


## Unlock the Secrets to Increase Giving to Your Faith-based Organization

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Our search is easy, only pay for success.

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## Agenda

- ▶ Introductions/sharing
- ▶ Stats on giving
- ▶ 3 Secrets to Successful Fundraising
- ▶ Who is Responsible?
- ▶ Share God's Love Through Ministry
- ▶ Emmaus House-Case Study.

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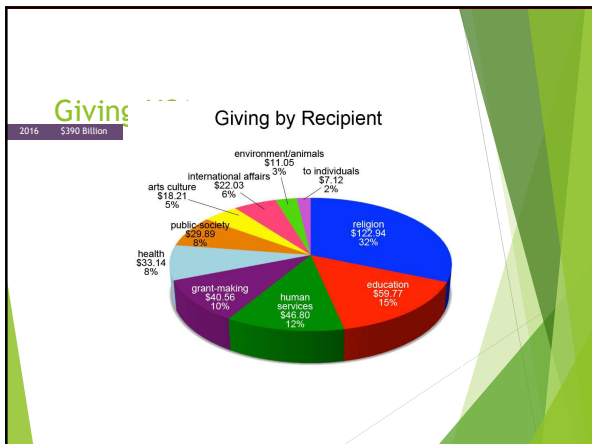
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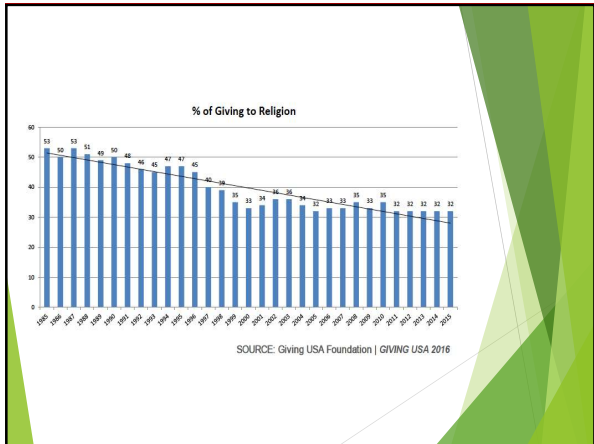
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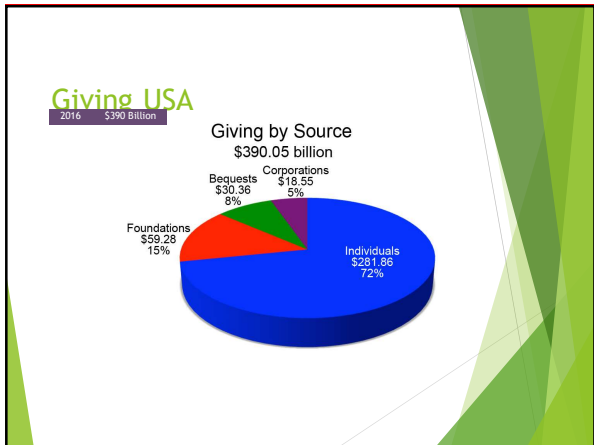
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**Emmaus House: A Case Study**

- A Mission of the Episcopal Diocese of Atlanta
- Founded in 1967
- Place-based - social service and education
- Doubled capacity in last five years

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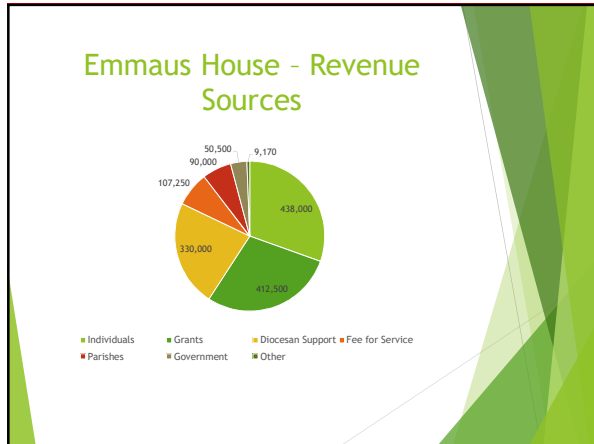
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### What to do?

Churches and faith-based nonprofit organizations must raise funds like other nonprofits.

Working alongside volunteers, someone on the staff must have responsibility for raising funds.

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### 3 Secrets to Successful Religious Fundraising



1. Compelling Case for Support
2. Strong Leadership
3. Written Strategy/Plan

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### Narrative Budget

- ▶ Worship
- ▶ Christian Formation/Education
- ▶ Outreach
- ▶ Pastoral Care
- ▶ Church Life/Fellowship
- ▶ Communication

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### Types of Campaigns

- ▶ Annual
- ▶ Major
- ▶ Capital
- ▶ Endowment
- ▶ Comprehensive



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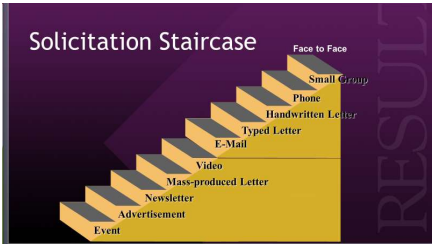
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### Solicitation Staircase



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### How Do You Define Stewardship?

