

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

Greg Cole, CFRE
Emmaus House



Sarah Matthews, CFRE
The Carter Center

THE
CARTER CENTER



Linda Wise McNay, Ph.D.

OurFundraisingSearch

Our search is a very, very, very fine search

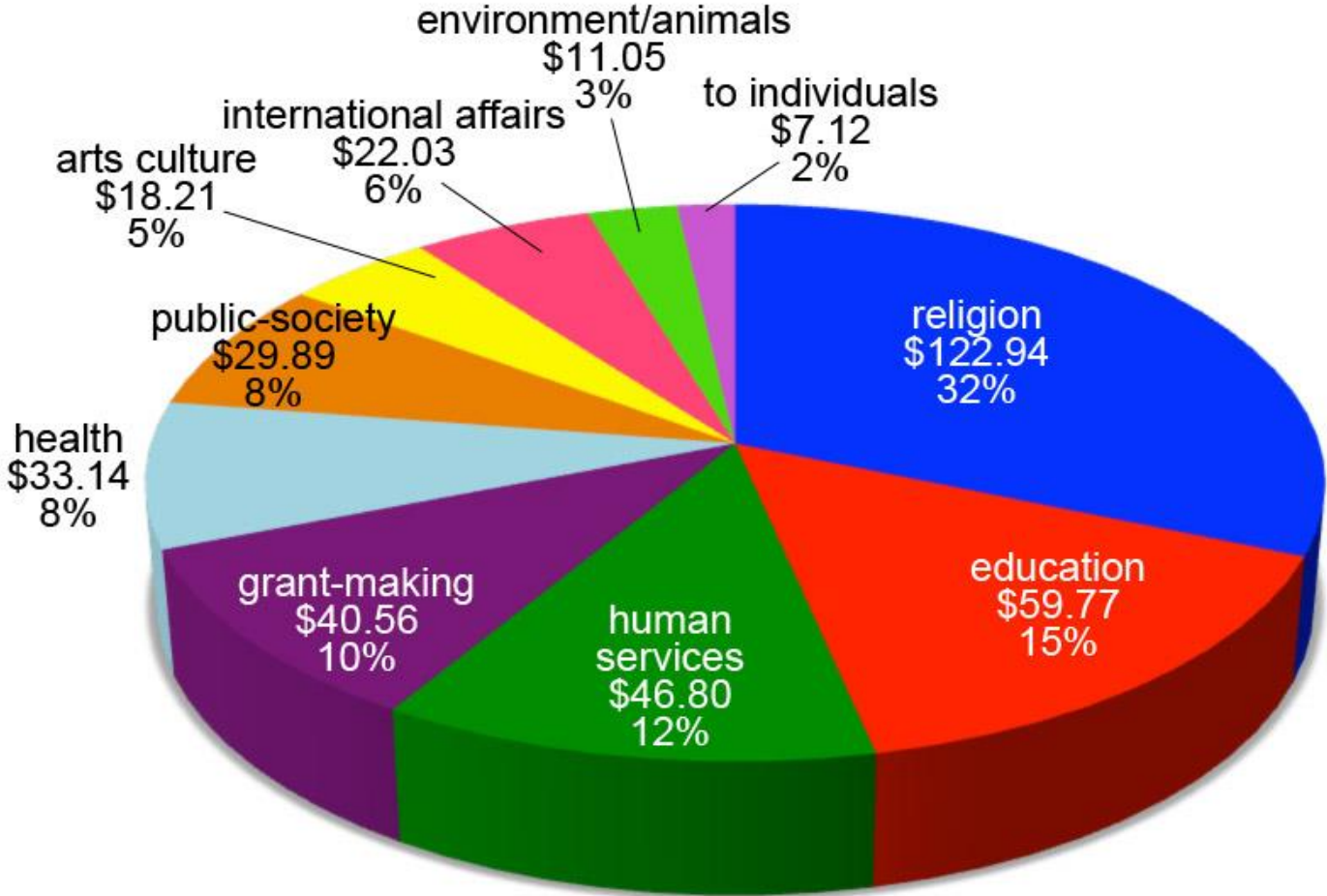
Agenda

