



# 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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Annual Giving, Part I



### Meditation : Joshua 24 :1-3a

Joshua gathered all the tribes of Israel to Shechem, and summoned the elders, the heads, the judges, and the officers of Israel; and they presented themselves before God. And Joshua said to all the people, "Thus says the Lord, the God of Israel: Long ago your ancestors— Terah and his sons Abraham and Nahor— lived beyond the Euphrates and served other gods. Then I took your father Abraham from beyond the River and led him through all the land of Canaan and made his offspring many.

"Now therefore revere the Lord, and serve him in sincerity and in faithfulness; put away the gods that your ancestors served beyond the River and in Egypt, and serve the Lord. Now if you are unwilling to serve the Lord, choose this day whom you will serve, whether the gods your ancestors served in the region beyond the River or the gods of the Amorites in whose land you are living; but as for me and my household, we will serve the Lord."

## Annual Giving, Part I



Review :

What resonated with you this week as you thought about generational characteristics and your congregation?

Lingering questions?

## Annual Giving, Part I



The Why of Annual Giving

## Annual Giving



### Annual

- Annual giving funds operations
- Donors give from cash flow to fund daily mission & ministry

### Capital

- Capital campaigns fund specific projects, often related to building
- Donors give from assets to build future/growth of mission

### Planned

- Planned giving supports ongoing mission
- Donors give from estate to continue church mission

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## It's Personal



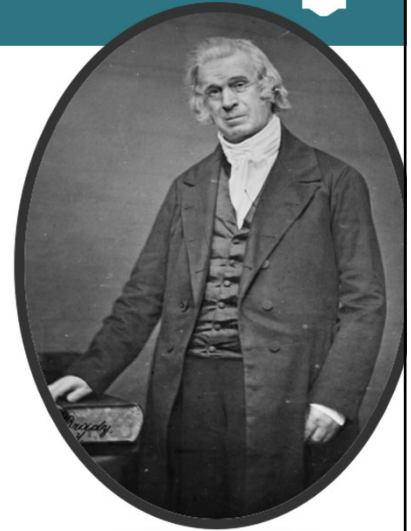
## Change Can Be Good



"The [new] system has met with unrivaled success because of its flexibility, accommodating itself to the diversified wants of the various congregations."

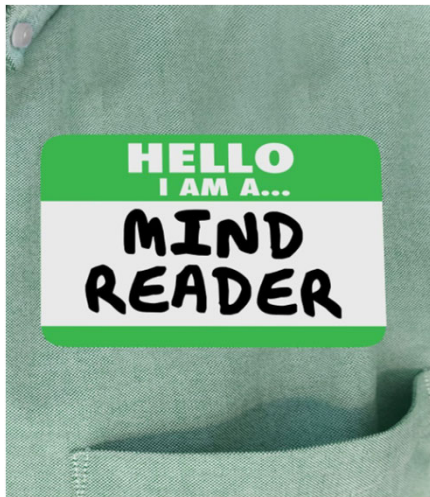
How to Pay Church Debts and How to Keep Churches Out of Debt  
— The Rev. Sylvanus Stall, 1881

Let's talk about the tithe'...



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## The Scarcity Narrative ...



- "We don't have enough volunteers, ever!"
- "Our parishioners are on limited incomes."
- "Our parishioners are elderly or disabled or just tired."

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## Change the Narrative ...



Keeping our eyes on the Whys

Everyone in this congregation believes in the Why we have articulated – so everyone should be part of how we accomplish that. Invite everyone into the process.

We are shifting from How much can you give to Why do you give. Does that change your priorities at all?

What gives you joy in this congregation? How can you use that joy to support it?

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## Getting Started



1. Choose a Leader
2. Listen & Plan
3. Develop a Theme
4. Plan a Communications Strategy

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# 1. Choose a Leader



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# 1. Choose a Leader



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## 1. Choose a Leader



Presenting: Your Annual Giving Chair!



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## 1. Choose a Leader



The Annual Giving Volunteer is a Cheerleader!

- They keep the why top of mind.
- They are also grateful.
- They may be asked to help you identify the impact statements.
- They are organized (they will be riding herd on the communications calendar).
- They are computer literate.
- They are willing to throw a party.
- They will work with a partner.

