories of, really, what we've experienced leading through this roller coaster and having an opportunity to show resilience. And so, to your question, I'm actually grateful for it, Carey, I'm actually grateful for the seasons. I think why I'm grateful for it, is because resiliency means that you need to deal with reality.

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Resiliency produces sustainability. The fact of the matter is that some of the cycles that we went on, some of the bullish cycles that we went on, we now know were just not sustainable, right? Some of the money printing cycles during the pandemic, where people were receiving checks and things like that, and loans and things like that, at the rate at which were doing it we're learning now wasn't sustainable. And

so, part of the resiliency story is getting to a place of sustainability. And I'd say this, our business, our company, our team, because we've had to show resiliency, has never been more sustainable. Has never been more sound. Has never been more clear.

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I think resiliency produces clarity, and clarity produces energy. And so in a weird way, I'm actually energized by.

Carey Nieuwhof: Yeah. So one of the challenges, like, you always have external factors. And you've had those, as long as there've been human beings, you've had wars, you've had great depressions, you've had the recession of 2008, so much stuff. But it seems like 2020-2023 was a real roller coaster ride. And you know, you're a young entrepreneur, a young leader, heading into that. What happened inside your head? What was your head game? Because they say, I think it was Andy Stanley who said, "momentum makes everything look better and lack of momentum makes everything look worse." And I think that's very, very true. How do you not get caught up in the hype or then want to just throw in the towel in a year like 2022, when the external things kind of collapsed?

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Vance Roush: Yeah, I've had to learn to sharpen my processor. Every computer has a processor, and Silicon Valley is actually famous for silicon chips, which has been able to accelerate the rate of innovation with that processor. So our processors are now smaller and smaller. You have companies like Intel. That's what's happening in people's brains and people's mentality. And it's kind of crazy, we're living through a time where we're learning that that processor needs to be sharpened because the rate of change is to a pace and a level like we've never seen before, right?

And so, the last time in 2008, when WaMu, the largest bank failure of all time. When WaMu failed, it actually failed across 14 days. When Silicon Valley Bank failed, it happened in 24 hours.

Carey Nieuwhof: Yeah. No kidding.

Vance Roush: Right? And so things are just happening faster things are happening at lightning speed. That means your processor needs to be sharpened. When I talk about processor, to make this really practical, part of what I need to process and sharpen is to protect the believer in me.

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So the the same thing in me that allowed me to take a leap of faith to start a company, that believer in me, that that optimism inside of me, I have to process external and internal situations at a level. And also, now, at a rate that protects that believer in me. So I don't get cynical. So I don't start drawing back. So I don't start playing not to fail, and start focusing on what could go wrong, but continue to remind myself, but what could go right?

Carey Nieuwhof: How do you do that?

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Vance Roush: Honestly, simply asking those questions and reframing myself to those mental models, and reminding myself and refreshing myself. The origin of why I even started the journey right? Jesus kind of does it with Peter, when he reappears back to Peter and points Peter back to the place of the of the origin. And that's what I have to do sometimes. I have to be super grounded, part of the resiliency is being super grounded in my why.

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When I got to the place where I understood my “why” is actually when I launched the company, but that was a journey to even get to the why, right? Because you have to ask yourself, multiple “whys” before you get to the actual core, pure, true place of intention that can have you be resilient through these tough times.

Carey Nieuwhof: I’m going to get the phrase a little bit wrong, but I’d love to go there. You said something about playing to win versus planning not to fail. That really resonated. I think you're right. In adverse conditions or when a leader gets cynical or when a leader, a pastor, or an entrepreneur gets discouraged, we can start just running defense.

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And part of leadership is, “how do I not go bankrupt in really volatile conditions.” I get your newsletters and that kind of stuff. So, I get it, like you're playing a game where the stakes are high. And most startups fail. So can you explain a little a bit more? Because we talked about, the first time you are on the show, you're in Y Combinator. You've had some of the best coaching, you worked at Google. What is the difference in your mind, as a leader, between playing to succeed or playing to accomplish your mission, versus planning not to fail? And please rephrase that in the proper phrases.

Vance Roush: You nailed it. I would actually highlight in this Silicon Valley principle of how Silicon Valley actually operates. You can only lose 1X your money.

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Carey Nieuwhof: Okay, there you go.

Vance Roush: You can only lose 1X your money. What does that mean? The Venture Capital model is not, "I make 10 investments and I believe all 10 Investments are going to a billion dollars." There is an expectation, actually, that with those ten investments, 7-8 of them are likely going to fail, just based on statistics. But the Venture Capital model is based on the fact that one to, maybe if you're really good, three of them are going to be massively successful, and that's how the math works out. So that means you can only lose 1X your money but it's asymmetric in the opportunity. And so, actually playing not to lose, in a Silicon Valley mindset, doesn't do anything. It actually is better if you fail fast so that you could learn.

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Or even, honestly, shut that thing down and start again rather than just sitting in this kind of mediocre line, right? And this is not the same paradigm that everybody should adopt. Because if you're running a lifestyle business, a small business, or even a church, right? You should not have the mentality of just like start a church, fail a church, start a church, fail a church. That's probably not the right mentality, but I'm talking about a very specific, if you're trying to do something at a scale where millions or even billions of people are using your product, which is the Silicon Valley way, it's a different game, right? And so, that's what I mean by that.

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Carey Nieuwhof: Well. And I think planning not to lose is a mindset that is very easy to play. And I've got a few decades on you. I think it's a frequent companion to age, Vance. You know, because right now, you're young, you've started out and I remember being like 30, and it's like we got nothing to lose, or we'll go broke trying, or that kind of thing. And that's really easy to say when you actually have nothing to lose. It's not that hard, right? It's like, alright, I got nothing. Let's go for broke. But as you get older, and as you become more successful, that's why I think success makes you conservative. Success makes you afraid. Success makes you think, well now I've got something to protect. Now I've got something. And I want you to go there, like what happens to organizations. And I remember Tim Ferriss interviewing I think it's Mike Maples.

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So basically, that's what he said. He's a venture capitalist and he said, "I make 10 bets on companies 10 investments in companies.

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I know seven are going to lose, one or two are going to return 1 – 2X."

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So basically, seven out of ten failures, total loss, kiss that money goodbye.

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But he says, you get one Uber or one Dropbox, or one ChatGPT, OpenAI.

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and he says that's 100 times, 1000 times, 10,000X, and that's how you make your money.