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

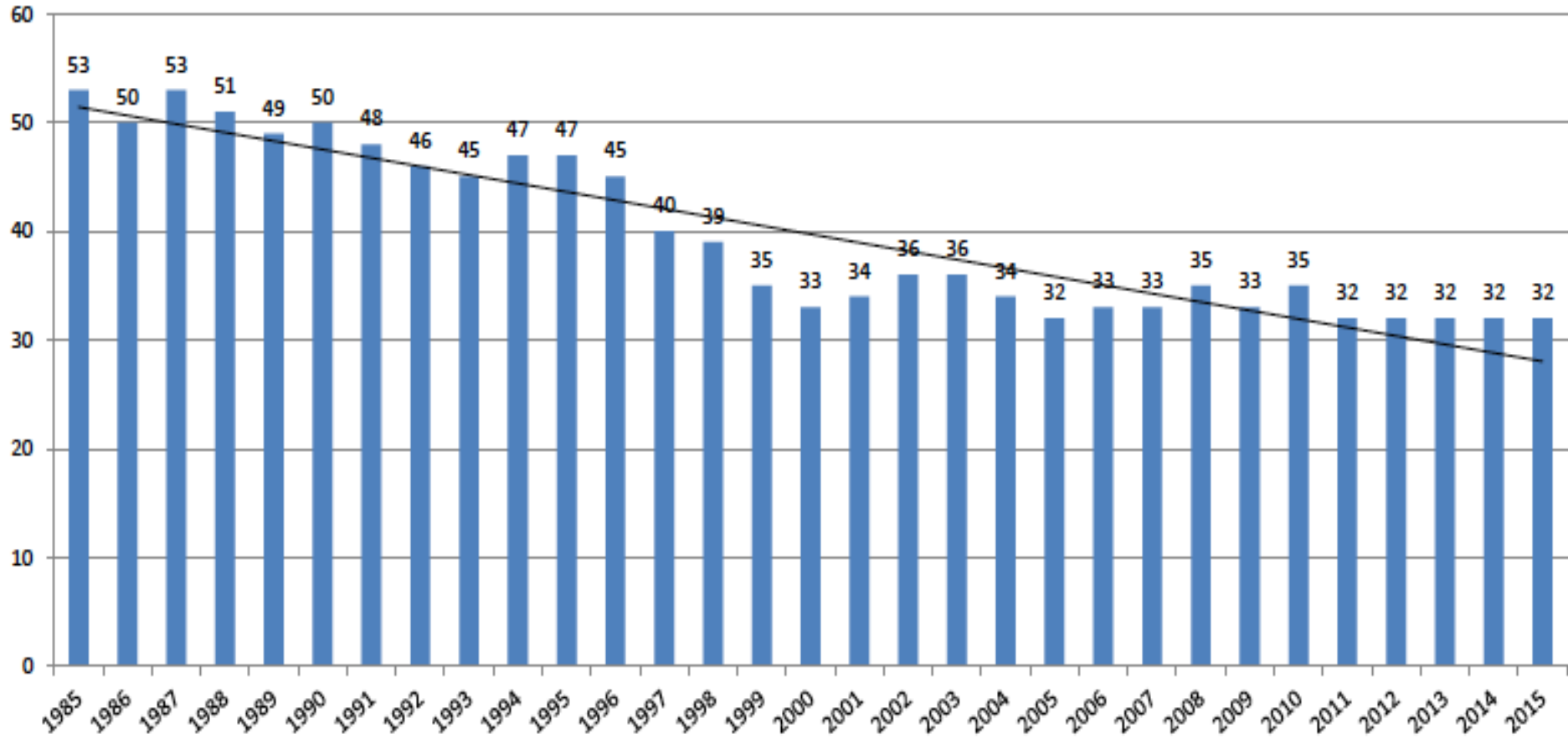
Giving USA

2016 \$390 Billion

Giving by Recipient



% of Giving to Religion

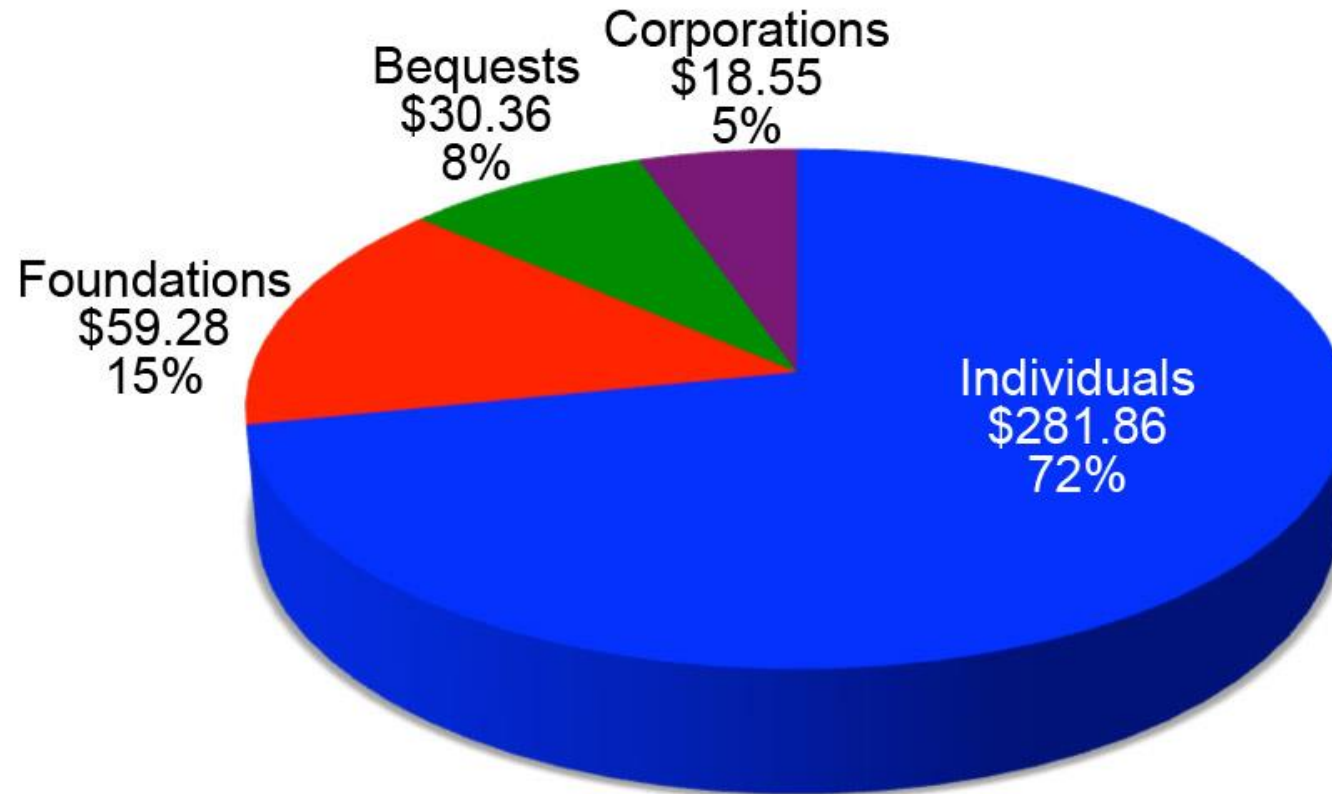


SOURCE: Giving USA Foundation | *GIVING USA 2016*

Giving USA

2016 \$390 Billion

