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.
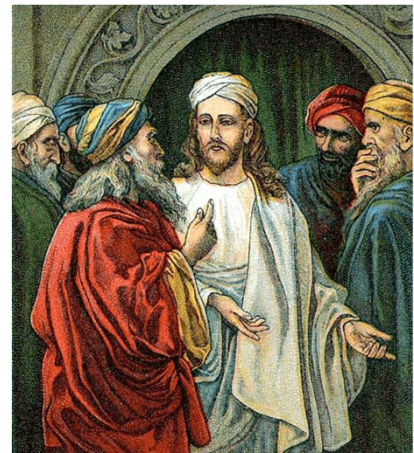
Thank You to Our Sponsors!

VAN DER SALL

Vandersall Collective

VandersallCollective.com

Meditation - The Greatest Commandment

Matthew 22:34-46

Review Week 1

- Money narratives: what do we carry and what needs to be released?
- A theology of table building
- Fundraising as a ministry
- What is the "Why"

VirtualBinder | Week 2 | Page 1

Starting with Why

Week 1 Team Exercises: Releasing and Reimagining Together

- 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?

- What is your "Why"?

- If a million dollars was the result of a focused effort of stewardship at your church, what would that look like?

VirtualBinder | Week 1 | Page 8

The Ministry of Giving:

A reminder as we begin this week:
- Sharing/Repairing of the World
- Table making
- 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.

VirtualBinder | Week 1 | Page 4

Week 2 - Project Resource

New donor motivations = Pastoral Needs

What has changed in light of the cascading crises of the past few years?

VirtualBinder | Week 2 | Page 1

Week 2 - Project Resource

New donor motivation #1 = Meaning Making

A phase of grief

VirtualBinder | Week 2 | Page 1

Week 2 - Project Resource

New donor motivation #2 = Rage/Catharsis

Occurred prior to COVID, re-emerging as phase of grief

VirtualBinder | Week 2 | Page 1

W eek 2 - Project Resource

W eek 2 - Project Resource

1   Good point.... I prefer not to see his picture anywhere, but that just me
        Aaron Rogers, 9/2/2023

1   Oiy. @revrogers24@gmail.com : he's running again. Whats your comfort level with leaving in this slide.
        UGGGGH.
        Reassigned to Aaron Rogers
        Erin Weber-Johnson, 9/2/2023

2   But it is a good example of rage as a motivation... Are there other examples? I'll look to see
        Aaron Rogers, 9/2/2023

Week 2 - Project Resource

New donor motivation #3 = Agency/Social Injustice

VirtualBinder | Week 2 | Page 1

Donor Characteristics

A Reminder:

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

VirtualBinder | Week 2 | Page 1

Donor Characteristics

How do you know what your folks need?

- Ask
- Listen
- Respond

VirtualBinder | Week 2 | Page 1

Donor Characteristics

Where is there data on Christian Communities of Color?

VirtualBinder | Week 2 | Page 1

Collective Foundation

Report: https://collectivefdtn.org/report

Generational Characteristics

Some Quick Definitions:

"Generalizations make sense when talking about thousands of people, but not when talking about one person — the person you know. Applying a valid statistical generational characteristic to one person is stereotyping."

— Haydn Shaw

Virtual Binder | Week 2 | Page 1

Donor Characteristics

Generational Characteristics: Not a magic bullet, but a helpful resource tool to think about giving strategies.

