

Sharing God's Vision

thru your annual finance campaign

Rev. Dr. David Abbott
Director of Stewardship and
Leadership Development



Henri Nouwen - Spirituality of Fundraising

“From the perspective of the gospel, fundraising is not a response to a crisis. Fundraising is, first and foremost, a form of ministry. It is a way of announcing our vision and inviting other people into our mission...vision gives us courage to speak when we might want to remain silent...we offer other people an opportunity to participate with us in our vision and mission...we are declaring we have a vision that is amazing and exciting. We are inviting [people] to invest [themselves] through the resources that God has given [them] – energy, prayers, money – in this work to which God has called us.”

The UMC

Mission: To make disciples of Jesus Christ for the transformation of the world.

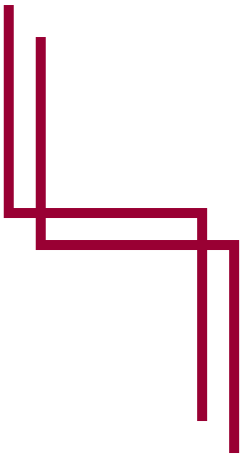
Vision: The United Methodist Church forms disciples of Jesus Christ who, empowered by the Holy Spirit, **love boldly, serve joyfully, and lead courageously** in local communities and worldwide connections.

What we'll cover today

- **WHY** are you doing the campaign – theological grounding
- **WHAT** is the context in which it will be happening – what do you know about your church and community?
- **HOW** will it work – all the technical stuff including letters, sermons, publicity, etc.
- **WHO** will be involved – who will be part of this celebration and which of their gifts are they being asked to share?
- **WHEN** will it be? It does matter! Fall is traditional, what is contextual?

Why?

“⁸ Above all, show sincere love to each other, because love brings about the forgiveness of many sins. ⁹ Open your homes to each other without complaining. ¹⁰ And serve each other according to the gift each person has received, as good managers of God’s diverse gifts. ¹¹ Whoever speaks should do so as those who speak God’s word. Whoever serves should do so from the strength that God furnishes. Do this so that in everything God may be honored through Jesus Christ. To God be honor and power forever and always. Amen.” (I Peter 4:8-11)



“Stewardship is the outward and visible sign of our inner and personal relationship with God.”

What?

Context Questionnaire for Annual Finance Campaign

Use the questions below to create a profile of your church. Provide as much detail as possible in your answers for the benefit of all who will use the information.

Church Information

1. Activities and actions that bring joy to the congregation
2. Ministries that offer the love and grace of Christ
 - a. Within the faith community
 - b. Beyond the walls of the church facilities
3. With community partners
 - a. With whom do you partner to serve your neighbors?
 - b. What service do you accomplish in these partnerships?
 - c. With whom do you do your church business?
 - d. Who would you like to partner with in the coming year
4. Historical information about the church
 - a. What are you proud of? Why?
 - b. What won't the church talk about? Why?
5. Applicable information about the communities in which you serve
 - a. Landmarks, historical connections, "known for...", etc.

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 - a. Landmarks, historical connections, "known for...", etc.
6. What Bible verses do people reflect on when they talk about the church?
7. Stewardship
 - a. When talking about money and/or stewardship, what does the MAJORITY of the congregation say and do?
 - b. How do people define stewardship in your faith community?
 - c. Are there any sacred cows that must be honored and/or addressed?
 - d. What has the church done in the past in this area?
 - e. What are the good things, bad things, and other things that people talk about when you mention your annual finance campaign?
 - f. What campaign do people remember the most? Why?
 - g. How many active givers do you have in your church?
 - h. What process/programs has the church used in the past? Which ones were financially and/or spiritually successful. Please explain.
 - i. When asked, what does the leadership say is the goal(s) of the finance campaign?



Personal Questionnaire for Annual Finance Campaign

Use the questions below to reflect on your approach to an annual finance campaign. Provide as much detail as possible for your benefit moving forward.