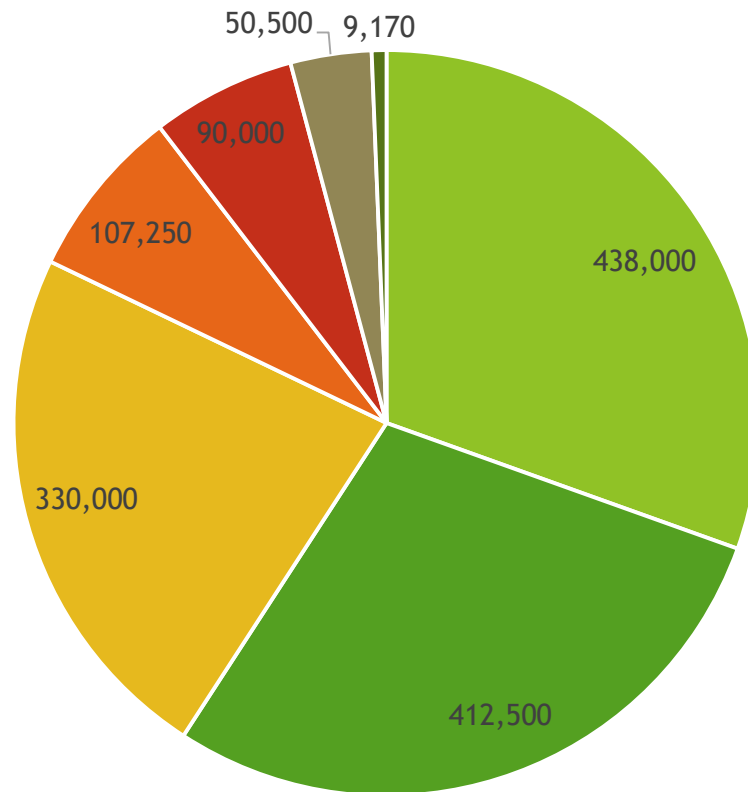
Giving by Source \$390.05 billion



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

Emmaus House - Revenue Sources



■ Individuals ■ Grants ■ Diocesan Support ■ Fee for Service ■ Parishes ■ Government ■ Other

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.