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And again, I don't think that applies to every company or every business, but the just planning not to lose mindset.

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I see that pervasive. What are the dangers? If you started leading your company today, let's put it this way, where you're just planning not to lose, what happens?

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Vance Roush: Yeah, so, I think, if you're leading your company in a way, not to lose, it's the fastest way to stagnation. And so, you're in maintenance mode and we actually know that maintenance mode, Biblically speaking, is lazy and wicked if we want to talk about the parable of the talents, right? And so if we want to talk about it, biblically, actually our mindset should be multiplication, not maintenance. And so to your point though, I fully agree. I mean, a privileged part of my journey is that my wife and I co-founded a church with our lead pastors, Vive Church here in the Silicon Valley.

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And we talk about this all the time as a team, that it was so much easier to be risky in the first couple of years. Because, to your point, you have nothing to lose. And nobody would know.

Carey Nieuwhof: No one would know. No one would know. You got a dollar, you lose a dollar, you make a dollar. That's fine. You've got a person, you lose a person, you find another person.

Vance Rooush: So nobody knows, the community's not that big. And you're just naturally able to take risks easier. We're eleven years in, we just bought our first building here across the street from Google. You know, it's a quite expensive investment that we've made. Thousands of people have come to Christ. It's awesome. God is moving. But to your point, it's so much harder to take risks.

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And so, what I think the progression is, is that risk has to look different, right? Even with our friend, Mike Maples, right? At the end of the day, he still taking a portfolio strategy, right? And so that's what I think is, you know, if you're looking to continue to move the needle, especially when you think about the next generation for church planting and church growth, and things like that, you have to make strategic investments into Gen Z, into things that could fail, but you're not all eggs in one basket, does that make sense? You're taking a portfolio approach and you have margin for things to fail so that you can allow for things to succeed.

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Carey Nieuwhof: And that's sort of the idea of constant experimentation. What are you trying that's new, right? Maybe you've got a goose that laid the golden egg. Maybe you've got a strategy that's really working. But everything has a life cycle. So, how are you doing that three years into your company? This summer will be three years since you launched Overflow. How are you calculating risk differently? Because now you actually have clients, you've actually got a team, you've got real payroll, and you've navigated multiple economic scenarios, probably more than you ever imagined in July of 2020 when you launched. So how are you calculating risk differently than you did three years ago when you were launching?

Vance Roush: Yeah. So when we launched we were primarily known as a stock and crypto donation company.

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But we needed to accelerate toward our original mission and vision faster than I even anticipated. So, what do I mean by that?

Carey Nieuwhof: What was that original mission?

Vance Roush: Exactly. Exactly. So the mission of Overflow is to inspire the world to give based on a biblical proverb, Proverbs 11:24. The world of the generous gets larger and larger. So if we believe that is true, why would we not build a platform that invites people to live a generous life, which means that they'll live an enlarged life, right? And the vision was very specific to build the infrastructure that makes generosity frictionless across every major asset.

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And so, the obvious answer, at the time that we started the company was to unlock stock in crypto donations, which, even in this environment, Carey, is unlocking incredible generosity, and we can talk more about that. We also found that there are other things that are inhibiting generosity that are not even just in the non-cash assets space. So for example, fees. Some people don't like the fact that there are so many merchant processing fees attached to a gift, and definitely churches and charitable organizations that are receiving the gift don't like that either when they see it in the P & L. And so we were like, oh, it's not just about unlocking net new giving through non-traditional assets.

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But it's also maybe incorporating a new thing within our platform that saves churches and charities money on giving through regular credit, debit, ACH and so creating innovative business models, creating exclusive partnerships with payment processors where we can negotiate that rate all the way down. And so now, my company is taking much more of a portfolio approach offering other ways that we can help serve churches and charitable organizations. And that has been a really exciting thing to see that the environment has forced us to innovate further and offer new ways that we can serve felt needs and pain points for our customers.

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Carey Nieuwhof: We're going to get into a lot of the details about crypto, about new asset classes. I want to go there. Millennial giving vs boomer giving. I mean, we're gonna get into the weeds, which I love. But before we do, I am really intrigued by this journey of the last three years. One of the challenges, a lot of leaders have younger or old, Vance, is they have that internal, "I gotta keep myself encouraged." There's a multiplicity of voices. I know you've got a board, I know you've got a team. And probably on that team, you have a range of like not doom-sayers. Hopefully, you don't have them. But very conservative people who are like, "hey, you gotta be careful," you know. And on the other hand, you got people like, "roll the dice. You're gonna win, you know. Come on. Come on." So you got some real encouragers and

maybe have some more cautious people around you. What is your current framework for discerning which voices to listen to, which voices not to listen to, and is that changing in any way?

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Vance Roush: Such a good question. I think that and this is something I'm continuing to grow in, but some of the constant principles that have stood the test of time is number one, prayer, right? I think prayer is so important. You know, we say at our church that it's our first response, not our last resort. I know a lot of faith communities have adopted that mentality and bringing really prayer at the forefront is really, really important.

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I also subscribe to this idea that time is the best truth-teller. And a lot of times when the current situation looks like it's against you, if you're operating out of first principle truths, in time, if you're operating in first principle truths, it will come around to resolve itself out. I see the same thing with relationships, right? The people that have stuck with me in the peak times and the valley times, and have been steadfast and consistent in my world, I can trust.

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So that person that super bullish in my world, but is just recent in my world, I'm going to temper that bullishness. I'm going to temper that guidance, right? I'm going to take it as one input. And put it through my filtering system. That other person that is super negative or pessimistic in my world that just entered my world, I'm gonna also temper it the same way. But those people that have journeyed with me and been through the peaks and the valleys and are steadfast, largely, those people are typically not at the extremes. And those people typically are not actually trying to tell me what to do or give me advice. They're actually giving me more questions to reflect back to help me reflect and process, um, kind of how to contextualize things. And instead of answers, they're giving me direction.

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And so that's what I've kind of valued, and that's what I've allowed to help navigate these seasons.

Carey Nieuwhof: That's good wisdom right there, Vance. So let's dive in a little bit. Let's go to crypto. Okay, one of the most controversial topics, just to pick something light to start with, you know. It was on this rocket ride in 2020-2021 to unheard-of

valuations. It became a bit of a laughing stock in 2022, where a lot of out of, like from the Super Bowl ads, right down to the pit at the end of the year. And now, so far as of recording this, about a 72% gain in 2023. What's your take on crypto right now? I mean, who was it who came out and said it would have, oh gosh, should have done my research.

