

St. Luke's Episcopal Church, Grants Pass, Oregon.
Photo courtesy Michael Anzalone.



PROJECT RESOURCE

TRAINING SPONSORS



Welcome to Project Resource

Notes:

The Project Resource Team

The Rev. Canon Shay Craig

rev.shay.craig@gmail.com

Betsy Jutras

bjutras@collegeforbishops.org

Canon Mike Orr

mike@episcopalcolorado.org

Erin Weber-Johnson

eweberjohnson@gmail.com

The Rev. Aaron Michael Rogers

revrogers24@gmail.com

Three Legged Stool of Fundraising

Annual Pledge Campaigns

Major Gifts

Planned Giving

Money: Unlocking Our Hearts



Unlocking Our Hearts

Money Narratives

Since the Start of the Pandemic...

What narratives have you seen:

In the news?

In the Church?

In our homes?

How do systems of economics align with this assertion?

Notes:

Money: Reimagining Our Narratives

Notes:

Reimagining Our Narratives

Luke 5:27-32

Jesus feasts with tax collector.

27 After this he went out and saw a tax collector named Levi, sitting at the tax booth; and he said to him, "Follow me." 28 And he got up, left everything, and followed him.

29 Then Levi gave a great banquet for him in his house; and there was a large crowd of tax collectors and others sitting at the table[a] with them. 30 The Pharisees and their scribes were complaining to his disciples, saying, "Why do you eat and drink with tax collectors and sinners?" 31 Jesus answered, "Those who are well have no need of a physician, but those who are sick; 32 I have come to call not the righteous but sinners to repentance."

Luke 7:36-50

Woman shows up uninvited.

36 One of the Pharisees asked Jesus[a] to eat with him, and he went into the Pharisee's house and took his place at the table. 37 And a woman in the city, who was a sinner, having learned that he was eating in the Pharisee's house, brought an alabaster jar of ointment. 38 She stood behind him at his feet, weeping, and began to bathe his feet with her tears and to dry them with her hair. Then she continued kissing his feet and anointing them with the ointment. 39 Now when the Pharisee who had invited him saw it, he said to himself, "If this man were a prophet, he would have known who and what kind of woman this is who is touching him—that she is a sinner." 40 Jesus spoke up and said to him, "Simon, I have something to say to you." "Teacher," he replied, "speak." 41 "A certain creditor had two debtors; one owed five hundred denarii,[b] and the other fifty. 42 When they could not pay, he canceled the debts for both of them. Now which of them will love him more?" 43 Simon answered, "I suppose the one for whom he canceled the greater debt." And Jesus[c] said to him, "You have judged rightly." 44 Then turning toward the woman, he said to Simon, "Do you see this woman? I entered your house; you gave me no water for my feet, but she has bathed my feet with her tears and dried them with her hair. 45 You gave me no kiss, but from the time I came in she has not stopped kissing my feet. 46 You did not anoint my head with oil, but she has anointed my feet with ointment. 47 Therefore, I tell you, her sins, which were many, have

The Ministry of Giving



been forgiven; hence she has shown great love. But the one to whom little is forgiven, loves little.” 48 Then he said to her, “Your sins are forgiven.” 49 But those who were at the table with him began to say among themselves, “Who is this who even forgives sins?” 50 And he said to the woman, “Your faith has saved you; go in peace.”

Luke 9:10-17

Feeding of the five thousand.

10 On their return the apostles told Jesus[a] all they had done. He took them with him and withdrew privately to a city called Bethsaida. 11 When the crowds found out about it, they followed him; and he welcomed them, and spoke to them about the kingdom of God, and healed those who needed to be cured.

12 The day was drawing to a close, and the twelve came to him and said, “Send the crowd away, so that they may go into the surrounding villages and countryside, to lodge and get provisions; for we are here in a deserted place.” 13 But he said to them, “You give them something to eat.” They said, “We have no more than five loaves and two fish—unless we are to go and buy food for all these people.” 14 For there were about five thousand men. And he said to his disciples, “Make them sit down in groups of about fifty each.” 15 They did so and made them all sit down. 16 And taking the five loaves and the two fish, he looked up to heaven, and blessed and broke them, and gave them to the disciples to set before the crowd. 17 And all ate and were filled. What was left over was gathered up, twelve baskets of broken pieces.