Updated cohorts from Pew as of 2021:

- Silent Generation: 1928-1945
- Baby Boomer: 1946-1964
- Generation X: 1965-1980
- Millennial: 1981-1996
- Generation Z: 1997-2012

Virtual Binder | Week 2 | Page 1

Donor Characteristics

The generations defined

GENERATION AGE IN 2019

Born 1997-2012
Born 1981-96
Born 1965-80
Born 1946-64
Born 1928-45

1920 1940 1960 1980 2000 2020

Generation Z
ages 7-22*

Millennials
ages 23-38

Generation X
ages 39-54

Boomers
ages 55-73

Silent
ages 74-91
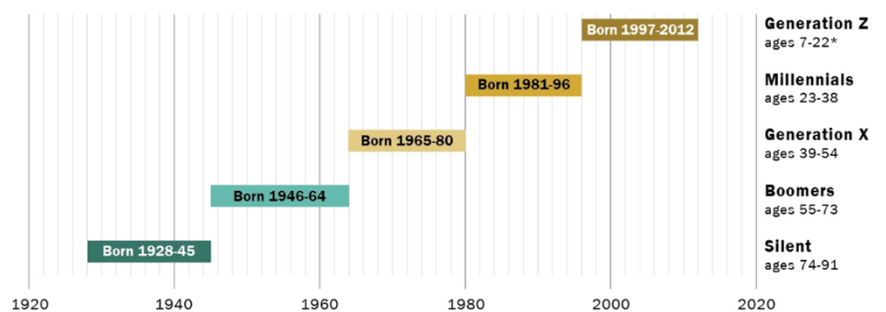
*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.

PEW RESEARCH CENTER

Virtual Binder | Week 2 | Page 1

The Religious Landscape Study, Pew Research Center, downloaded November 17, 2021.
https://www.pewforum.org/about-the-religious-landscape-study/

Generational cohort by religious group

% of adults who are…
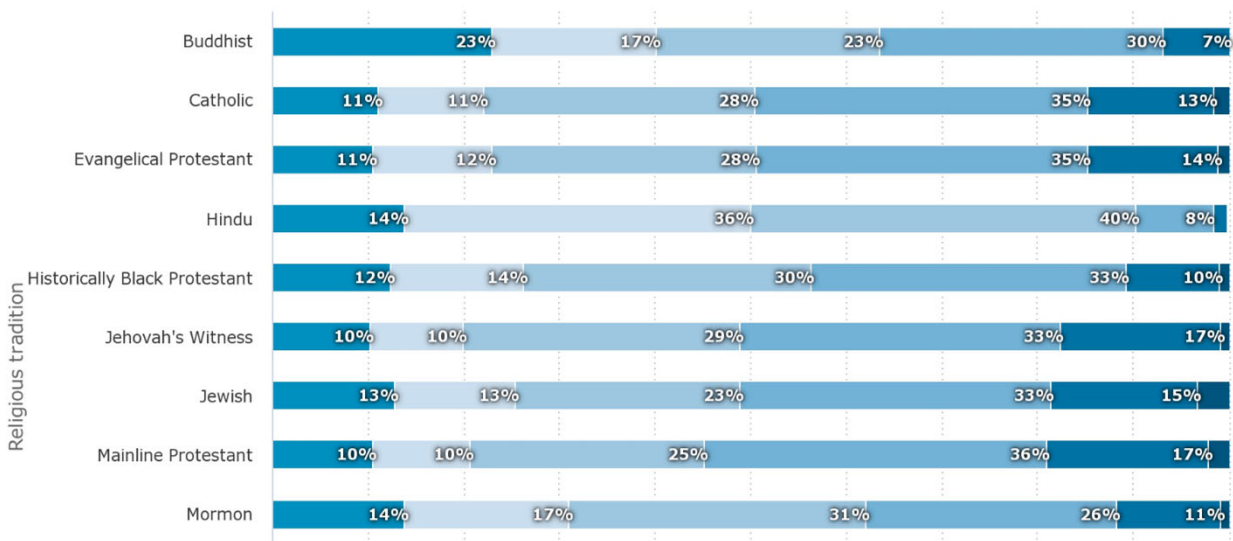
GenerationalCharacteristics

Silent Generation: 1928-1945

Defining cultural moments:
- WWII: The move from rural to urban, the rise of the single authority/expert by radio, japanese encampments
- GI Bill: Inequity of wealth/opportunity distribution
- Greatest Depression: collective suffering, redlining

Virtual Binder | Week 2 | Page 3

GenerationalCharacteristics

SilentGeneration:1928-1945

Defining Characteristics:

- Value uniform ity, loyalty, "if everyone did their part."

MESSAGE: Legacy, faithful stewardship of resources

STRATEGY: Authority figure/Voice of the expert

VirtualBinder | W eek 2 | Page 3

GenerationalCharacteristics

SilentGeneration:1928-1945

If your church or institution has a significant num ber, you m ay hear the language of giving of

"If we all do our part" or
"I give because so m uch has been given to m e" or
"I sacrifice because its w hat is expected."

VirtualBinder | W eek 2 | Page 3

GenerationalCharacteristics

The Baby Boom er Generation:1946-1964

Defining Culturalm om ents:

- Vietnam W ar/W aterGate
- CivilRights M ovem ent
- Shift from Church as centerofcom m unity
- Start ofphilanthropic redlining
- Shift from single authority to m ultiple authority

VirtualB inder | W eek 2 | Page 3

GenerationalCharacteristics

The Baby Boom er Generation:1946-1964

Defining Characteristics:

- Care ofselfis m ore im portant than uniform ity
- Need inform ation on im pact/how gift w illbe used.
- Need fortransparency in light ofm istrust ofinstitutions

VirtualB inder | W eek 2 | Page 3

GenerationalCharacteristics

The Baby Boomer Generation: 1946-1964

MESSAGE: 1.) Use of gift impactfully/wisely and 2.) Prioritization of Giving

STRATEGY: "Trust indicator", like charity navigator rating or endorsement, when possible, transparent money narrative budgets, drop any language of obligation, regular check in's to share impact of gift

VirtualBinder | Week 2 | Page 3

GenerationalCharacteristics

Baby Boomer: 1946-1964

If your church or institution has a significant number, you may hear the language of giving of

"We are faithful stewards of God's gifts" or
"We are part of a community and know it will make an impact" or "We give to invest back what has been given to us."

VirtualBinder | Week 2 | Page 3

GenerationalCharacteristics

How would your invitation to a Greatest Generation/Mature potential donor look different from that of a Baby Boomer?

VirtualBinder | Week 2 | Page 3

GenerationalCharacteristics

Generation X: 1965-1980

Defining Cultural moments:

- End of Cold War
- Latchkey Kids
- First Generation to not do as well financially as their parents
- The tech Revolution
- War on Drugs
- Rise of the personal computer
- Will move 5+ times over the course of their career

VirtualBinder | Week 2 | Page 3

GenerationalCharacteristics

Generation X:1965-1980

Defining Characteristics

- Experience tied to giving
- W ish to "experience" church,though m ay not attend regularly
- Experience is tied to relationship,giving is supported when leaders are seen rather than institutions

VirtualBinder | W eek 2 | Page 3

GenerationalCharacteristics

Generation X:1965-1980

MESSAGE: W e are a people/com m unity who care about each other.Put individuals in front of m inistries/institutions.

STRATEGY: Year-round thinking on giving.Don't just focus on the fall.Focus on peer-to-peer experience.

GenerationalCharacteristics

Generation X:1965-1980

If your church or institution has a significant number, you may hear the language of giving of

"We give because we know _____ uses these to make an impact" or
"We give as we've experienced the power of God's love and want others to know it" or
"We give to tell us who we are together."

VirtualBinder | Week 2 | Page 3

GenerationalCharacteristics

How would your invitation to a Generation X potential donor look different from that of a Baby Boomer?