Vance Roush: Balaji.

Carey Nieuwhof: Yeah, Balaji okay. Talk about who Balaji is.

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Vance Roush: He said Bitcoin is gonna go to a million in 90 days.

Carey Nieuwhof: And what's it at right now as we're recording this?

Vance Roush: Well, when he said that, it was like load, 20,000s.

Carey Nieuwhof: And it had been up to what, 70?

Vance Roush: Yeah, at it's peak, it was at 70. Since he said that it actually popped to, it's like 30,000 now around that range, you know. This is, by the way, not financial advice.

Carey Nieuwhof: No, no, this is not financial advice. Nope.

Vance Roush: We are having the water cooler talk about crypto and I personally don't believe that that's going to happen at the time that we're recording. This was about a week into him making that prediction. So we'll see I guess. But I personally don't think that Bitcoin's price is going to reach a million dollars.

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But I do think that he was saying that for impact and effect. Balaji is considered one of the leading voices in the crypto web three space He's reputable, too. This is not just some person saying things.

Carey Nieuwhof: It's not some TikTok influencer.

Vance Roush: Exactly. He was an actual executive at companies like Coinbase and things like that.

Carey Nieuwhof: We'll link to him in the show notes if you want to know more.

Vance Roush: He is a reputable source. That I think was saying it for point of impact and effect because of people's loss of trust in the central banking system here in the US. And even honestly, globally, with the sixteenth largest bank in the world failing.

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That was kind of unprecedented the way in which it failed. And then also this inflation that has not yet been under control in the US. And so the idea is that people are looking for ways to hedge against inflation. So, you know, for anybody that's listening to this, a hundred dollars in your bank account today is not necessarily a hundred dollars next year, because of inflation. And if we get into a state of really high inflation, or even in some countries, unfortunately, that face hyperinflation that hundred dollars could mean literally minimal.

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And because of that dynamic right now, people are looking for yield, they're looking for protection, and they're fleeing to asset classes that they believe can be resilient through things like inflation. The fundamental idea of the blockchain and Bitcoin and cryptocurrency is, actually, to hedge against those things. For example, Bitcoin inherently only has a max amount that you can mine from it. And so even just a fundamental paradigm of this currency is meant to be anti-inflationary.

Carey Nieuwhof: And in that sense, it's like gold. There's only so much. You can dig forever and there's only so much.

Vance Roush: Exactly. And so that's my take on it. My take overall is, I can't predict what the price is going to be tomorrow or in 10 years, but what I can belong in is this idea that, yes, eventually we will need asset classes, just like the publicly traded stock market has been for a lot of people for decades, that has yield, has growth to it that is productive. And so the challenge for crypto, overall, I think Bitcoin has a fundamental utility, but the rest of the tokens, cryptocurrency, the rest of the Web3 space is going to be challenged to continue to find actual utility, and if it can continue to find utility like I believe Bitcoin has, it will always be valuable.

Carey Nieuwhof: So you don't just outright dismiss it like a lot of analysts do. And I think for the purposes of this conversation, I mean, people will have opinions about, "I think it's a gimmick. I think it's this," Here's the reality for those of you who serve church leading organization lead a nonprofit who are trying to raise money.

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It doesn't matter what you think. Your people have stocks, your people have crypto, they have invested. And whether it was some guy on a Reddit thread, that was just like, oh yeah I got into this, right? Like, they're trying to figure out how to give and you're trying to figure out how to leverage that generosity. That's the purpose of this conversation. So let's talk about the difference between how Millennials think or handle money and how Boomers do. And by the way, I loved your book, I had the privilege of endorsing it and I thought you had some really, really good stuff. It's called High-Growth Fundraising the Silicon Valley Way and I thought your take on Millennials being the most generous generation was, number one, surprising. That's going to shock a lot of people, and I don't disagree with it, but number two, really illuminating. So let's go there. Let's dive down on that.

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Vance Roush: I think it was a little bit of a hot take right? Depending on your perspective. Some people still label Millennials a certain type of way in a certain type of persona, right? I know growing up, I'm a millennial. I'm like right in the middle of being a millennial. And I've heard, and even agree, with some points around things like entitlement and things of that nature. The reality is this: why I say that Millennials are going to go down as one of the most generous generations the world has ever seen is for a couple of reasons. Just macro-economically speaking, we're undergoing the greatest wealth transfer the world has ever seen. So thirty trillion dollars is being transferred, actually, we're in the midst of it right now, from boomers to millennials and maybe some of that Gen Z as well, in the next decade.

Carey Nieuwhof: Yeah. That's crazy. So think about that right there. Just hard stop. Thirty trillion dollars is going from aging and dying elders and boomers to their kids.

Vance Roush: Exactly. And the way that millennials are thinking about the inheritance of this wealth is fundamentally different for how our parents and our grandparents thought about it. Just fundamentally different. The other macroeconomic thing that's happening, and I believe it was Morgan Stanley that did this study, but Millennials are facing one of the fastest rises of income increase that the world has ever seen. Like the velocity and Millennials' earning capacity, in the next decade is going to be at a velocity that the world has never seen.

Carey Nieuwhof: Is that because of the wealth transfer or other factors?

Vance Roush: Part of it is because of the wealth transfer and part of it is because you have younger people starting more valuable companies. I think technology is a good example of how there are many Millennials that have come into wealth faster

and at greater levels than their predecessors. And it's not a zero-sum game, especially in Tech, it's become a growing pie.

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Carey Nieuwhof: Yeah.

Vance Roush: And so you have these wealth-generating factors for Millennials happening, and then on top of that, Millennials already proportionately, based on their net worth, give more than generations preceding them just statistically. Already, like today. As a proportion of their net worth are already giving percentage-wise more than their predecessors. But also, the deeper level principle that I've seen, Carey, is that Millennials identify giving with their identity more than I've seen growing up from even my parents or my grandparents. Like, it is something that they tie to their core being.

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Carey Nieuwhof: And in the same way that they would ethically source clothing, or get into organic food, or vegan not for dietary reasons, but ethical reasons. That's what you're getting at?