The Ministry of Giving

- **Sharing/Repairing of the World**
- **Table Making**
- **Fundraising is Ministry:**
When fundraising is ministry, lives are transformed in the giving of gifts to change and repair a broken world as we reconcile ourselves to God.

Notes:

Fundraising as Ministry

Notes:

Fundraising as Ministry

“Fundraising is a very rich and beautiful activity. It is a confident, joyful, and hope-filled expression of ministry. In ministering to each other, each from the riches he or she possesses, we work together for the full coming of God’s kingdom.”

– Henri Nouwen



For more on fundraising as ministry, see Henri Nouwen’s book, *A Spirituality of Fundraising*.

Fundraising as Ministry



Reflections about Fundraising as Ministry:

How do you presently think about, describe, and understand fundraising? What do you need to release, reimagine, and/or practice to view fundraising as a ministry?

Notes:

Starting with Why

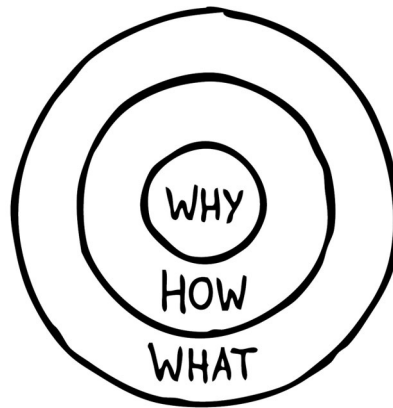
Notes:

What Is the Why?



Simon Sinek
"Start with Why" - How Great Leaders Inspire Action

- The Golden Circle



Know Your Why

Starting with Why



What is Our Why?

- Use “Why” to think about your church
- Incorporate “Why” into every donor interaction
- Tell stories... over and over and over

Amid COVID, congregations are asking “Why” in a new and important way. How has COVID given context to/reshaped your “Why”?

Use Why, How, and What to Think About Your Church

- Values (why we do mission)
- Ethos (how we do mission)
- Practice (what we do in our mission)

People don't give to your church because you “do church.” They give because they've connected with your mission, not your mission statement. They give because you've communicated the *Why* of why you exist.



For more on this topic, see Alan Hirsch and Dave Ferguson's book, *On the Verge*.

Incorporate Why into Every Donor Interaction

- Invite donors to worship
- Invite donors to give
- Invite donors to serve

Notes:

Starting with Why

Notes:

Invitation to Worship

Don't do this:

Christ Church has services at 8:00 am (Rite I) and 10:00 am (Rite II). The preaching is great, the music is inspiring, and we're friendly and open to everyone. We invite you to check out a service on Sunday. "The Episcopal Church Welcomes You."

Do this:

We believe God loves everyone, unconditionally. We are a family of beloved children of God. We are imperfect people in a hurting and broken world. You belong and are welcome, unconditionally. At Christ Church we ask questions, we seek to understand our complex world together, we worship together to connect to God, and we serve and care for one another and our community. We invite you to come on Sunday and see for yourself what God is doing through us and to see how you might join us.

Invitation to Give

Don't do this:

It's that time of year again! Christ Church's annual pledge campaign theme is "Love. Care. Give." Fill out the pledge form and return it by Stewardship Sunday, November 7. God Loves You. Love God back with your pledge.

Do this:

Because of God's love, we love one another. We care for one another and our community. Out of our care for others, we give what we have away. Be a part of giving yourself away by making a pledge of support to Christ Church to continue this life-giving work in our church family and in our community.

Homework



Your Whys

Why (individually/yourself) invest the time/energy/resources in stewardship/development in your own diocese/church?



Release

How do you presently think about, describe, and understand fundraising? What do you need to release, reimagine, and/or practice to view fundraising as a ministry?



Dreaming Together

1) What is your church's "Why"?

2) If a million dollars was the result of a focused effort of stewardship at your church, what would that look like? (this question is vague on purpose!)

Notes: