

# How and Where to Develop Strategic Resources

**ECF-Kanuga**  
**Church Leadership Conference**  
February 20, 2016

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## The Episcopal Church Foundation

WHO WE ARE

The mission of The Episcopal Church Foundation is to strengthen the strategic leadership and financial capabilities of Episcopal congregations, dioceses, and related organizations to pursue their mission and ministry.

# The Episcopal Church Foundation

WHO WE WANT TO BE

The vision for The Episcopal Church Foundation is to be a  
**comprehensive and holistic resource**  
that helps revitalize Episcopal communities of faith.

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IT'S ALL ABOUT RELATIONSHIPS



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WE WANT TO WALK WITH YOU



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THE RESOURCE CHALLENGE

- CHANGING LANDSCAPE
- DESIRE TO MAXIMIZE RESOURCES
- UNKNOWN CAPACITY

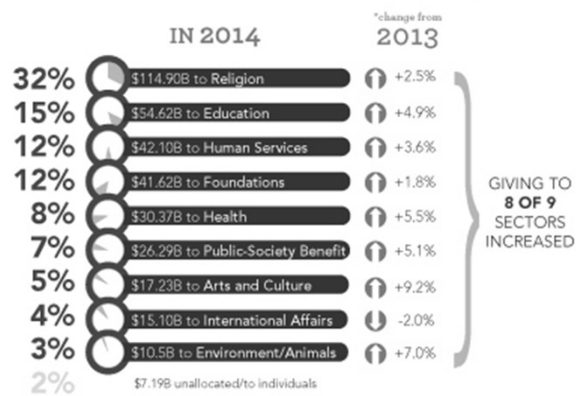
# The Changing Landscape

CHARITABLE GIVING IN THE U.S.



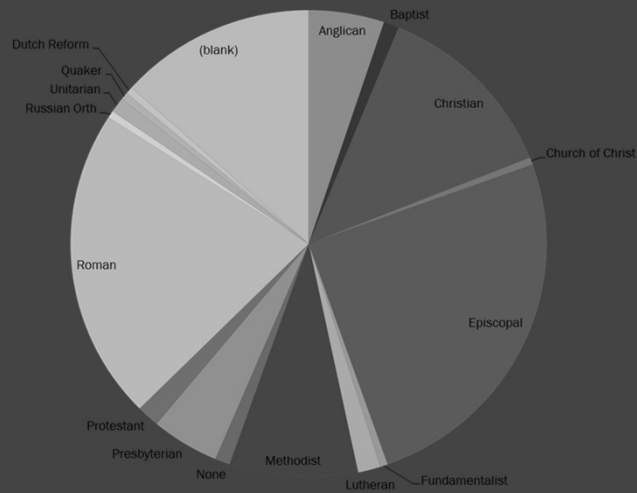
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 empowering congregations

## WHO RECEIVED?



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## ECF's Mission in Partnership



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empowering congregations

## WHO ARE ECF's CLIENTS?



The correlation between religious affiliation and giving may be weakening, especially among younger female donors.

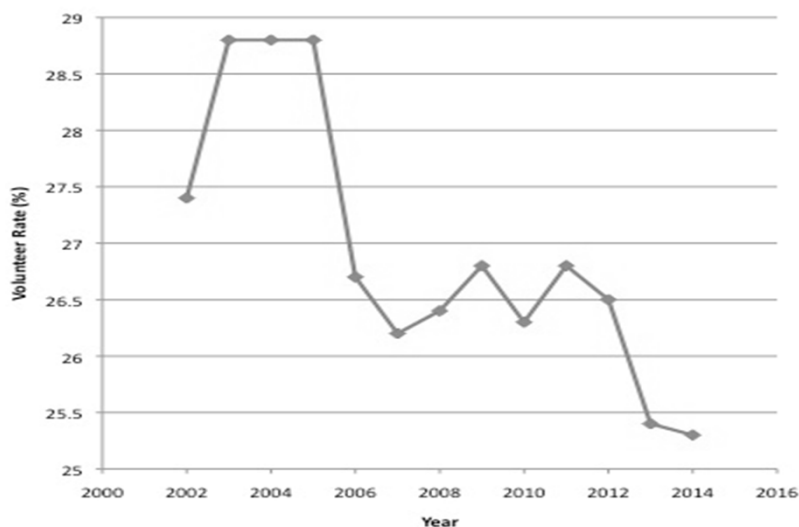
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# What does Justin Timberlake have to do with volunteering?



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Percentage of U.S. Volunteers, 2002-2014



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## Economy's counterintuitive connection

You are more likely to volunteer if you are employed than if you aren't

The data show that states with higher rates of unemployment tend to have *lower* rates of volunteering.

**The most important thing separating volunteers from non-volunteers is *NOT* free time.**

## The Millennial Generation

Born between 1980-2000



- 83% own a smartphone and the majority prefer mobile-friendly websites.
- 59% prefer news or action-oriented websites with quick informational links.
- 49% are more likely to give when they know how their gift will make an impact
- 57% like emails that contain a calendar of upcoming events

# WHO ARE YOU?

LISTENING TO WHAT YOU NEED



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CASE STORY 1: Small Parish in Ohio  
WHERE TO BEGIN?

