

Annual Giving Episcopal Church in Delaware



THE EPISCOPAL CHURCH IN DELAWARE

all things in love

Opening Prayer

- Everliving God, whose will it is that all should come to you through your Son Jesus Christ; Inspire our witness to him, that all may know the power of his forgiveness and the hope of his resurrection; who lives and reigns with you and the Holy Spirit, one God, now and forever. ***Amen***

- Book of Common Prayer, Page 826

Stewardship

All that we do
With all that we have
Once we say we believe.

Theology of Giving

Financial Stewardship

- How do you think about, describe, and understand giving? What do you need to do to make fundraising a ministry for you? How do you make asking a ministry?

Year Round Stewardship

- Spiritual discipline allows us to confront and acknowledge our individual and corporate relationships with money. Mission and Ministry are funded by money – all year long.

“Not everything that can be counted counts.

Not everything that counts can be counted.”

William Bruce Cameron – Informal Sociology, 1963

**What do your finances say
about your church?**

Narrative Budgets

Start with which Mission and Ministry

Sharing the story of WHY you ask helps with bringing others into the work you fund. Bringing your mission to the center of your ask is an invitation to join in the work we were created to do.

Share your story with each other and with the world around you.

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- Yes, we pay our staff, we maintain our buildings, we have administrative costs. But the work of the church is not in organization, but in our hearts. Created by God for good works – tell the story of your mission and ministry so that people will want to be involved in your work and your worship.

One more thought....

“To manage effectively, you need to measure the right things; those things that provide insight into the work performed, and that you are able to influence.”

Ben Linders

Annual Giving – The Ask

- Tailor your language to fit the people in your pews. If need be, write more than one letter, if you have a broad range of age groups in your parish.
- Try to keep the letter to one page – No LONG appeals.
- Speak to your common goals and your common life. Give your parishioners a reason to give to YOU.

Generational Asking

- **The Greatest Generation** (born before 1930) has lived through the depression and WWII. 60% donate to spiritual/religious causes.
- **The Silent Generation** (1930 – 1945) has lived through the Cold War and values loyalty. Roughly same donation rate as Greatest Generation.
- **The Baby Boomers** (1946 – 1964) are generally more idealistic and prioritize their giving. They want to be helpful. 48% donate/volunteer
- **The GenXers** (1965 – 1978) are more individualistic and seeking. They are likely to need a narrative of caring and year round ministry. 38% donation rate.
- **Millennials** (1979 – 2000) have a greater debt burden and appreciate tech and options. 32% donation/volunteer rate

Added ways to personalize your campaign

- **Write special Prayers of the People** for use during your Annual Giving campaign
- Have members of your parish **write responses to the Gospels** each week for publication in your bulletin or newsletter.
- Have members of your parish **write or speak a message** about WHY your parish is important in their lives and the life of the community in which you live.
- **Write a special prayer of thanksgiving** to use during the weeks immediately following the campaign.

THANK YOU!

- Saying thank you is one of the most important parts of any campaign where you are asking for help.
- The United Way has recommended that every ask be accompanied by saying thank you at least 7 times.
- Include a “thank you” in the request itself. Thanking people in advance for their generosity
- Send individual notes as soon as pledges are received – they do not need to include dollar amounts.
- Do an overarching Thank You at the end of your campaign.

More Ideas for Thanking Folks

- Hold a gathering at the beginning or the end of your campaign, where thanks can be given in person.
- You can have thanks extended by any, some, or all of the following individuals... the Rector, the Senior Warden, the Stewardship Chair, the Treasurer, the Pledge Monitor, the Vestry as a whole.
- At least one of the individual communications should include the amount pledged, both for the parish record and the individual record.

Additional Resources

TENS – The Episcopal Network for Stewardship

The link for this is on the Stewardship page of our diocesan website.

Episcopal Church Foundation (ecf.org)

Resources for giving, Vestries, many other facets of our ministries

Closing Prayer

- Grant us, Lord, not to be anxious about earthly things, but to love things heavenly; and even now, while we are placed among things that are passing away, to hold fast to those that shall endure; through Jesus Christ our Lord, who lives and reigns with you and the Holy Spirit, one God, forever and ever. ***Amen.***
- Book of Common Prayer, Page 234

Wishing you Success!

“When Annual Giving is done right, the person asking and the person giving come together to participate in a new thing that God is doing.”

Henri J.M. Nouwen