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## 2.Listen & Plan

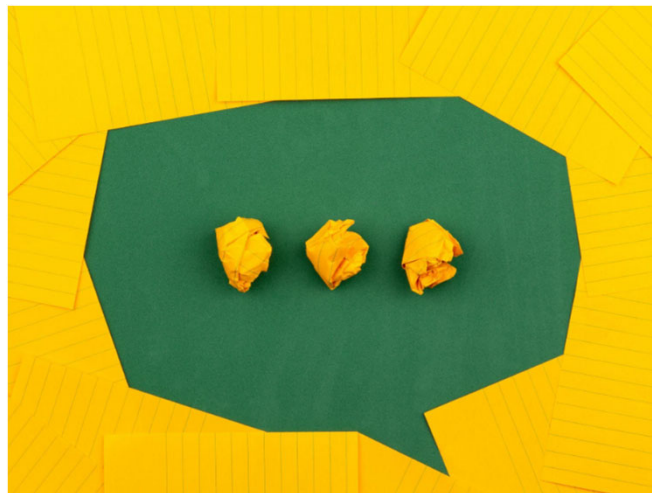


Annual Giving is a  
Conversation

### First there is listening...

- As many ways as you can.
- As many people as you can.
- As often as you can.

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## 2.Listen & Plan

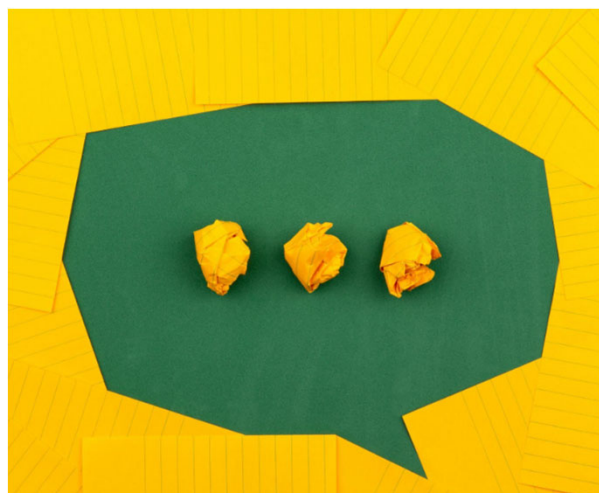


Annual Giving is a  
Conversation

Then there is reporting back ...

- As often as you can .
- In as many various ways as  
you can .

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## 2. Listen & Plan



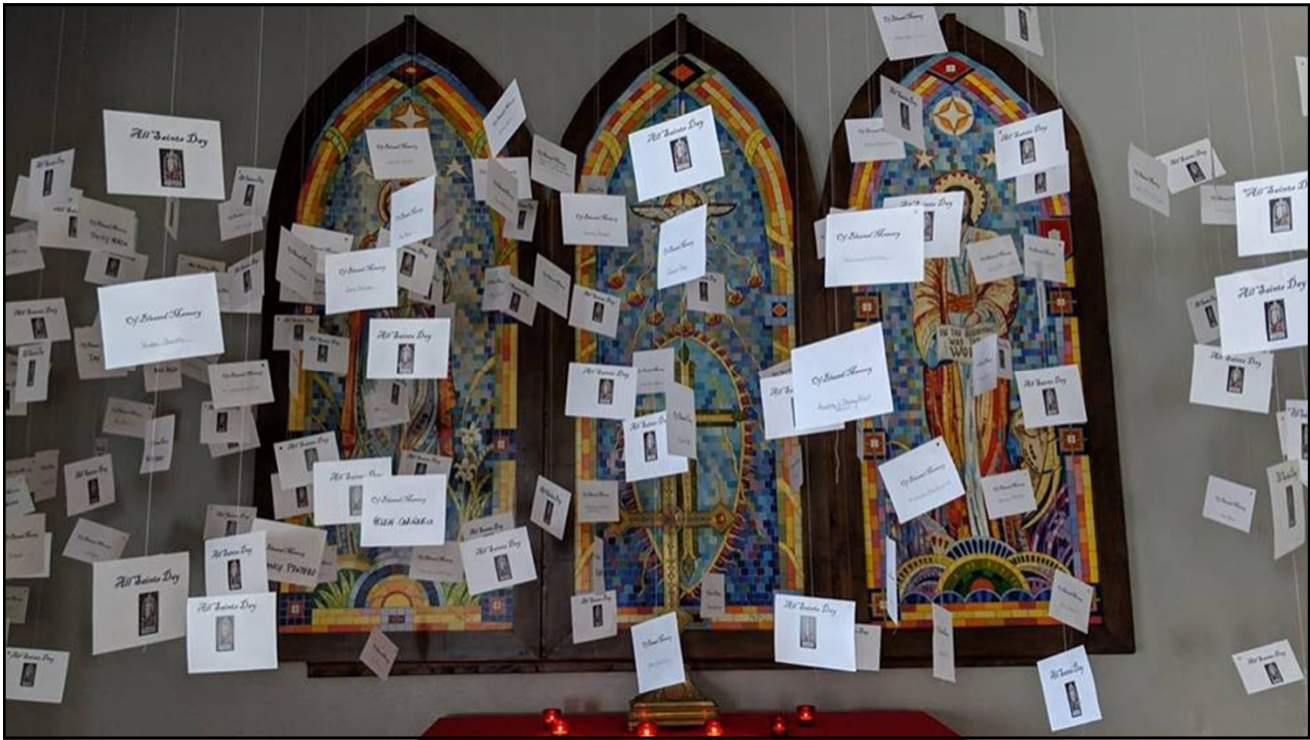
### Data Gathering

Inviting your congregation into conversations

- Pew Cards
- Gatherings (actual and/or virtual)
- Social Media
- Written, Spoken, Art, Music...
- Where do you hear it? Success is contextual