3 Secrets to Successful Religious Fundraising



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

Narrative Budget

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

Types of Campaigns

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



Solicitation Staircase



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.

The Development Cycle



Why people give money?

To affect other people's lives

- ▶ Have \$
- ▶ Believe in cause
- ▶ Trust solicitor
- ▶ Make good things happen
- ▶ Stop bad things
- ▶ Faith tradition
- ▶ Legacy
- ▶ Guilt/fear
- ▶ Tax deduction
- ▶ And...

The greatest reason of all?

Because they were asked!

Elements of a Campaign

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

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.

Written Strategy/Plan

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

Prospecting

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



Spiritual Side of Giving

- ▶ Scripture
- ▶ Prayer

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

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



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

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.

In conclusion

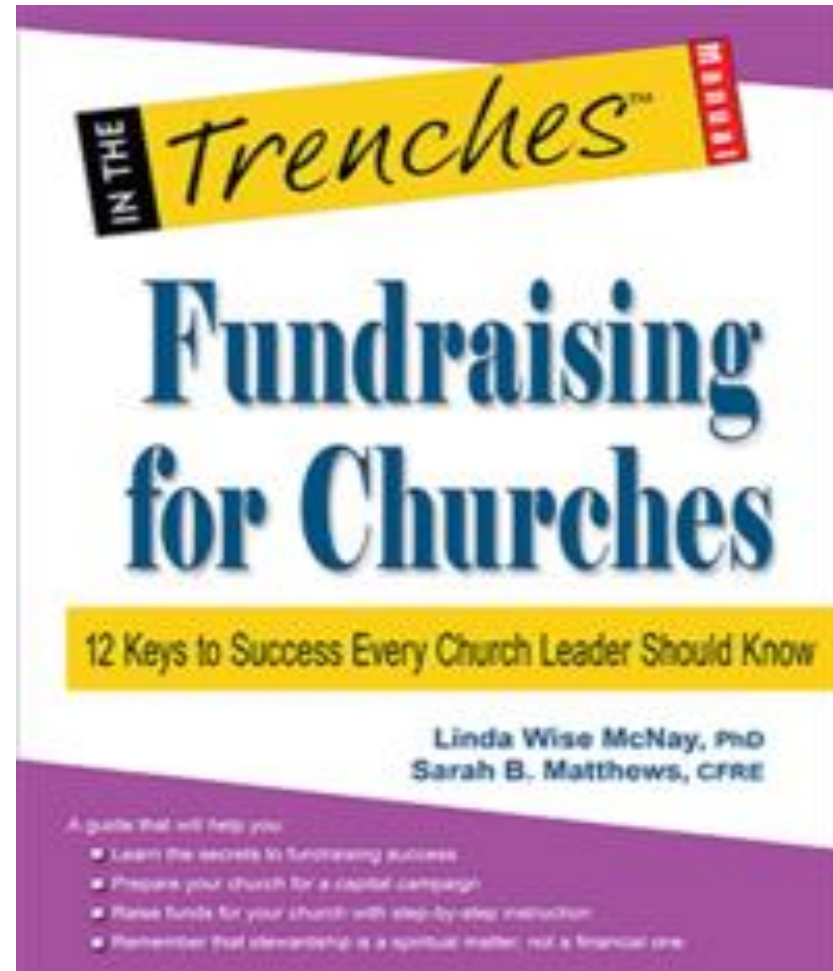
- ▶ Defined stewardship
- ▶ Case for support must inspire
- ▶ Leadership sets the tone
- ▶ Written plan
- ▶ Personal solicitations
- ▶ Specific ask amounts
- ▶ Trained, experienced staff
- ▶ Fundraising budget
- ▶ Everyone is a prospect

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

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the left and right sides of the frame, creating a modern, layered effect. The central area is a plain white space.

Questions?



Now YOU can unlock the secrets to increase giving to your faith-based organization!

Greg Cole, CFRE
Emmaus House

gregcole@post.harvard.edu
@gregcole

Sarah Matthews, CFRE
The Carter Center

matthews.sarahb@gmail.com
@SMtenn

Linda Wise McNay, Ph.D.

Linda.McNay@gmail.com
@LindaMcNay

OurFundraisingSearch

Our search is a very, very, very fine search