

Program to Transform Money into Ministry

Goals for year long program leading to fall fundraising campaign

1. Enhance visibility of church and its programs by effective communication and marketing initiatives to reach both current members and the wider community
 - a. Divide all church activities into five ministries: worship, outreach, parish life, Christian education, pastoral care
 - b. Revamp monthly mailing into compelling monthly news magazine
 - c. Take full advantage of social media, Facebook, Website.
 - d. Develop and place eye-catching advertisements in newspapers, local magazines
 - e. Publicize program successes internally and externally
 - f. Use all communications about specific events to enhance church's image
 - g. Develop at least 6 nonchurch events held at church to target specific new audiences
2. Retain current members and attract new members
 - a. Survey "drop outs" to find reason for leaving
 - b. Enhance program to welcome members and newcomers at every service every week
 - c. Develop "shepherds" program to maintain frequent contact with newcomers
 - d. Develop new brochure and information packet
 - Have in every pew every service
 - Hand to every visitor
 - Give to every attendee at events
 - e. Assess all annual church-wide events to determine purpose, cost (volunteers and dollars) and effectiveness in engaging newcomers and current members
 - f. Recognize groups of volunteers on regular, rotating basis (acolytes, choir members)
3. Institute fundraising best practices:
 - a. Allow people pledging to designate portion of money to specific ministry
 - b. Develop program to thank each donor seven times showing them how their money is used to make a difference
 - c. Acknowledge every gift within one week.
 - d. Begin quarterly outreach to non-pledgers, constructed to convey recent successes and invite their participation (personal letter or phone call)
5. Enhance worship.
 - a. Find new offertory sentences that specifically talk about money to build God's Kingdom.
 - b. Train lectors to make readings engaging and interesting
 - c. Use announcements time to laud recent successes, not repeat information in bulletin
6. Forget the following words: stewardship, tithe, proportional giving, give to God
7. Get some excitement!!!! "St. Swithens is where it's happening!!