

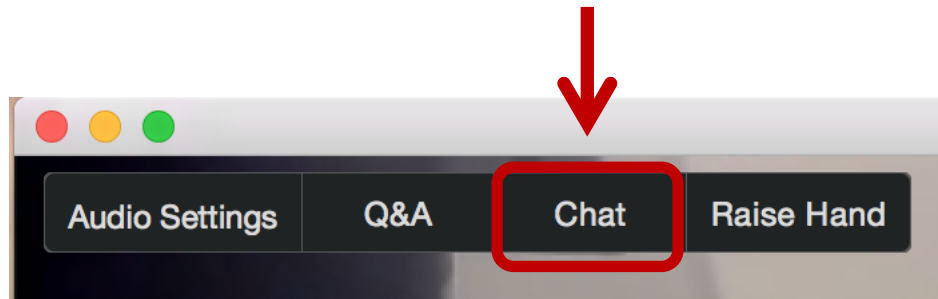
Top 10 Annual Giving Strategies

August 22, 2017

Erin Weber-Johnson

Technical Notes

- All participants are currently muted to cut out background noise and audio interference
- If you have questions, please type them into the chat. To access the chat, press the chat button on the upper left side of your screen:



- PDF copy of the slides is available to download. Scroll to the top of the chat to find the link to download the slides.
- This webinar is being recorded and will be made public

The Episcopal Church Foundation (ECF)

Independent, lay led organization, founded in 1949



Empowers congregations through visioning and planning, leadership development, and raising financial resources for ministry

Through our programs, ECF is building a Church...

- Lay and clergy leaders work together to transform the Church
- Healthy, vital, vibrant Episcopal communities of faith
- Meaningful opportunities for Christian stewardship and effective fundraising
- Innovative, mission-based ways to be the Church of the future

Introduction: A Changing Landscape

THE CHRONICLE OF
PHILANTHROPY MAGAZINE RESOURCES

FEATURED: [How Three Nonprofits Rebooted](#) [Data: Nonprofit Endowments](#) [Raise Money from Corporate Employees](#) [Report: Trend](#)

NEWS AND ANALYSIS
JULY 26, 2017
✓ PREMIUM

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NoVo Creates \$20 Million Social-Justice Fund to Fight Trump-Inspired Threats

By Rebecca Koenig

Fulfilling its post-inauguration [pledge](#) to aid "communities under attack," the NoVo Foundation, founded by Jennifer and Peter Buffett, announced Wednesday it will commit \$20 million over four years to support social-justice work around the world.

Rage and Catharsis: New Donor Motivations

Rage Donations: Is Your Nonprofit Ready for this New Trend?

April 12, 2017 by Katy Teson

Marketing Strategy



"Don't just get mad, get giving!" Could this become the new fundraising battle cry?

Research shows that nonprofits continue to experience year-over-year **increases in online donations**, and it seems that at least a small part of that success can be attributed to donors motivated by anger as well as altruism. As our communities become increasingly divided over politics, current events and even local issues, **nonprofits are seeing an uptick** in people who express their emotions through donations to causes whose missions match their values.

Download Our Guide



31 Ways to
Boost Your
Nonprofit's
Online
Fundraising

GET IT NOW

Stay Informed

Get Our Weekly Nonprofit
Marketing Tips

Email:




**EPISCOPAL
CHURCH FOUNDATION**

empowering congregations

Example: www.ragedonate.com

[#RageAgainstHate](#)[What is RageDonate?](#)




Trump on women

"I just start kissing them... I don't even wait... Grab them by the pussy. You can do anything."

RAGEdonate \$10

to

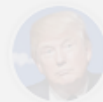


Trump on people with disabilities [\(video\)](#)

"Now the poor guy, you gotta see this guy. "

RAGEdonate \$10

to



Trump on immigration

"We will build a great wall along the southern border. And Mexico will pay for the wall...Zero tolerance for criminal aliens. Zero. Zero...We will break the cycle of amnesty and illegal immigration. We will break the cycle. There will be no amnesty."

Episodic or long-term shift?



Non-Profit Quarterly 2016:
“New Form of Donor
Motivation: Rage”

Washington Post, Nov. 2016
“Trump’s election inspired
millions in non-profit
donations”

The Challenge: Relevance

- Large institutions which remain non-political face the challenge of connection with donors' values within in a shifting fundraising landscape.
- Social justice/advocacy groups are seeing unprecedented giving.

1.) Change the language of WHY: Fundraising as “Why” requires a shift.



When fundraising is ministry, lives are transformed in the giving of gifts to change and repair a broken world as we reconcile ourselves to God.