Vance Roush: Exactly. And because they see giving not as even just a duty, maybe generations previous to us. And that's noble, right? To see philanthropy, to see generosity as part of my duty and my responsibility. It's even more than that. It's my identity, for Millennials. And so there's not a right or wrong answer but what I'm saying is that when it's in the identity bucket, that's almost like an unlimited bucket. Like duty, obligation, and responsibility runs out.

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But my identity, who I am is a generous person. I start crafting my whole world around how I could be more generous.

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Carey Nieuwhof: So I want to go a little bit deeper on this, Vance, because I'm thinking through how paradigms and understanding shifts. So first of all, I'll give you a little bit of an essay here and then stop and actually ask a question. But I agree with you that Millennials will be more generous than people expect. Even when I started ministry in the 90s, the stereotype in the church was, "better pay attention to the people in their 70s, they give all the money." Well I challenge everything I hear. So, I went in and got actual disclosure, and I'm like actually that's not true. And consistently over the 25, 20 years that I led our church, it was the 35 to 55-year-olds

who are the most generous. That makes sense without the inherited wealth, rising incomes.

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Most people do not give from wealth, they give from income. They give out of their cash, out of their bank account.

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So your bank account is probably most flush, you hit your peak income years in your 50s. You retire, you move to a fixed income and you're giving starts to drop.

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Now once in a while in a capital campaign, there might be a 68-year-old or a 72-year-old who can cut a significant check, but when you're looking at day-to-day giving it tended to be younger people anyway. The other thing that's really different is, and this is why I really want to explore the identity and the characteristics of millennial givers a little bit more with you, is we're living in the middle of a big crack in history.

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If you go back 200 years, I don't know where your ancestors were. The Philippines?

Vance Roush: Yeah, that's right, that's my heritage.

Carey Nieuwhof: And mine were in Holland. And I always think I came from as peasant a background as you could imagine.

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We were all dirt poor, working on farms, backbreaking labor. That kind of stuff, If you've ever seen Van Gogh's 1872 painting, The Potato Eaters, I'm like, those are probably my relatives. Like a hundred percent, just peasant background. My parents immigrated. They became entrepreneurs. They did fairly well. They ran a company for twenty-five years, but it was manufacturing. Their son goes into the professions; law and then later ministry, etc. Very typical immigrant path. But we have this narrative about, well, you know, in your twenties, you'll get married. You'll buy a house. You get a job, and have kids. Not necessarily in that order. That's already been threatened. But also, this idea of the middle class is actually a post-WWII phenomenon.

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You know, when you really study it historically, the middle class didn't really exist. You were rich or you were poor. You are a robber baron in the 20th century or you were a peasant. And now we're moving into income inequality. You see greater gaps. And I'm just curious when people think about giving and some of that's open for debate, you can bait that in different ways. But I wonder when I read what you wrote, whether we're moving into this new paradigm because you think about it, there's the way the Boomers got their wealth was not from their parents or grandparents, they got it by getting good jobs, middle class, moving up to upper-middle-class some to upper class, but it was, pull yourself up by your bootstraps, Etc. That's shifting, and I wonder what that's going to do to the mindset. So end the essay.

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Any thoughts on that? Because I think that really impacts how leaders will approach their donors.

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Vance Roush: I think you historically took us on a journey that explains a psychology between generations. And again it's not a right or wrong answer. It's just our understanding of human behavior and responses to what they went through, right? And so when you think about that Boomer mentality, I would then say, based on what you just shared with me, that maybe the psychology is protection. Money is protection.

Carey Nieuwhof: Preserve the capital. You hear that all the time with older, folks. Is that is that a Millennial value?

Vance Roush: No, I think the millennial value is the meaning.

[00:42:17.500]

Carey Nieuwhof: And experience.

Vance Roush: So you know my parents, and maybe a little bit of my grandparents, but mainly my parents, because they're the ones who immigrated to America. And their dream, our dream as a family was the middle America dream. Which was the house in the suburbs and the white picket fence. And I'm so grateful that by the grace of God, they were able to achieve that dream for us to give us a platform to have an education and to learn. And all of that. I'm glad that that dream was realized. The reality is that myself and a lot of my friends, their dream is no longer the house

in the suburbs and the white picket fence. It's just not. And again, that's not right or wrong, it's just not their dream.

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Their dream is experiences, their dream is adventure, their dream is meals and meanings with close friends. And so when the dream shifts from safety and security to impact and meaning, that's where generosity is now more tied to my identity.

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What I give to the organization, I align myself with my generosity. So it's even just so much more than, oh, I'm a generous person. It's what am I aligning my generosity to?

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So even the church that I pick is tied to my identity, now more than it was ever before, right? Because my parents, they went to a church, but I wouldn't say that they had their identity in the Sunday service or the community that we were a part of but some of the millennial churchgoers that I'm meeting now in this kind of in the places and spaces, there is a resurgence of church planning and things like that. It's like, no, we're going back to Acts 2. I'm giving it everything. I'm getting my all. All my talent. All my tithe. All my time, you know, I'm giving it all. There's more of that mentality.

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Carey Nieuwhof: Well that that's a hint into my next question, which was, so there's this thirty trillion dollar investment coming into millennials and younger Gen X, which we can't even honestly get our heads around. We don't even know how much billion dollars is, but it's amazing. So let's say that somewhere between a half million dollars and low millions are deposited in a lot of bank accounts over the next little while. Do you think that, first of all, donors are not flexing to give that to the church. They're not like, we're gonna write the church. No, boomers are kinda like this is going to my kids. It's going to my grandkids. It's gonna go there. What is the millennial reflex when that money comes? Because it sounds like more trips to Asia, more trips to Europe, more amazing meals out, the influencer lifestyle that too many people dream about. "Look at me on my boat. Look at me on my car..." you know, where do you think naturally that money will go?

Vance Roush: It could do that, Carey, and I think that's the open-ended opportunity that us leaders have, right? Is that it could do what you just said it could do, or we

can help influence that to do something more meaningful. And so I do think that's where leadership comes in. I do think that's where pastoring comes in and shepherding comes in, so that people understand that some of these endeavors most probably are going to be empty at the end of the day. But here's the problem though.

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Some people are making all this money, they're inheriting this money, and then they work for companies like Google Apple Facebook, right? And Google's mission is this: to organize the world's information so that it's accessible to everyone. Okay. Wow. What an amazing mission that has now impacted billions of people. Like, billions of users, okay? So you have a tech Millennial that's working at a company like this, that feels Like they're on-mission and then they go to a Sunday service and there's no vision.