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## 2. Listen & Plan



### Data Gathering

Segment your congregation

- Segment based on demographics, needs, and who you have identified yourselves to be and what your unique needs are

### 3 .Develop a Theme



Ask Questions



Listen



Pray



Look

### 3 .Develop a Theme



"Today you are you , that is truer than true .  
There is no one alive who is youer than you ."

- Dr. Seuss

### 3 .Develop a Theme



- What was your best theme that you've used?
- Why was it successful?

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### 3 .Develop a Theme



3. Develop a Theme



**LEAP  
OF  
FAITH**



**ANNUAL STEWARDSHIP 2022**

3. Develop a Theme



**Love.  
Care.  
Give.**

### 3 .Develop a Theme



# MORE THAN ENOUGH

God gives each of us a plate of cookies. Its good to enjoy them, but we need to remember who made the cookies. When we share, God always provides more than enough.

God Makes the Cookies: Discovering a More Than Enough God

Trusting God With Our Cookies: Developing a More Than Enough Faith

Being Generous With Our Cookies: Going From Never Enough to More Than Enough

Sharing Our Cookies Together: Becoming a More Than Enough Church

### 3 .Develop a Theme



# Shining Christ's Light. Sharing Christ's Love.

### 3. Develop a Theme



- Theme ideas should be simple, clear, and easy to remember
- Theme ideas should tie into meaning-making



### 3. Develop a Theme



#### Focus Groups

How could a focus group help you discover your theme?



## 4 .Plan a Com m un ica tions Strategy



### Voice

- 3rd-person narrative .
- the voice of a child thanking the parish for their future spiritual home .
- a collection of first-person narratives from parishioners .

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## 4 .Plan a Com m un ica tions Strategy



### Response

- Mailing Lists...are they clean?
- W ould having a postage paid return envelope m ake it easier for them to return?
- Is Online Pledging an option? Is it easy to navigate?
- Post-COVID ,do you have different audiences? (ie Online/VirtualChurch Com m unity vs In-Person Church Com m unity)
- Do your com m un ica tions platform s need to change in a post-COVID world?

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## 4 .Plan a Com m un ica tions Strategy



### Q u a l i t y

- Excellence is im portant!
- W ould you be inspired to m ake a donation by a cam paign that is poorly thought out and com m un ica t e d ?

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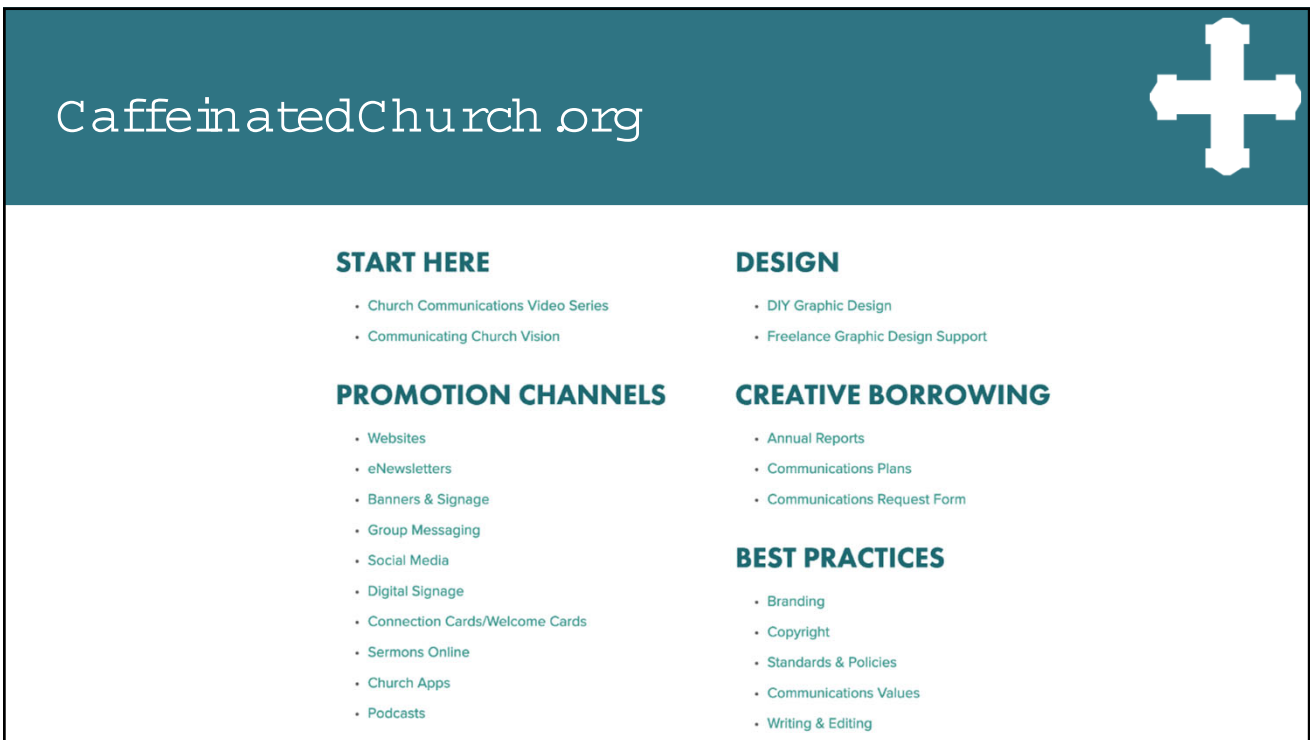
## 4 .Plan a Com m un ica tions Strategy



