

*Leading Where You've
Never Been Before
The Episcopal Dioceses of
Ft. Worth and NW Texas
Terry Goolsby, Senior Vice President*

Where we are

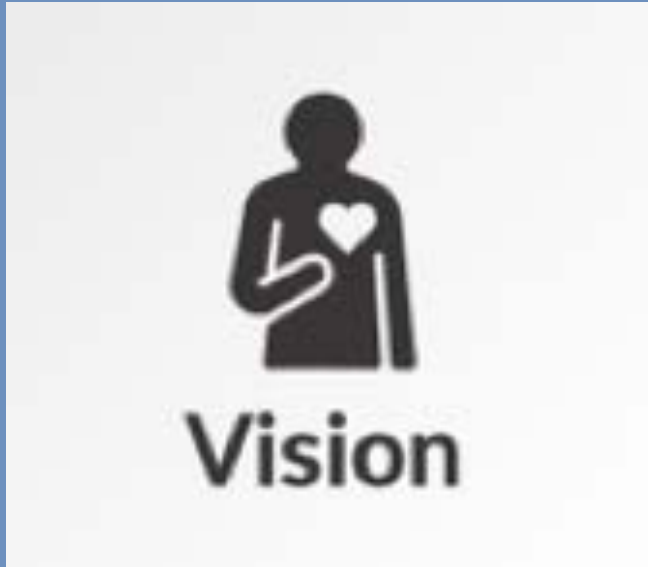
- **The local church has changed**
- **Ministry needs and opportunities are increasing**
- **Giving to religion is at an all-time low**
- **Thinking the same way is not an option**

What Remains True

- **We were born to be loving and giving (John 3:16)**
- **Generosity is a journey grounded in gratitude, revealed through prayer, and lived in faith**
- **Generosity is part of our journey as Christ followers**

Five Disciplines for Growing Generosity





What is God calling you to do with the resources provided?



Keep It Spiritual

Discipleship is the foundation of any generosity initiative.

- Preaching and teaching generosity year-round.
- One or more churchwide generosity focuses each year.
- Stewardship, giving and generosity are part of your Discipleship Path.
- A clearly articulated Theology of Stewardship/Generosity.



Tell Your Ministry Story

Effectively communicating how you are transforming lives cuts through what the culture has to say about money.

- Weekly Offering Talks
- Frequent use of storytelling in all church communication.
- Focus on one life at a time.
- Share the stories of those impacted by your ministries and those who are transformed because they shared their time and money.



Build Donor Relationships

The church's relationship with its financial supporters is sacred and requires careful tending.

- Pastors must have access to and use donor giving records.
- Thank more than ask.
- Build personal relationships with financial leaders to learn their passions, motivations and stories of generosity.
- Every gift counts. Every giver is important.



Make the Ask

People are most likely to grow their generosity habits when they are challenged to take their next step.

- Multiple ways to give: Annual, Special, Capital, Legacy
- Effective portals for giving: Website, Text, App
- Be clear about what you are asking, what the next step is and when you will follow up.
- Personalize communication when thanking and asking. No “Dear Member.”



Measure Effectiveness

Connecting every dollar given with impact will increase trust and encourage future giving.

- Key giving metrics
- First-time giver strategy
- Lapsed giver strategy
- Measure movement of parish giving levels

A Thank You Note

Dear Member,

Thank you for your recent pledge payment of \$1000. Support from donors like you is critical to our work.

This has been a particularly challenging financial year and we are running a deficit into the summer months. I hope you will consider participating in our special summer slump appeal to enable us to continue throughout the summer.

Sincerely,

Beverly Reid
Business Administrator

How to Write a Relational Thank You Letter

Dear Kristine,

I wanted you to know how much St. John's youth group has meant to me. I was fortunate to be able to go on the Nicaragua mission trip. While I was there, I realized how God was nudging me to study medicine so I could help people in countries where medical help is needed. Because of St. John's, I am now entering into the pre-med program at University of Michigan.

Thank you for your generosity and support of the youth program. You have made it possible for me to find God's purpose for my life.