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Or if there is, it's way smaller than their employer.

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And so why? If the vision of the Sunday service and what we're doing in our church community is smaller than even my employer, right? And so, that's what I'm saying is like, it's open-ended. So this financial tectonic shift is happening and will continue to happen. That's inevitable. The open-endedness and the opportunity that we have as faith leaders is to give people a why. I mean, Jesus was ambitious. He said, go into all the world. Paul was ambitious. He says I run this race to win.

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I didn't just do this for the participation award.

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He said I run this race to win. What does that speak to ambition? And I think sometimes in the faith communities, ambition could be vilified. But this is what Millennials are looking for. They're looking to make a difference, they're looking to make an impact. They're looking for a big vision and mission that they could be a part of.

Carey Nieuwhof: They're not about not planning to lose. So, you know, just one editorial comment and then some more questions, but I think this is just spidey-senses, but I don't think the average pastor looks out at his or her church sees a bunch of 35-year-olds and thinks that they have money.

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Because they hear all the bankrupt stories, they hear all the you know, "Gosh it's just so hard," and that's a very real reality. I mean food insecurity, housing insecurity, blah blah, you know, inflation I get it, I get it, but for a percentage of people that's not the case. And I think there's value in what you just said to rethink. Actually look at the numbers and prepare people. Like, you know, if you've been given a lot, a lot is expected. And I think that's our role as leaders and you're right, it's tied to vision. Any other differences between how Boomers think about money and Millennials think about money?

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Vance Roush: Oh a lot of differences.

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There are a lot of differences.

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Spend Me Not did an epic list of like 22 different ways that Millennials manage their money.

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I think you know if I were to try to summarize it, it would be that millennials are a lot less risk-averse. And so when you can get them fired up about something, when you can get them rallying, Millennials are some of the greatest ralliers. If you want to put on a protest, if you want to put on an event a concert, Millennials just rally, right? In the pandemic, when people were raising money for covid-19, at first, I just saw, no giving platform, just Twitter and Venmo. And millennials just raising large sums of capital to deploy towards covid-19 relief efforts when it just had hit.

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GoFundMe, one of the most valuable private companies in the world right now is an example of how Millennials just rally, right? Kickstarter, NFL players experience tragic injury, spin up a foundation, Millennials just go and they rally, right? And so, I do think that there is less of this risk aversion at the end of the day. Which influences a lot of things. I'm not saying all of it is good, because Millennials are not contributing to their retirement funds at the rate that Boomers so wisely did.

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And so there are some flaws to it for sure. But I think as it relates to a church, pastor a senior church leader, or even a leader that's trying to start an organization to mobilise Millennials. They're less concerned about the safety and security and they're more focused on, how are we going to make a difference? And if you can show me that, we'll rally. And money is just a tool, one way that we're going to get this done. But how else can you use me? Can you use my talents, can you use my knowledge, can use my connections? Because I want to give all of it. I want to give my whole self to this.

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Carey Nieuwhof: Feels like a vision competition, it's a really interesting way to think about it. You know, what vision is going to captivate the mind of a generation? So helpful. Okay. You also get into asset classes, which seems very technical and this is where you know, "Too long. Didn't read." But this is really good because I think this is very important. So let's recap. Most people, I don't know what the percentages, you do, but if you think about how you raise money for your nonprofit for your church or whatever it's always "Well, you know, Vance makes a decent income. Hopefully he gives ten percent of his income," which is great.

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But what is the difference between giving from wealth or asset classes, versus income? Just paint the broad picture. Then I want to get into DAFs.

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Vance Roush: The broad picture is that people that donate to something, or multiple things today, 90% of their wealth is actually in non-cash assets. Especially for the top 1% and top 10% of earners, and people of that category in terms of net worth, definitely, most of their wealth is in stocks, securities, ETFs, mutual funds, IRAs, Etc, and then especially for kind of the average American, if they have any kind of significant net worth. A lot of is in real estate.

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And so you got to think about it, and this is increasing, alternative Investments even outside of real estate, is continuing to increase in is not going to stop. And so, the broad stroke picture is this, is that we focus all of our efforts as charitable organizations and churches to encourage people to give from where 10% of their net worth is. And so it's kind of like asking people if you're raising money for a building, for example, to give from their leftovers. Why would we do that, right? And that's partly why we call our company Overflow. How can we tap into abundance?

How can we tap into the place where they're actually storing wealth? A big part of it is that some people don't even think that way. So if you can invite them into imagining, and lifting limitation, that's part of the unlock, right?

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Carey Nieuwhof: Yeah. And I added real estate to the list, so let me just caveat that because I've had this conversation with Dave Ramsey a couple of times. If you have a net worth of a million dollars, you'd say wow. You know, I'm rich. I'm loaded. But if it's all tied up in real estate and you don't actually have any savings, that's a non-liquid asset. And it's really unusable until you sell it. And he would say, say, technically you're a millionaire, but not really, because most people who have money would be diversified beyond just a principle profit. So, we're talking about, and again, this is not the majority of the congregation. But this is if you're gonna raise money for a building across from Google headquarters, you're going to have to tap into non-cash. Otherwise, it's not gonna happen. Most people are not, and people who have higher net worth, are not sitting around with ten million dollars in cash in their bank account.

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Unless they're worth, you know, 300 million dollars. They might have a spare account somewhere but probably not even that. So you're looking at people who have Diversified asset classes in beyond that. So, can you explain what a DAF is, a D-A-F?

Vance Roush: Yeah, a Donor-Advised Fund, or like you said, a DAF, is one of the fastest-growing financial vehicles in the past five years. Specifically what it does, is that there are these big brokerage houses, like Fidelity and Charles Schwab, that have a foundation arm to their business. And what that allows people to do is, you know, you take a tech person or even just a business owner in the midwest or you know, a Wall Street Banker in New York, it doesn't actually matter the prototype.

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But when they have a windfall or a big liquidity event, typically, they will open up a DAF because they want to use that as a tax strategy to minimize the capital gains tax on that big liquidity or that windfall. So you're offsetting it. And what a DAF does is it allows you to offset it in that year, you had the windfall, and then once those securities, it's usually non-cash assets that go into that DAF and they get diversified in a portfolio within that DAF, but once that sum of money is in that DAF, you can now then tithe from that account for the next ten years. You can give

philanthropically from that account for the next ten years. DAFs though, still today. Even though it's one of the fastest-growing financial vehicles, is still reserved for the top one to two percent of people. Because some brokerage accounts require large minimums.

Carey Nieuwhof: What would an example be for a large minimum?

Vance Roush: Like \$25,000 at least. And then yeah, some of them even have \$100,000 minimum. And then the average DAF account value in America right now is \$167,000.

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And so you just got to think ,that's not the average American, right? Also, the idea of Overflow is taking the same concept of people seeing gains and their non-cash portfolios and the market's volatile. Gains are a derivative of when you got into the market. Your cost basis. And so for example, Bitcoin is down to 20-30,000 right now from 70,000. But if you got in at a dollar, you still have a lot of gains. And so it's this idea that. Okay, we need other tools and infrastructure where people don't necessarily even have to open up a DAF so they don't have to do all of this paperwork and account opening, and you know, do all these minimums, but still give like a DAF owner would give. Does that make sense?

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Carey Nieuwhof: Yeah, there's a stat in your book. I don't know whether you've got it off the top of your head. But you would think that it would be a flow-through. "I put \$25,000 into a DAF by December 31st. I've given \$25,000," but there's a whole lot of money sitting in DAFs that hasn't been given.

Vance Roush: \$120 billion.

Carey Nieuwhof: There's the number. \$120 billion sitting in DAFs not given. And again, if leaders don't know that these things exist, you have no idea how to cast vision or have conversations. And maybe you're like, well I'm not comfortable as a pastor thinking about that, great, then get an Elder or your Executive Pastor, or somebody on your team who understands this stuff.

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Or you're gonna miss it. And people might think, well, you know, I'll just see what I have in my checkbook and I'll write you a check. But they're not thinking about the DAF. Okay. You have a whole section in High-Growth Fundraising about other emerging asset classes. Some of which I follow finance with some detail because I

just enjoy it. But stuff I didn't even know about like there's REEFS, which I think a lot of people have heard of, but art is being monetized. And can you talk about some other asset classes that are being opened up as potential sources of donations?

Vance Roush: Yeah. It's really cool. The proliferation of FinTech and that technology is starting to securitize any collectible, really. So from wine to fine art, all the way to Pokemon cards and Jordan shoes people are investing into.

Carey Nieuwhof: Okay, so let's break down that phrase before we go deeper. Securitize any commodity.

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So historically, if I want to collect baseball cards, I just go to the baseball card store in different cities, or online, or Ebay. I amass my own private collection, same with Air Jordans, same with wine, or art or whatever I remember, there was a history teacher when I was in high school who had quite an art collection. I went to his house once and he had so much art. It was just down every hall. It was almost like hoarding, except with really expensive paintings. And I'm like, it was crazy. I mean, I was 16, what did I know?

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I didn't know. But historically that's what we think of when we think of collectors whether that's stamps, or whatever.

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Now, how is that changing?

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Vance Roush: It's changing in a big way. I mean, it kind of started with stocks. So fractional ownership in a company is what we're talking about. Shares of a company. And so that has continued to get more and more fractionalized. So for example, back in the day you literally would purchase an actual certificate of Coke, or whatever, right? But because of technology, like the NASDAQ, everything just happens on computers, right? And now you're getting a representative share as represented through a user experience in a UI on charlesschwab.com. And so, that's how it's now manifested and proliferated. But even more than that, with FinTech such as Robinhood. Let's say, Amazon stock is \$3000.00 and you can't afford even buying one share, companies like Robinhood, what they've done is fractionalized that even further.

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So you can do by a fraction of that. So you can just say, oh, I have \$100.00 that I want to invest into Amazon. Now I'm getting a fraction of a share of Amazon. And so what's happening is that it's basically just this large database in the backend that is being managed at scale because of cloud computing, because of technology, and things of that nature, and able to reach the end consumer, me, or the end user, through a beautiful UI experience, which allows me to engage more and more in it. And so you take that same concept of part ownership in a company or even fractional shares of a company, and then you now apply that to anything of value that could potentially grow in value.

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So not only companies that get cash flow, and companies that produce products and have revenue, can produce value in this world. There are other things that produce value. So, art has historically produced a lot of value, especially, like, fine art, that there is this kind of scarcity element to it. And there's a demand for it constantly. Then you have wine, right?

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There's a production of wine and, specifically, fine wine, that will appreciate and value. There's certain antique cars.

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And all the way goes down to, you know, baseball cards, Pokemon cards, and other collectibles, like Jordan shoes now are pretty much art, right? And so, if you take this idea of, those things can produce value and those things actually only used to be accessible to high-net-worth individuals.

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Through technology, a company can actually take custody of, let's say, a Van Gogh. And then they can provide, just through technology and through a database, they can offer shares of ownership in the Van Gogh.

Carey Nieuwhof: In the same way almost like a timeshare, right?

Vance Rosh: Exactly. You know, and instead of having to show up physically at an auction in London or Paris or New York, you have this cool app where you can just buy a fractional share of that from the comfort of your home. And let's say that Van Gogh was acquired for a million dollars. And then in two years sold for two million

dollars, everybody that had a fractional ownership gets to share in the dividends of that sale, right? And so that's happening at scale now across a lot of alternative assets through FinTech.

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Carey Nieuwhof: Which has good and bad aspects. It's making everything more unreachable to the average person. But you know, there is the sense that, the art world, for example, was old, wealthy people going to Sotheby's in New York or London or Paris or wherever. I imagine these FinTech apps, I mean, it must be a whole new demographic. Is it getting into fractional ownership? Like describe who is participating in these new asset classes?

Vance Roush: Yeah. So in the rise of Robinhood, they've seen better days, but you know, a couple years ago when they were really exploding, half of all new brokerage accounts in the world were started through Robinhood.

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And those brokerage accounts were new investors entering the market. And so, when I say that Millennials are thinking differently about giving, they're also thinking differently about investing. And so, there is a new mentality. That's why collectibles like cards, baseball cards, and Pokémon have made a resurgence because there's a nostalgia factor with some of us going up and you know more than wanting to invest into just Tesla and Apple, I also want some of my net worth invested into these nostalgic items that I know have a lot of demand to it.

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And so there is this, now, diversification across more and more asset classes, and this is not going to stop. There is going to continue to be this diversification and this democratization. And so it's going to become more accessible to more and more people. So what does that mean for your church? What does that mean for your charitable organization? You need to think innovatively. And like we were saying earlier about crypto, instead of speculating on it, and oh, I believe in it or I don't believe in it.