- ▶ In religious fundraising, Stewardship is all that I do, all that I am, after I say, "I believe."
- ▶ In secular fundraising, stewardship refers to actions taken to ensure the relationships with donors are current.

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### The Development Cycle



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### Why people give money?

- ▶ Give \$
  - ▶ Believe in cause
  - ▶ Trust solicitor
  - ▶ Make good things happen
  - ▶ Stop bad things
  - ▶ Faith tradition
- To affect other people's*
- ▶ Legacy
  - ▶ Guilt/fear
  - ▶ Tax deduction
  - ▶ And...

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The greatest reason of all?

**Because they were asked!**

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Elements of a Campaign

- ▶ Written plan, then educate leaders
- ▶ Recruit Volunteers
- ▶ Training
- ▶ Stay spiritually focused
- ▶ The ask/commitment
- ▶ Acknowledgement, Stewardship.

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Leadership



- ▶ Your chief must be on board and involved
- ▶ Compose a Stewardship Statement
- ▶ Staff and key volunteers should have access to giving information
- ▶ Be intentional about training committee members every year.

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### Written Strategy/Plan

- ▶ Timeline
- ▶ Theme
- ▶ Goals
- ▶ Volunteer job descriptions
- ▶ Roadmap

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### Prospecting

- ▶ Staff
- ▶ Leadership
- ▶ Prior donors
- ▶ Lapsed donors
- ▶ Members
- ▶ Attendees
- ▶ Community partners
- ▶ Family foundations

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### Spiritual Side of Giving

- ▶ Scripture
- ▶ Prayer

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### Emmaus House - A Case Study

- Diocese and parishes account for 29% of total support
- Treat as major stakeholders
- Locate the story within the context of faith
- Engage clergy and outreach leaders
- Connect to local ministry
- Provide opportunities for direct engagement
- Make the human connection
- Visit parishes

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### Major Gifts

- ▶ Size of gift
- ▶ Can be annual, capital or endowment
- ▶ Occasional
- ▶ Cultivation
- ▶ Connection, good relationship
- ▶ Ability to give
- ▶ Past giving history
- ▶ Desire for recognition



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### Capital Campaign

- ▶ Intensive, organized effort
- ▶ Bricks and mortar, property, major renovations
- ▶ Specified time period
- ▶ Requires study, planning and identification of major prospects
- ▶ Lays groundwork for involving new volunteers/donors
- ▶ Sets stage for higher annual giving levels

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### Endowment

- ▶ Savings vs spending
  - ▶ How to handle unrestricted bequests?
- ▶ Planned Giving
  - ▶ Integration of sound personal, financial, and estate planning concepts with donor's plan for lifetime or testamentary giving.

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### In conclusion

- ▶ Defined stewardship
- ▶ Case for support must inspire
- ▶ Leadership sets the tone
- ▶ Written plan
- ▶ Personal solicitations
- ▶ Specific ask amounts
- ▶ Trained, experienced staff
- ▶ Fundraising budget
- ▶ Everyone is a prospect

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### Emmaus House - A Case Study

- 50 years old and no capital campaign or planned giving initiatives = Missed opportunities
- Feasibility study
  - Connect to long-term strategy
  - Build case for support
  - Lessons from study
    - Data
    - Familiarity
    - Test case
  - Loop back to strategic plan and case for support

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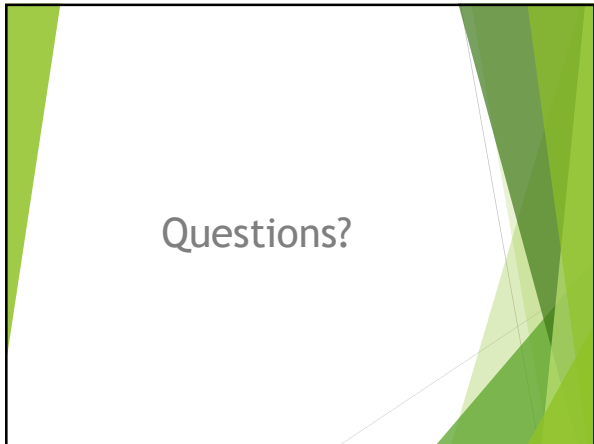
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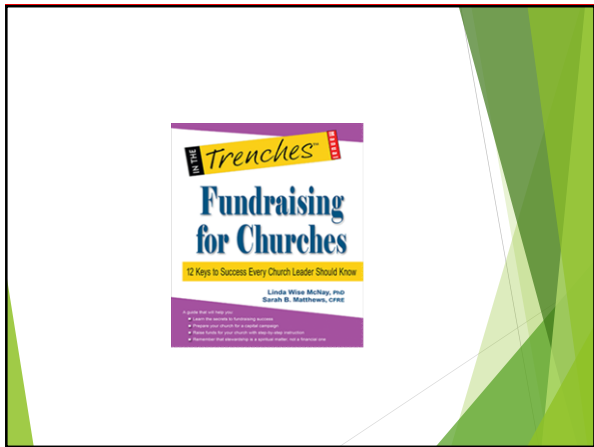
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