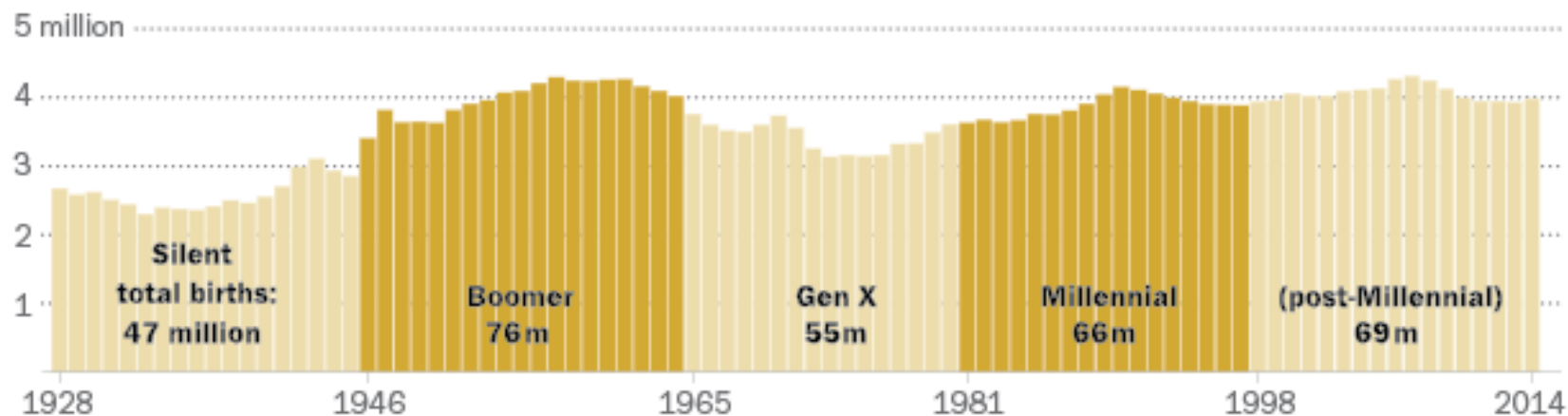
From the perspective of the gospel, fundraising is not a response to crisis. Fundraising is first, and foremost, a ministry.”

A Spirituality of Fundraising

2.) Episcopalians are not a monolithic body

Births Underlying Each Generation

Number of U.S. births by year and generation



Source: U.S. Dept. of Health and Human Services National Center for Health Statistics

PEW RESEARCH CENTER

2.) Episcopalians are not a monolithic body

SO segment your donor lists and find out who is in your pews:

- Those who gave previous years, but not last year
- Those who are new in the parish
- Those who give one time a year who could become regular pledges
- Those who make gifts between \$500-\$2000 who have capacity for greater gifts

And determine appropriate invitations for each list based on potential needs.

REMEMBER: The most effective strategy is face to face!

3.) Rethink the phrase “Its their fault they aren’t tracking.”

The struggle IS real.

People will not give if they are not aware that they are being asked.



Questions?

4.) Focus on the “Why” not the need.



5.) Ask. For a pledge. Specifically.

Nationally, over 70% of members in the Episcopal Church were not raised Episcopalian.



6.) Tell the Truth

Showing an ability to learn, grow and adapt is far more valued by potential donors than face-saving.



The truth is an important component of healthy relationships.

Showing an ability to learn, grow and adapt is far more valued by potential donors than face-saving.



Questions?

7.) Show gratitude in donor-centric ways. (Beyond a thank-you note)

How many times do you thank those who pledge to your parish?

The best practice for non-profits in thanking donors is 7 times per year.

Rest assured: this does not mean 7 thank -you cards!



WHY THANK?

- It acknowledges a giver's generosity
- It can inform the giver of how their gift was used
- It can provide a vehicle for formation for folks in our faith communities
- It may provide an additional opportunity for an invitation
- It fosters a deeper sense of engagement to the community

Ways to thank beyond a card!

- Assign a vestry member to a ministry
- Short videos of thanks! Ex: <https://www.youtube.com/watch?v=bAMKwddGrNY>
- Facebook posts with relevant hashtags
- Monthly thanks texts
- Monthly postcards w/faces
- Small reminder gifts (ex: magnets, mugs, dried flowers, small pictures, candy bars (100 Grand (first 100k in for budget), Peppermint Patties (A/C), Red Hots (heat)
- Pictures (when appropriate) from recipients
- Thank you events
- Highlight major donor giving in the community as “our parishioners”

8.) DON'T bury the lead. (See #4)

One rector once bravely confessed, “I just get so nervous [when talking about money] and would rather write about what I`m more comfortable with---theology, liturgy, and my dog!”



Questions?

9.) Rethink Abundance Language/Theology

What's wrong with abundance? There is potential disconnect with those systematically disenfranchised.

1999 Walter Brueggemann's article "The Liturgy of Abundance, the Myth of Scarcity: Consumerism and Religious Life" set the language yet it was actually an article proposing redistribution.

Rather, let's look to our own Baptismal Covenant to "reconcile ourselves to God and one another"

10.) Claim this as Holy Work—with courage.

Two weeks later
she called me---
her voice thick
with emotion.

“I never knew it
could be like
this.”



Next Steps

- Determine who is your pews and communication needs
- Get data: segment previous giving lists
- Examine your existing language around giving
- Determine if there is an intersection with people's current needs and your missional identity.
- Articulate this connection.



Questions?

Need more information

- October 2017 Vestry Papers— Focus on Annual Giving
- Project Resource 2.0: <https://project-resource.org/>



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