



PROJECT RESOURCE

Thank You



The Rt Rev'd David E. & Helen R. Richards

COLLEGE *for* BISHOPS

Project Resource is a program of the College for Bishops whose mission and purpose is to support bishops, and therefore, their dioceses, through personal and professional development, strengthening and empowering their vocation of carrying out God's mission in the world.

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Vandersall Collective

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Week 1 - Project Resource



Meditation

M ed itation



Philippians 4:1-9

My brothers and sisters, whom I love and long for, my joy and crown, stand firm in the Lord in this way, my beloved.

I urge Euodia and I urge Syntyche to be of the same mind in the Lord. Yes, and I ask you also, my loyal companion, help these women, for they have struggled beside me in the work of the gospel, together with Clement and the rest of my co-workers, whose names are in the book of life.

M ed itation



Rejoice in the Lord always; again I will say, Rejoice. Let your gentleness be known to everyone. The Lord is near. Do not worry about anything, but in everything by prayer and supplication with thanksgiving let your requests be made known to God. And the peace of God, which surpasses all understanding, will guard your hearts and your minds in Christ Jesus.

Finally, beloved, whatever is true, whatever is honorable, whatever is just, whatever is pure, whatever is pleasing, whatever is commendable, if there is any excellence and if there is anything worthy of praise, think about these things. Keep on doing the things that you have learned and received and heard and seen in me, and the God of peace will be with you.

W e l c o m e



Introductions & Overview

W e l c o m e



Erin Weber-Johnson

Senior Consultant, Vandersall Collective

W e l c o m e



The Very Rev. Shay Craig

Dean, Christ Cathedral, Salina, KS

W e l c o m e



Canon Mike Orr

Canon for Communications & Evangelism ,
The Episcopal Church in Colorado ;
CaffeinatedChurch.org, Founder

W e l c o m e



The Rev. Aaron Michael Rogers

Transitional Diaconate at Christ Church Cathedral, St. Louis
Consultant at Vandersall Collective

W e l c o m e



Betsy Jitras

Associate for Administration, College for Bishops

W e l c o m e



3-Legged Stool of Fundraising:

- Annual Pledge Campaigns
- Major Gifts
- Planned Giving

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W e l c o m e



Time, Talent, & Treasure?

- Project Resource focuses on Treasure, but your training can inform how you raise up volunteers.
- Time and Talent are not substitutes to Treasure.

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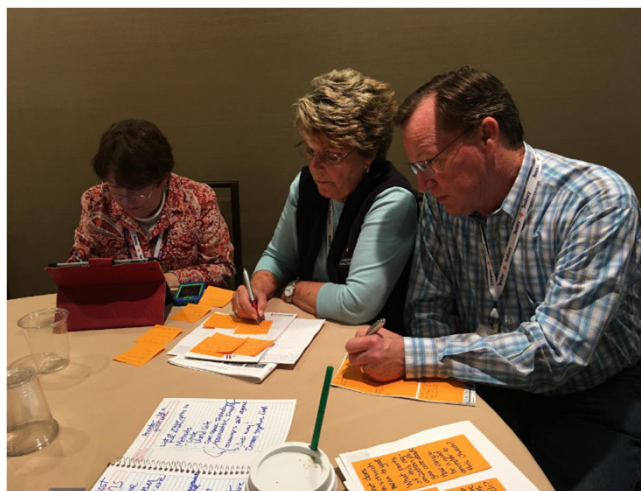
Money: Unlocking Our Hearts



Why start with money narratives?

- Our relationship with things and people
- Our foundational experience
- Who we are, God is to us, what God's relationship to money, and our relationship to each other.

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Money: Unlocking Our Hearts



First Exercise:

Take a moment today. Close your eyes: think about your first experience of money.

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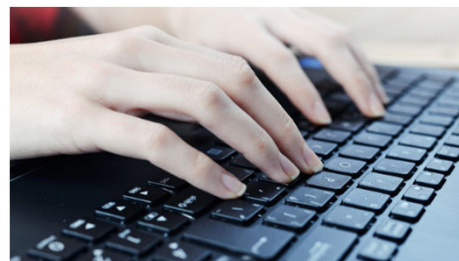
Since the Start of the Pandemic...



Second Exercise: (Share in the Chat)

What narratives have you seen:

- In the news?
- In the Church?
- In our homes?



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Money: Unlocking Our Hearts



We are now at a point of release. Let's invite ourselves into new ways of being and understanding by engaging in this exercise of prayer and release.

We will release negative narratives, anxieties, thoughts, and fears and speak new life-giving thoughts and visions to those feelings.

Finally, we pray together to release those things to God.

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Money: Unlocking Our Hearts



We've just released...

...now let's reimagine our framework about money.

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Unlocking Our Hearts/Reimagining Our Narratives



Luke 5:27-32
Jesus feasts with tax collector.

VirtualBinder | Week 1 | Page 3 | Image: LUMO Project

Unlocking Our Hearts/Reimagining Our Narratives



Luke 21:104
The Widow's Mite

VirtualBinder | Week 1 | Page 3 | Image: LUMO Project

Unlocking Our Hearts/Reimagining Our Narratives



Luke 9:10-17
Feeding of the five thousand.

VirtualBinder | Week 1 | Page 4 | Image: LUMO Project

The Ministry of Giving



- Sharing/Repairing of the World
- Table Making
- Fundraising Ministry

When fundraising ministry, lives are transformed in the giving of gifts to change and repair a broken world as we reconcile ourselves to God.

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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

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Reflections about Fundraising as Ministry



Team Exercise:

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?