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The reality is, it's happening. And how are you providing options for your people to give that optimizes the opportunity? That's the first principle truth. How do you just provide options and let people that are clever within your congregation make a decision?

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Carey Nieuwhof: No. You know, and you're right. Because you could argue well now it's becoming even more commoditized. But that is a form of democratisation. If you look at it through another angle. That the Van Gogh, which would have only been accessible to the top one percent of the top one percent, you might have fractional ownership in one day. But anyway, that's a whole subject for another day. How do you identify high-capacity givers who are not yet giving?

Vance Roush: That's a really good question. I think that a lot of times we can get so focused as senior church leaders on our metrics. And what gets us excited sometimes if we're really honest is, you know, the CFO or the Executive Pastor gives us a report. And then we realize that, oh, there's a new top giver.

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And our organization and then, okay, I'm going to make sure I invest some time into developing that relationship. I'm not saying that's bad, but that misses the fact that there are probably so many high-capacity, high-potentials in your church, your congregation your organization that are just sitting there waiting to be unlocked. So the funny thing about metrics is it's backwards looking. And so, not just being driven by metrics, but actually being driven by meetings. So we say this thing here in the Silicon Valley, "Do things that don't scale."

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It's like, in the early days of church planning you're just, everything is just meeting with people, being in people's worlds.

Carey Nieuwhof: Stacking chairs,

Vance Roush: Stacking chairs encouraging people unlocking people, you know, fanning into flame the dream that God put in their heart, and things like that. And, you know, there is leadership, and there is a sense of scaling, as an organization scales. But where are things that a pastor shouldn't scale? Meeting with people. Having a carved out amount of time where you're meeting, not just with historically who your top givers were, but those people that have a hunger and an appetite to want to be discipled and to be unlocked. And so, I think that's part of it.

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One thing that we felt God spoke to us as a leadership team, and specifically to our pastor here in the Silicon Valley at Vive Church, my pastor, Pastor Adam, one thing God spoke to him was he was really challenged in this idea that we live in, you know,

a pretty wealthy place. And so somebody had prophesied over him that. "Oh you're you're gonna have millionaires in your church." And we were, at the time, were like, oh, well, obviously we live in the Silicon Valley. But then there was another word. "They're not going to come in as millionaires. You're gonna make them."

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And so it's this idea that, are we providing a place where people can flourish? Are we providing a place where, before they became successful, we can come alongside them and help them grow spiritually, help them grow in their faith, and actually, that's better. Because if they have their intention right, and their mission right, even before they become the successful millionaire and things like that then that's going to be more sustainable.

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Carey Nieuwhof: Well, you're also really, you know, all these things we talked about, which honestly, I think to most leaders listening to this podcast or watching it are probably going, "Yeah, I had no idea this stuff existed," which I get it, but it's discipleship. And years ago, we decided to sit down with the cash-giving and help people say, okay, we're going to talk about giving down the road. Let's figure out how to do a budget. Let's get you living with margin and living on mission, and that proved huge dividends. And it was like Budgeting 101. It's Dave Ramsey, that kind of stuff. And it just provided so much freedom for people in the church and they were so grateful, and we're still doing that, but I wonder if that needs an update. Because when you're just talking about cash, you're talking about a small percentage of people, 10% of what they have.

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And they're like, well, actually, I do own this Fintech fractional ownership of Michael Jordan. You know, Air Jordan collections, Nike, or I'm into art, or I've got this whole new category of stuff that sort of is my life. And this goes back to the problem we talked about earlier, which is that kind of wealth accumulation will automatically go to more experiences, better meals, bigger houses, and nicer cars. That kind of stuff, if you don't have a counter vision. Do you have any thoughts or strategies, take Vive church, for example, on how to cast vision around this broader giving than just giving then just, "look at what's in your bank account and give 10% of your income" because those are increasingly outdated categories.

Vance Roush: Language is big, right? I think that's one way you identify and unlock new streams of generosity, is just, are we evolving our language? And so for

example, most churches have a giving moment within the service, right? And typically, what we're doing is, by the way, it's kind of funny. Sometimes, I think our mentality is, we can convince somebody to be a tither in, like, two minutes. That's definitely not happening.

Carey Nieuwhof: You're gonna go you're gonna from zero to ten percent in the next 90-seconds. I know it's gonna happen.

Vance Roush: Then we have these super elaborate giving moment where it's like a sermonette before the sermon. And it's like, you know what people actually need is to understand how the church is impacting the community, and actually more of a very logistical way of how they can be part of that difference.

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Instead of this big dissertation on the tithe, and trying to convince somebody in two minutes, really what they're needing is just a quick reminder about the first principles of generosity, and what generosity does in our community. But then logistical, here's the thing, is we say, okay. Now go to our, you know, website vivechurch.org/give and then we're pointing people to only given one way. And so the existence of this statement here, we serve over four hundred churches with our company now, the existence of this statement alone here, 52 times a year, and there are so many ways to give here at this church. You can go to our website but you're not even limited anymore to just your checking and savings. You can actually participate in generosity through things like stock and crypto, if that's something that you have.

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That phrase right there. And you're saying it fifty two times a year. They might not do it right then, but when they have an opportunity to do it sometime within the year, especially if you're gearing up for a capital campaign, you sowed a seed in their mind, like through osmosis. "Oh yeah, that's right. My church has a lot of ways I can actually participate in this building campaign." And boom, that's the unlock.

Carey Nieuwhof: Yeah. That's so helpful. One other thing. I'll just throw this out there and see what you think. I didn't send you this in advance, but I heard it earlier this year and it really intrigued me and it can't leave me. I don't know whether I'd do it. And you know, I'll offer a sale on kindling wood if anyone wants to burn me at the stake. Because it's a bit heretical. But if you think about the Millennial mindset, and you're right in that target, it is very difficult to describe tithing. And I've done it over the years and you're right, it's a longer dialogue.

[01:15:15.100]

But if you want non-givers to become givers, this idea, it's not mine was "subscribe to our church." If you think about Millennials, they have, and you mentioned this in your book, subscriptions to everything, right? From a gym, to what they watch, to apps, to some Patreon thing. Their whole life is subscriptions. It usually goes \$100-\$200 a month minimum, and then it goes up from there as a way of understanding giving. Do you think that's a helpful metaphor or just really a disaster?