Sincerely,
Amy Logan



DAVIDSON COLLEGE
PRESBYTERIAN CHURCH
100 N. Main St † PO Box 337 † Davidson, NC 28036

June 10, 2020

Dear ??,

I pray that this letter finds you safe and healthy and your loved ones, as well. In these very difficult times, we are reminded not to take health and love for granted.

Along those lines, it is clear that you do not take the ministries of our community of faith for granted. This letter is long overdue in thanking you for your financial support of Davidson College Presbyterian Church, generally, and especially during this pandemic. Next week at our Session meeting I will be sharing with the Session that despite what some might have feared, DCPC is in a strong financial position. Through the end of May we are ahead of last year in giving and, since expenses are down, we are also in a stronger position in terms of income to expenses. This is due, in part, to you. You are one of a group of people who clearly made a decision to show your support for our ministries when we needed it most. From paying off a pledge in full, to donating a stimulus check, to making gifts that weren't pledged or simply being well ahead of the game on paying off a pledge, you and the other people in this group made a difference. I do not presume to think that this was easy or convenient; I just know it was gracious and I am grateful.

While other organizations are doing more with less and wondering whom to lay off and what to cut, we are continuing to ask, "How do we deploy member resources and staff time to help people during this pandemic?" Please do not underestimate the importance of your giving and its timing, especially right now. Lives have been changed for the better because of your faithfulness in sharing the resources God gave you with the church and our ministries. From upgrading digital connections to making planned grants to local non-profits to employing staff who check on isolated members, your giving has empowered vital ministries!

I do pray that I will get to see you in person at some point in 2020! There is a lot that is up in the air. In the meantime, please let me know if DCPC can be doing more for you or your family.

Again, thank you. Stay safe and healthy.

Grace and peace,

Peter J. M. Henry, Pastor

Thank you for your support of [REDACTED]

Here are the details of the transaction for your records...

Amount: \$25.00

Transaction ID: 9249775

Date: April 13, 2020 at 9:19:11 AM (EDT)

Payment Type: Visa ending in XX00

Personal Information

Ms. KRISTINE Miller

24594 Redwing Drive

Novi, Michigan 48374 US

(248) 231-1158

kmiller@horizons.net

Anonymous: No

Billing Information

KRISTINE Miller

24594 Redwing Drive

Novi, Michigan 48374 US

(248) 231-1158

kmiller@horizons.net

Billed Transaction Details

One-Time

Restriction: Annual Giving Campaign

Thank you for your support of [REDACTED]



📧 notifications@accessacs.com <notifications@accessacs.com>

To: 📧 Kristine Miller

Your contribution has been processed!

Receipt #: 542717816

Contribution Date: 4/23/2020

Payment Amount: \$10.00

Account Description: Visa ***9200

Payment Type: Credit

Account Number: ***9200

Details:

Pledge/Operating Budget: \$10.00

Kristine,

I got notice of a gift from you to WCC!

That's amazingly generous of you to make a gift. Thank you.

It's been so meaningful to connect with new people from near and far—one of the few good things to come of this whole mess.

Consider joining my wife Sheila and me with other new friends tonight at 6:30 pm for a Quick Hello?

<https://zoom.us/j/145212957>

So, thanks again...stay in touch...be well...stay home...know that you are loved.

Peace,

More than 3,000
worshipped online
last week!



Sample Fall Generosity Calendar

Week 0 – Sermon – The power of prayer

Begin devotional book – A Generous Life daily email

**Week 1 – Sermon – Generosity journey is grounded in gratitude,
revealed through prayer, lived in faith**

Offering Talk & Stewardship Story

Week 2 – Sermon – Rector's giving story

Offering Talk & Stewardship Story

Week 3 – Sermon – Why give to YOUR church?

Offering Talk & Stewardship Story

Week 4 – Sermon – Every gift counts & every giver is important

Receive pledges online and in worship

Week 6/7 – Relational thank you notes to all who pledged or gave

giving365

www.giving365.com



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STEWARDSHIP