

Encouraging Stewardship: Seeding the Growth of Your Church

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A Webinar By:

CharityNet  **USA**

Welcome!

- CharityNet USA: A “One-stop” resource center for nonprofit organizations nationwide!
- Key Speaker: Melanie M. Swift, MNM

Most Commonly Asked ?s

- Will the webinar slides be available for download?

Yes

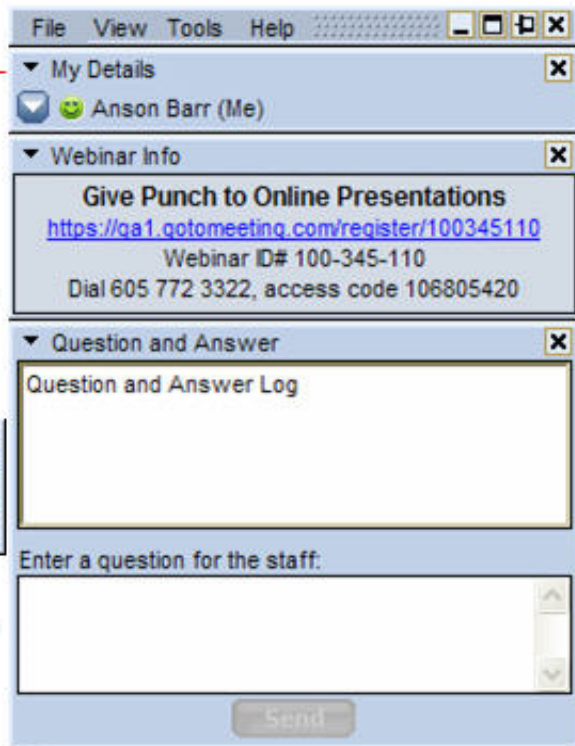
- Will the webinar be recorded and available on-demand?

Yes

– Recorded Webinar Available At:

- <http://www.charitynetusa.com/webinararchive/index.php>

Ask Questions – Get Feedback!



Agenda

- I. Inspiring Generosity
- II. The Basic Fundamentals of Fundraising
- III. Developing the Fundraising Plan
- IV. Fun & Easy Fundraising Ideas

Why You Are Here

- To get the money to pay for facilities
- To get the money to pay for programs
- To help raise awareness through newspapers, newsletters or other advertising
- To develop an emergency fund
- Close a deficit

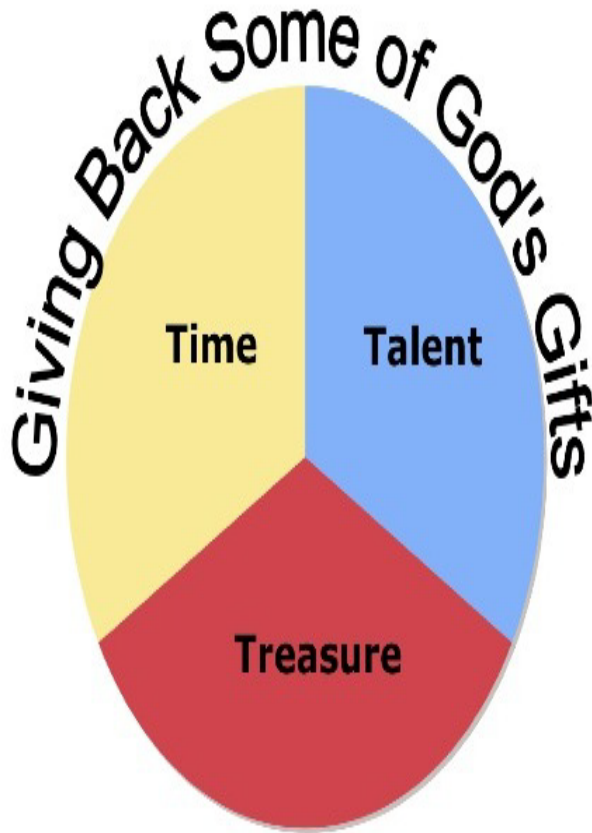
Why You Are Here



Inspiring Generosity

- I. Inspiring Generosity
- II. The Basic Fundamentals of Fundraising
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Inspiring Generosity



Don't be afraid to encourage your congregation to share their blessings in order to support the church's financial health.

Blessings could include their talents, time, or financial freedom.