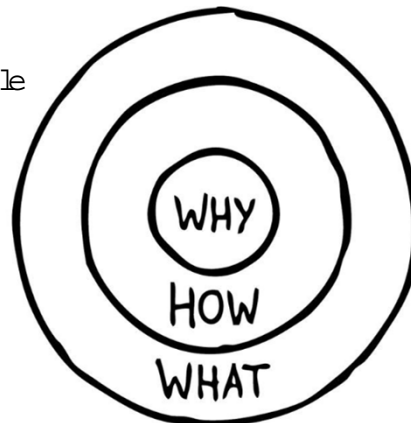
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Starting with Why



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

The Golden Circle



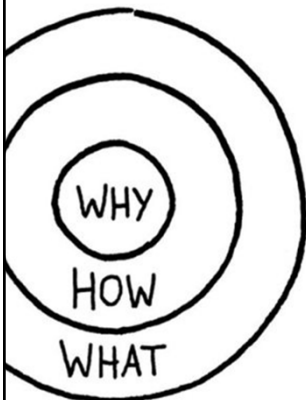
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Starting with Why



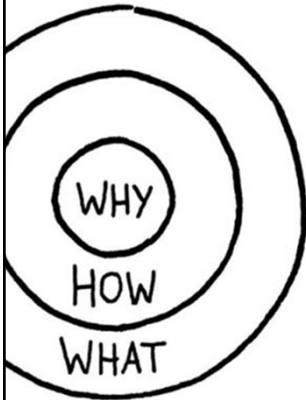
Think different.

Starting with Why



What makes Apple different than other computer companies? Why do they have a cult following?

Starting with Why



NO :

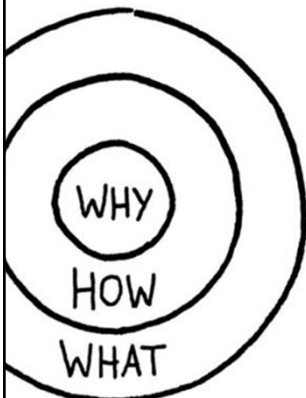
What: We make great computers.

How : By proprietary processes with quality materials and smart programmers, by making user-friendly products.

Why: Want to buy one?

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Starting with Why



YES :

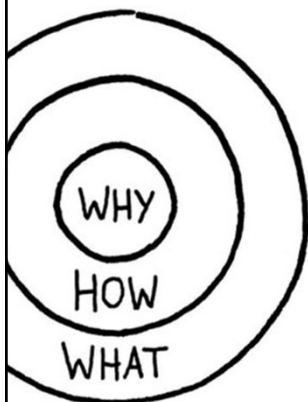
Why: We believe in challenging the status quo. We believe in thinking differently.

How : The way we challenge the status quo is by making our products beautifully designed, simple to use, and user-friendly.

What: We make great products. Want to buy one?

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Starting with Why



YES:

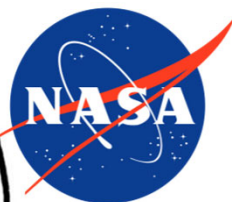
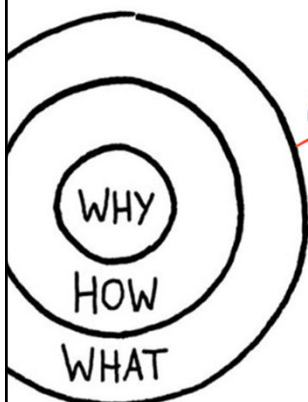
Why: We believe giving of oneself financially unlocks a part of our hearts where God can do incredible work, both in us and through us.

How: We collectively change ourselves, our Church, and our world by helping people bring their hearts and money together to grow God's work in this world.

What: Project Resource provides the tools to inspire radical generosity. Join us on the journey of changing a culture of stewardship in The Episcopal Church.

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Starting with Why



YES:

NASA's Why/Purpose: Humankind must explore space to address fundamental questions about our place in the Universe and the history of our solar system. Through addressing the challenges related to human space exploration we expand technology, create new industries, and help to foster a peaceful connection with other nations.

NASA's mission is to go to Mars.

NASA's vision is to discover new worlds, new solar systems, new life beyond our current understanding.

Starting with Why



Video:

Know Your Why, by Michael Jr.

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Starting with Why



What is God calling Ascension to be and do, and how?

Your Why: We believe Ascension is a place where we are called to share God's love in the world and where faith and real life intersect.

Your How: We do this through involvement in our community, through radical hospitality, serving one another and our community, and through providing a safe place for exploring a relationship with God.

Your What: We are a vibrant place of worship, fellowship, discipleship, ministry, and mission/outreach.

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Starting with Why



What is Our Why?

1. Use "Why" to think about your church
2. Incorporate "Why" into every donor interaction
3. 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"?

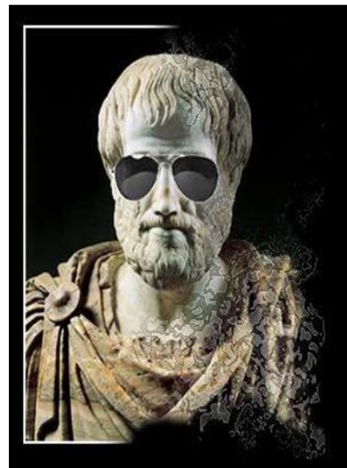
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Starting with Why



Aristotle on Appeal in Rhetoric

- Pathos - appealing to emotion, values
- Ethos - reputation and character
- Logos - reasoned discourse, demonstration of facts, statistics



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Starting with 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.

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Starting with Why



Incorporate Why into Every Donor Interaction

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

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Homework



Team Exercise: Your Why's

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

Team Exercise: 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?

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Homework



Team Exercise: 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)

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