### Com m un ica tions Channels

- Case Brochure
- Verbal Announcements
- Posters
- eNewsletters
- Videos
- Banners
- Website
- Social Media
- Ministry Moments
- Bulletins
- Potty Posters
- Texting
- Sermons
- Postcards
- Zoom

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# CaffeinatedChurch.org



## TECH

- Databases/Church Management Software
- Online and In-Person Event Registration
- Online Giving/Donations
- Equipment & Software
- Guide to Office Printing Equipment
- Event Apps
- Video Conferencing
- Google Apps
- Online Calendars

## BULLETIN

- Liturgical Resources
- Bilingual Liturgy Resources

## LITURGICAL CALENDAR

- Parish Collaboration Meetings
- Diocesan/Synod Collaboration Meetings

## RESEARCH

- Demographics

## PUBLIC RELATIONS

- Press/Media Releases
- Crisis Communications
- Interacting with the Media
- Gun Violence Resources

## ADMINISTRATION

- Letters of Transfer

# 4 .Plan a Com m un ica tions Strategy



## Pledge Cards & On line G iving

- physicalpledge cards
- online pledging

## 4 .Plan a Com m un ica tions Strategy



### Im pact Statem ent

- Communicates to the stakeholders in your organization that their gift has made a difference.
- Gives tangible evidence of that impact.
- Reminds the donor not of *what* they gave, but *why* they gave.
- Connects the dots between their gift and the Why.

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## 4 .Plan a Com m un ica tions Strategy



### Im pact Statem ents: The D ifferen ce You H ave M ade

- We have shared 2,500 cups of coffee together.

[#fellowship@St.Marys](#)



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## 4 .Plan a Com m un ica tions Strategy



### Christ Church *is Walking the Walk* in our Community

#### Did you know :

- 220 feet com e in and out of our doors each week.
- 30 people every Sunday.
- 20 AA m em bers.
- 25 W iggle W om s.
- 10 m em bers at Bible Study Thursdays.
- 12 m em bers at Bible study Fridays.
- 3 Knitting Club m em bers.
- 10 Boy Scouts.



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## M in istry M om en ts



A Ministry Moment is a time in each service during your pledge campaign where a parishioner gives a personal testimony to the impact of mission and ministry of the church.

- Visuals are better.
- Record them!
- Pay attention to representation.
- Scripts/talking points can be useful.

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## M in istry M om ents



### M in istering to M in istry M om ent M in isters

- 1) Help to to feel prepared.
- 2) Give them guard rails.
- 3) Give them plenty of time to prepare
- 4) Welcome them and get them settled
- 5) Walk them through the process
- 6) Be sure they have water
- 7) Thank them profusely
- 8) Ask them what they would have done differently.
- 9) Thank them again.
- 10) One more thanks can't hurt.

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## 4 .Plan a Com m un ications Strategy



"None of this could have been possible  
without your financial support.  
Thank you."

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## Your Year-Round Calendar



### When?

- When in the year will you have your campaign?
- What other big events are coming during the year?
- When will you recruit your stewardship committee members?
- When will you begin data gathering to begin formulating your campaign?

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## Your Year-Round Calendar



### When?

- When will you begin developing your theme?
- When is the deadline to have your theme figured out?
- When will you organize your mailing lists?
- When will you begin planning what communications platforms you will use to communicate your campaign?

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## Annual Giving, Part I



### Team Exercise:

- Development of your theme for annual giving
- Begin creation of your year-round calendar

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