Personal Information

All of this information can help form how you are most comfortable in the ministry area of stewardship and generosity

1. What are your personal challenges to leading an annual finance campaign?
 - a. your theology,
 - b. personal or church history,
 - c. have a fear of talking about money,
 - d. never talked about money before
 - e. your current giving situation,
 - f. want to make the experience spiritual but not sure how?
 - g. Most of the money we are seeking is to cover my salary.
2. Isn't creating my own campaign better than using one created by someone else?
3. What are your gifts and graces that you share with others?
 - a. Painting, singing, writing, dancing, yodeling, truck repair?
 - i. These gifts can help you discern how to talk about money and stewardship
4. What are five of your favorite bible verses or stories? Why?
5. If you had a chance to share one story from the Bible what would it be?
 - i. Why did you choose that one? Do you have a personal connection?
 - ii. As you reflect on your verses/stories what images of generosity, sharing or resources, blessings from God, spiritual growth do you find in them?
6. What are your goals for the annual finance campaign?
 - a. Spiritual growth?
 - b. Conversion experience?
 - c. Evangelism?
 - d. Supporting ministry and mission?
 - e. Covering the budget?
 - f. Other?

As you read through the answers you gave along the way, what stands out to you the most? What do you see that warms your heart? That gives you hope? That makes you excited? That has already got your creative juices flowing? Follow that path!

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2. Isn't creating my own campaign better than using one created by someone else?



Who are the people
in my faith
community?

Philanthropic Autobiographies

Individual Edition

The Philanthropic Autobiography Individual Edition

"Where your treasure is there your heart will be also." (Matthew 6:21)

How does my past impact my talking about generosity in my life, ministry and faith community?

This tool helps you reflect on who you are and to think consciously about your involvement and thoughts around giving. It is an intentional time to consider how your past impacts your feelings around giving. It will also help to develop this part of your faith story as to your thoughts, feelings, and actions around talking about, and living out, giving in all aspects of your life and ministry. Write down notes below the questions (or on the back as needed) for personal and communal reflection.

1. What is your earliest memory of giving or receiving?
2. Did your family talk about money in your home? What did you learn from your family about giving?
3. What are some practices of faith and giving that you remember from your childhood?
4. Who has deeply touched your life, or influenced you as a giver? What makes this mentor memorable?
5. What issues do you have around talking about giving in your life and ministry? What tools could help you to address these issues?

We encourage you to use this information to create your "generosity/stewardship" story when people ask, "Why do you give?"

What does my faith community think about giving?

Philanthropic Autobiographies

Faith Community Edition



The Philanthropic Autobiography Faith Community Edition

"Where your treasure is there your heart will be also." (Matthew 6:21)

How does the history of our faith community impact the current and future actions and conversations around generosity and stewardship?

Answer these questions to the best of your ability in respect to what you've experienced as a member of your faith community. It is an intentional time to consider how your faith community's history and present actions impact conversations, perspectives, and feelings around giving for individuals and the faith community itself. Write down notes below the questions for personal and communal reflection.

1. What is your earliest memory of experiencing giving or receiving in your Faith Community?
2. When does your faith community talk about money? What do they say?
3. What have you learned from your faith community about the practices of faith and giving?
4. Within your faith community, who has deeply touched your life, or influenced you as a giver? What makes this person memorable?
5. What issues does your faith community have around talking about giving in their ministry? What tools could help them to address these issues?

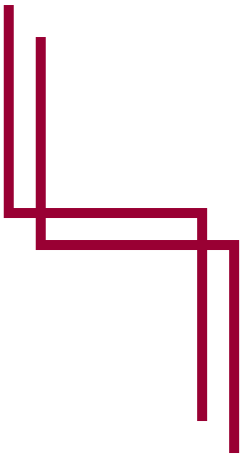
How does this information help to shape further conversations around the stewardship practices of your congregation?

Based on an exercise for "Executive Certificate in Fundraising" course taught by Lake Institute on Faith and Giving – Lilly School of Philanthropy, Indiana University. <https://philanthropy.iupui.edu/institutes/lake-institute/index.html>



Money Autobiography

By Dan Dick



Money Autobiography Questions

WEEK 1: FORMATIVE QUESTIONS

Day 1: What is your earliest memory of money?

Day 2: What is your happiest memory in connection with money?

Day 3: What is your unhappiest money memory?