[01:15:48.900]

Vance Roush: I don't think it's a disaster. What I love about it is that there's a willingness to innovate our language, and evolve our language. And I think that is a necessity. I would say that there's this thing in sales that you learn called objection handling.

[01:16:08.000]

So when you are thinking about your audience, you have to have in mind if you're going to be an effective communicator. What objections might they have about what I'm about to say? And some of the best preachers in the world, they're doing this with their sermons. They have this word from God, and then they're thinking through their audience, what their audience might say, and they're baking into their sermon automatic proactive objection handling. And so when you talk about doing a sermon series on something like the tithe, or even having a conversation one-on-one, discipling somebody, on getting the revelation of the tithe, you got to think about the things that they're thinking in their mind that is stopping them from getting that revelation. So for example, some of the biggest objections that people might have about the tithe, "isn't that just a church tax?"

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"Wait, isn't that just Old Covenant? I thought we lived in the new covenant." And when you understand that's how people are thinking about it, you can bake in, proactively, things like, hey, and if you're participating in the tithes here at this church, what we believe is that the tithe is not actually Old Covenant. It actually came before the Law. The first formation of the tithe was through Abraham when he won the battle, and it was a recognition that he can only win that battle because of God. And so it is not a requirement for heaven. It's not a requirement even to be at this church.

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But it is a precedence that we want to set, especially if they're on your core team. Hey, we don't want you to ask from anybody else something that you're not doing yourself. So for dream teams out there, I communicate it as, this is a precedence, and also personally, it's a signification of the priority in our life. That Jesus is Lord over every single aspect. And I'm communicating in this way because I've already predetermined what the objections might be and I'm doing objection handling through my communication.

[01:18:29.900]

Carey Nieuwhof: Yeah, that's super helpful. That's for people who listen to the end, just so I'll give you something to get upset about. So Vance, I don't even know whether I agree with it, I just think it's a really intriguing idea. Anything else you want to talk about with giving?

[01:18:45.300]

Vance Roush: Yeah, I would just encourage, especially church leaders out there, really any leader of an organization with a really great cause, is that the community that's there in front of you, they're looking for reasons to give. They want to be generous. If you go all the way down to our molecular structure, we are wired to give as human beings. There is a dopamine that hits your brain when you give financially, not just of your time, when you give financially. And so when you have that mentality, and it's more about what you want for people than from people, you can really cultivate, I believe, a healthy the atmosphere of generosity in your organization.

[01:19:42.800]

Carey Nieuwhof: Yeah. That's a great word. Well, the book is called High-Growth Fundraising the Silicon Valley Way. It's out everywhere now. And, where can people find you, or Overflow, online these days?

Vance Roush: Yeah. On all the social channels. Just search for Vance Roush, my name. And then more importantly, if there's any way that we can serve you through our technology, it's overflow.co. And if you put the slash “/carey” on there, we'll definitely take special care of you because we love Carey. But you know,, those are the different ways we can connect. And I would love to connect with anybody that wants to go deeper on these topics.

[01:20:29.800]

Carey Nieuwhof: Awesome, Vance. I love what you're doing. I love what you're opening up.

[01:20:32.800]

Giving is a really important discipline for me, personally, and my wife. And when I heard about your idea, I'm like, wow, I just love it. And love the mission you're on, and thank you for helping us over this last hour and a bit. So appreciate you.

Vance Roush: Thank, Carey.

[01:20:47.000]

Carey Nieuwhof: Man, I learn so much every time I sit down and have a conversation with Vance. He is a super sharp young leader. So whether you're an entrepreneur, whether you're a not-for-profit leader, trying to raise money, or even a business person thinking about cash flow, I hope you enjoyed this episode.

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And remember this is not financial advice, so make sure you check with your financial advisor, but I thought it was a fascinating conversation.

[01:21:09.500]

You can get a lot more in the show notes at careynieuwhof.com/episode570. You'll also find transcripts there. Man, leadership is hard. We just want to make it easier for you, and so do our partners. So, make sure you check out Compassion, because they partner with local churches to release children from poverty in Jesus' name. Go to compassion.com/carey to figure out how your church can be involved.

[01:21:27.600]

And Gloo's Reach campaign will connect, on average, 12 new people a month to every church that signs up. go to get.gloo.us/reach to connect with people from your community who need you.

Next episode. We've got Michael Hyatt and Megan Hyatt Miller coming up. Man, we have a great conversation. I was excited for this one and exceeded my expectations. Here's an excerpt:

[01:21:56.300]

Michae Hyatt: I lied to my wife for years. I didn't know I was lying because it made sense to me. It's just like, "babe, I've got to be doing this thing. You know, this really requires my..." and I convinced myself that the situation was temporary.

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And so I'd say, you know, as soon as I can replace this Director of Marketing, then things will normalize, and I can give you and the girls the time you need and deserve, or, once I get acclimated to this promotion, I'll give you the girls the time and attention you need and deserve. But the problem is, you string those temporary situations, one of them bleeds into another, and pretty soon., it's a life like that. And it's self-deception. And at some point, we have to just take a hard look in the mirror, or the hard look in the eyes of our spouse who lovingly confronts us, and just say, something's got to change. Because what I'm doing now is not sustainable. And it's going to lead to a bad end.

Carey Nieuwhof: That's next time on the podcast. Also we're going to talk about the new math of church planting with Warren Bird and JJ Vazquez. Horst Shultze is back, Seth Godin, Henry Cloud, Katelyn Beaty, who else have we got? Chuck DeGroat is coming up. We've got Judah and Chelsea Smith.

[01:23:08.900]

Also excited to have Jon Acuff and Brad Lomenick back on the show, and Richard Foster for the first time. If you subscribe, you get that automatically free. And well, it's free wherever you're listening to this podcast. And thank you so much for sharing this show, you are helping us reach more leaders every single month and we're grateful for it. And one last thought for you, if you're ready to end dreadful meetings with, you know, that person. Toxic people who are ruining your culture, and if you're ready to stop losing your best leaders, then it's time to check out my training program, The Art of Team Leadership. And in it, I will walk you through a step-by-step process for finding and developing better leaders for your ministry and creating a thriving team culture. You can simply visit theartofteamleadership.com and discover for a limited time how you can get access to my training program for only \$17. That's it. \$17 to start. Check it out. theartofteamleadership.com. Thanks so much for listening. Cannot wait for the next episode. Share it with someone you love. I hope our time together today has helped you thrive in life and leadership.