

# THE GENEROSITY BET

SECRETS OF RISK,  
REWARD, AND REAL JOY



WILLIAM F. HIGH  
WITH ASHLEY B. MCCAULEY

RICK WARREN  
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21 STORIES  
INCLUDING

CRAIG GROESCHEL  
PASTOR, LIFECHURCH  
JEREMY APPELDT  
PITCHER, SAN FRANCISCO GIANTS

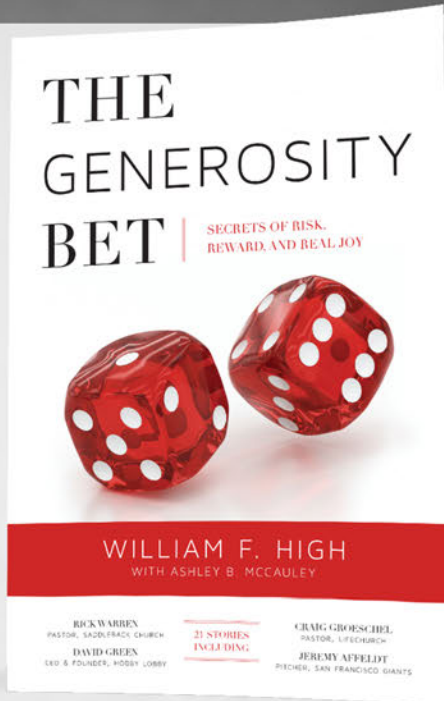
Your Key to  
Experiencing a  
Life of Joy,  
Success,  
and Lasting  
Impact

The  
Generosity  
Bet

William F. High

**press kit**

# Book Summary



Your odds  
are in  
His Favor.

## Synopsis

Have you ever considered the cost of generosity? It seems risky. It doesn't always make sense. It's like making a bet with God... but is it worth it? As you read about the 21 entrepreneurs, risk-takers, and everyday dreamers featured in this book, you will discover that their stories can easily become your story too.

### Within these pages, you'll find the stories of

- A man who started giving even though his company was on the verge of bankruptcy
- A professional baseball player who lived a generous life even when he was ready to quit the game
- A software developer who quit his job at the peak of his career to go into ministry
- A homemaker whose husband died in a plane crash and learned to trust again through giving

Discover the rewards and joy that come through the journey of a generous life. The risk is high, but the payoff is extraordinary. Take the Generosity Bet today!

“Bill High’s book leads to discovering the true power of generosity.”

Governor Mike Huckabee,  
Host - “Huckabee”

## Other Media Resources

[thegenerositybet.com](http://thegenerositybet.com)

# Interview Resources

## Interview Topics

1. The Joy of Living a Generous Life
2. Creating a lasting family legacy through generosity
3. Creating a lasting family legacy – for financial advisors
4. Personal story – from poverty to generosity  
[www.generouslife.com/about-william/](http://www.generouslife.com/about-william/)
5. How to Increase Giving from Major Donors
6. Demographic trends shaping giving
7. Creative giving ideas (non-cash assets, business interest, giving circles, etc.)

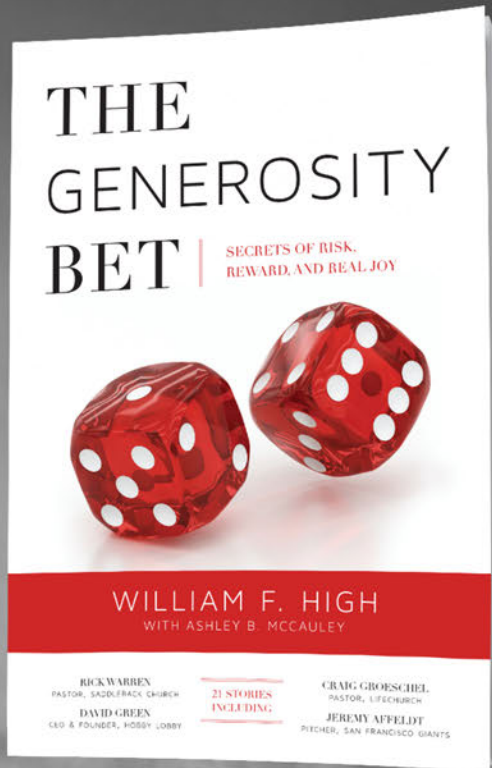
## Interview Questions

1. What is the meaning of the title “The Generosity Bet?” Why is generosity seen as taking a risk?
2. Why did you decide to approach the topic of generosity from the viewpoint of different people’s stories? What is it about stories that can teach people?
3. In your opening chapter, you talk about how generosity leads to a life of significance. Can you explain why it does?
4. When many people think about giving, they typically think it means writing a check. However, what is your definition of generosity?
5. You work with many families and financial advisors on estate and legacy planning. How have you seen the importance of generosity in creating a healthy family legacy?
6. What are the first steps someone can take to start their own generosity journey?
7. Generosity can be seen as something just for wealthy people. However, how can everyone participate in generosity? And why should they?
8. What is something you learned from writing this book?

## Author Profiles

**William F. High** is the CEO of NCF Heartland and the founder of iDonate.com, Generous Life, and BeFamily. He is a sought-after leader and speaker who specializes in coaching givers, financial advisors, and affluent families about biblical generosity and family legacy. He graduated from the University of Kansas School of Law. He and his wife, Brooke, have been married since 1987.

**Ashley B. McCauley** is the marketing and editing coordinator for Generous Life and FamilyArc. She has a Bachelor of Arts degree in communications and biblical studies from Moody Bible Institute. She previously interned with Moody Publishers and also enjoys freelance writing, editing, and blogging. Ashley’s goal is to help others tell their stories, discover hope, and believe their true identity in Christ. She is married to the love of her life, Ben.



# Endorsements and Reviews

"Bill High's message isn't just about being generous; it's about the very real process of becoming generous."

**Robert Morris, Founding Senior Pastor, Gateway Church**

"... fascinating accounts from people who have wrestled with the 'whys and hows,' and discovered God's blessings in the process of living generously."

**Jim Daly, President, Focus On The Family**

"... it's enlightening to read a book that repeatedly demonstrates the best of mankind—serving others through love and generosity."

**Governor Mike Huckabee, Host of "Huckabee"**

"Bill High has produced a captivating collection of stories that reinforce the connection between generosity and our purpose to glorify God in all that we do."

**Tony Perkins, President, Family Research Council**

"This book shows you the way to a joy-filled life as you give your heart and life to the Giver of all givers."

**Mike Sweeney, Kansas City Royals**

## Product Information

**Title:** The Generosity Bet: Secrets of Risk, Reward, and Real Joy

**Author:** William F. High

**Publisher:** Destiny Image

**Release Date:** November 18, 2014

**Format:** 6x9, 224 pages, Trade Paper

**Retail Price:** \$15.99

**ISBN 13:** 9780768407013

**ISBN 10:** 076840701x

**Sales Copy:** "Your key to experiencing a life of joy, success, and lasting impact."

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