- Dwindling Membership
- No mission statement/strategic goals
- Deficit Budget/ Overreliance on endowment





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## CASE STORY 2: Thriving Parish in Florida

- Strategic Planning
- Endowment
- Planned Giving
- Generational Workshop
- Proposed Capital Campaign

Lots of windows---needing integrated plan and coordinated approach



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## CASE STORY 3: Parish outside of Ferguson

- 1/2 parish arrested in protests
- Unsure of strategic priorities
- Unsure of missional identity
- How to plan without foundation?



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Where did we begin?

- Articulate the problem
- Create vision of new model
- Create timeline for process
- Develop buy in from stakeholders



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CAPACITY REVIEW

- What do we do well?
- What do we need more resources to do well?
- What aren't we doing, but want to do?
- What don't we do?
- When can we provide referrals to others who do work that we don't do?



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## WHAT ARE WE DOING WELL

### Leadership Resources

- Episcopal Church Foundation Vital Practices
- Vestry Papers
- Vital Teams Workshops/Presentation
- Webinars

- How do we align our resources to leverage what we do well?

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## STEP 3: WHAT ARE WE DOING WELL

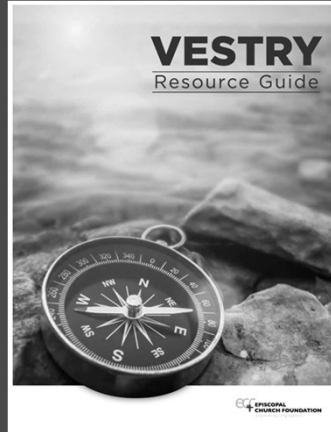
### Financial Resources

- Planned Giving
- Endowment
- Capital Campaigns
- Surprise: Annual giving!

- How do we align our resources to leverage what we do well?

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STEP 3: WHAT ARE WE DOING WELL:  
Our Foundational Text!

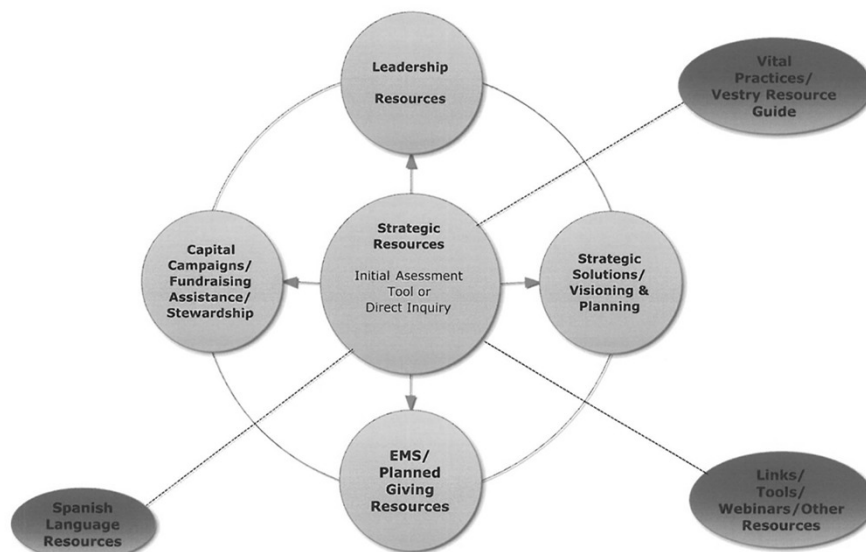
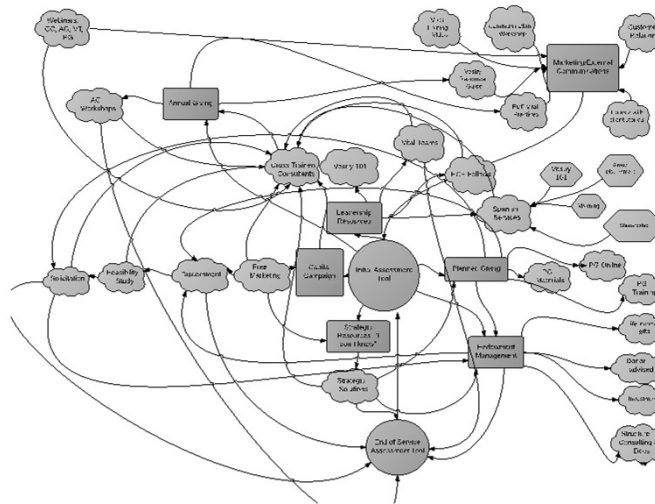


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Step 4: MAKE MISTAKES

**“If you aren’t failing, you aren’t showing up”  
- Brene Brown**

# The chart not from this world...



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Step 6: Asset Mapping---sharing resources



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NOW: Its your turn!

- PAPER SURVEY
- DETERMINE YOUR OWN PATH
- HELP US ON OUR PATH TO HELPING OTHERS

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QUESTIONS?

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Or call: (800) 697-2858



## Episcopal Church Foundation

ECF website: [www.episcopalfoundation.org](http://www.episcopalfoundation.org)

ECF Vital Practices: [www.ecfvp.org](http://www.ecfvp.org)

Email: [ecf@episcopalfoundation.org](mailto:ecf@episcopalfoundation.org)

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