VirtualBinder | Week 2 | Page 4

GenerationalCharacteristics

MillennialGeneration:1980-1996

Defining CulturalMoments:
- 9/11
- Stock market crash of 2008
- War in Afghanistan and Iraq
- Obama Election
- Murders of MichaelBrown,George Floyd,and so many other people of color by those in positions of authority
- First Generation of "scheduled" children

VirtualBinder | Week 2 | Page 3

GenerationalCharacteristics

MillennialGeneration:1980-1996

Defining Characteristics :
- Pew points to similar characteristics as silentgeneration
- Mentor relationships important with giving
- Authority/experts shift the levelof trust
- Want to feeltheirgifts matter rather than used wisely or encounter a bad experience

VirtualBinder | Week 2 | Page 3

GenerationalCharacteristics

MESSAGE: Your giving m atters and will m ake an im pact. Now, how do we get to know you?

STRATEGY:
- Immediate gratification of giving.
- Online community presence.
- Online stories of impact.
- Use them for focus groups, ask their opinions.
- Put them in charge of using technologies for appeals. No long appeal letters.
- Utilize their networks. Have them plan events that interest them.

VirtualBinder | W eek 2 | Page 5

GenerationalCharacteristics

Millennials: 1980-1996

If your church or institution has a significant num ber, you m ay hear the language of giving of

"W e believe in im pacting change through giving" or

"Each person giving m akes a difference as we grow and learn together."

VirtualBinder | W eek 2 | Page 3

GenerationalCharacteristics

Generation Z :1997-2012

Defining CulturalMom ents :
- Trum p's Election
- Covid 19 Pandem ic
- Virtualschooling
- Sm art Phone/M obile First/Text First
- SocialNetworking
- Clim ate Change

VirtualBinder | W eek 2 | Page 3

GenerationalCharacteristics

Generation Z :1997-2012

Defining Giving Characteristics:
- Blackbaud and QGiv report increased giving in sum m er and holiday seasons.W hen not in school, they w ant to be involved and engaged .
- This group of donors is the m ost w illing to get involved in advocating for their favorite nonprofits;84% of Generation Z donors say they're w illing to raise m oney for their favorite causes
- W hile their assets are sm aller, this generation indicates that philanthropy and service is of significant im portance to them .

VirtualBinder | W eek 2 | Page 3

GenerationalCharacteristics

Generation Z :1997-2012

MESSAGE:We know there is so much out there that is difficult. But, we believe, with your help that we can change the world together.

STRATEGY: A independent led fundraiser in honor of their birthday or milestone online

VirtualBinder | Week 2 | Page 3

GenerationalCharacteristics

Generation Z:1997-2012

If your church or institution has a significant number (likely not, but we hope one day!), you may hear the language of giving of

"Our gifts can change the world. We have the power to do this today, together."

VirtualBinder | Week 2 | Page 3

Generational Giving

What is the Why? Strategy changes, the Why remains.

"What finally brought me back, after years of running away, wasn't lattes or skinny jeans; it was the sacraments. Baptism, confession, Communion, preaching the Word, anointing the sick — you know, those strange rituals and traditions Christians have been practicing for the past 2,000 years. The sacraments are what make the church relevant, no matter the culture or era. They don't need to be repackaged or rebranded; they just need to be practiced, offered and explained in the context of a loving, authentic and inclusive community."

— Rachel Held Evans

VirtualBinder | Week 2 | Page 13

Generational Giving

Cross-Generational Giving

Are there strategies that work…with a different audience?
- Videos
- Mission Moments
- Emails
- Letters

Representation rather than perfection matters.

VirtualBinder | Week 2 | Page 13

GenerationalGiving:YourLetter for all

- Who are in your "pews"?
- Based on your data, what messages need to be heard?
- What would a letter look like from your parish?

VirtualBinder | Week 2 | Page 13

GenerationalGiving

Team Exercise:Describe YourGenerationalCharacteristics

What are the generational characteristics of your church?

- Who are in your pews?

- Based on your data, what messages need to be heard?

- What would a letter look like from your parish?

VirtualBinder | Week 2 | Page 13

Thank You to Our Sponsors!

VAN DER SALL

Vandersall Collective

VandersallCollective.com