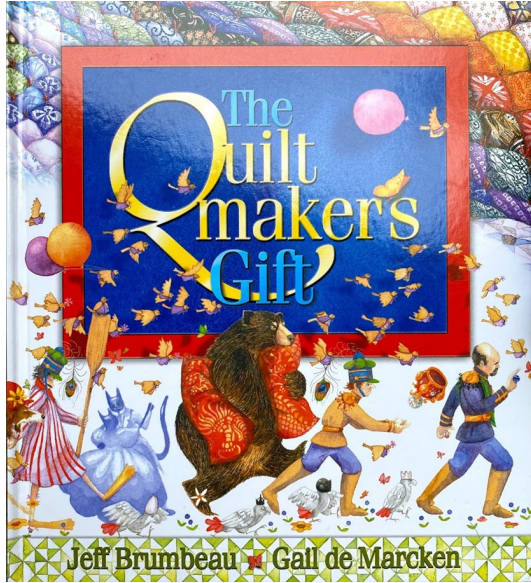
Day 4: What attitudes did your parents and other family members have about money?

Day 5: Did you feel rich, poor, or neither growing up? Did you worry about money when you were a child? a teenager?

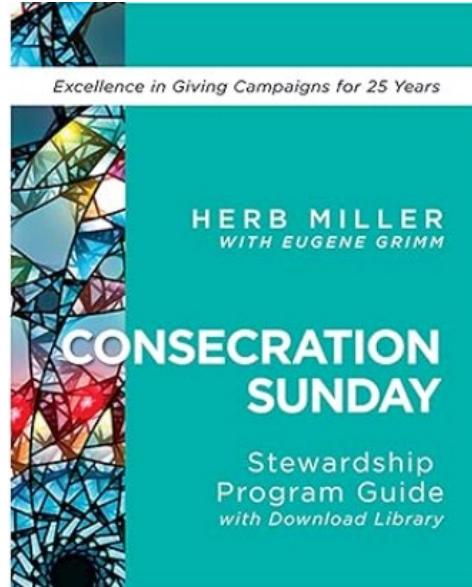
Day 6: Where did your money come from? (Did you work for it, receive an allowance, have your parents buy you things?)

Day 7: Who governed how you related to money; that is, how you spent money, saved money, gave money to charity or church?

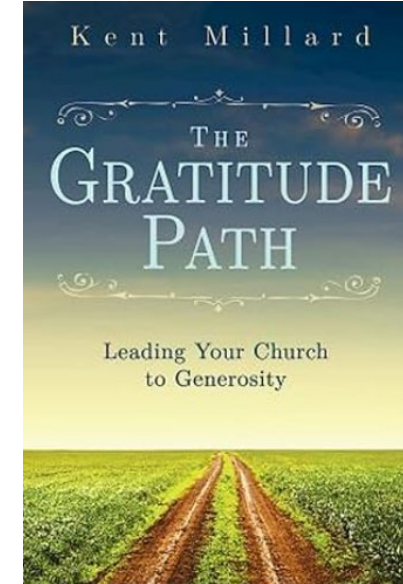
How?



Sharing one's passion



Very detailed program



Focused Campaign - Gratitude

What is prevalent in your context?

The program doesn't matter if you don't know your WHY

Dear David and Lisa,

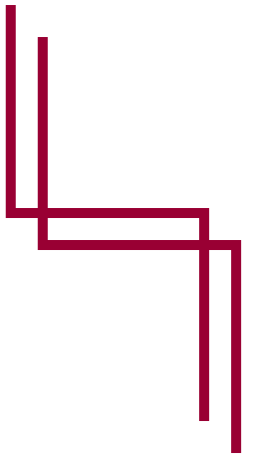
You are a blessing to our church! We thank you for your kind and generous support. Your contributions are essential to our ongoing ministries and mission of sharing Christ's love.

In the first seven months of this year alone, your gifts have helped us to welcome a new pastor; repair building doors; offer Vacation Bible School; support our food and clothing ministries; facilitate community groups; and host special services during Holy Week.

Your continued support will allow us to continue and expand our ministries.

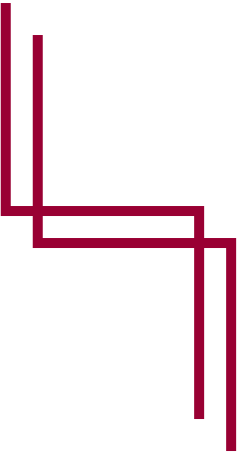
Sincerely,

_____ UMC Finance Committee



Who?

When?



Questions?