Inspiring Generosity

- Help your church members become more generous and joyful givers through messages on Stewardship.
- Teach giving as an act of worship in the sermon message.
- Allow congregants to give testimonies.

Inspiring Generosity



Create “bigger baskets” by creating a variety of ways people can give, like: giving through electronic fund transfers, self-addressed stamped envelopes, stocks, website giving, and gifts-in-kind.

The goal should be faithful and generous giving through whatever means possible.

Fundraising Fundamentals

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8 Basic Truths of Fundraising

1. Organizations must earn trust to get money
2. Organizations must plan & be prepared
3. Building relationships is essential to raising money
4. Fundraising is selling
5. **Must ask to receive**
6. Ask for funding now, not later
7. Staff must get others to ask for money
8. Donors are not harvested, but nurtured

Fundraising in a Slow Economy

- **Don't** make the mistakes that too many organizations do during a recession:
 - Spend less on Fundraising
 - Become Pessimistic
 - Apologize when you're asking
 - Not Maintaining Relationships



Fundraising Compliance

Regulatory compliance requirements apply to most organizations that solicit funding from the public.

State statutes govern charitable solicitations.

Developing the Plan

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Plan..

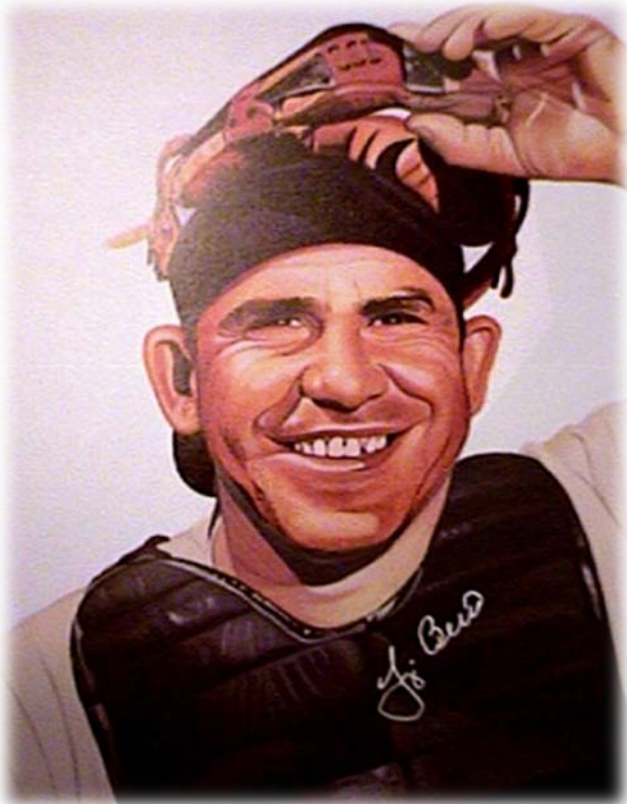
- **Plan, Plan, Plan!**

- Organizations should have goals for the amount of money they need to raise and what the money will be used for.
- A detailed plan should be created that will outline all minor & majors details of the fundraising event.

TO DO:

1. Make a Plan

Developing Your Fundraising Plan



"You got to be careful if you don't know where you're going, because you might not get there."

-Yogi Berra

Getting started:

- Following 6 basic steps can lead to a successful fundraising plan for a church:
 - Develop a Realistic Budget
 - Write Down the Plan
 - Estimate how much your Fundraising Program will cost.
 - Create a Timeline
 - Identify Funding Sources
 - Evaluate

Develop a Realistic Budget

- You should have goals for the amount of money you need to raise, plus what the money will be used for. Will you use it for:
 - Overhead expenses?
 - An ongoing or new program?
 - A new facility?
 - Development of an emergency fund?
 - To close a deficit?



Start Small

- **Remember: Small Gifts Add Up!**
 - Avoid depending on one or two major donors or foundations.
 - Use the Internet to reach more people.
 - The cost is low so that donations can be smaller. Those add up quickly.



Create a Timeline

Year-round	Ensure Chapter webpage has a donation button and th										
Year-round	Study possibility of charging for Outings to offset the a										
Year-round	Place a refreshed fundraising request in each issue of C										
Year-round	Solicit donations for WINTER AUCTION (or compar										
Year-round	Develop/update GRANT PROPOSALS for priority car										
Year-round	Develop and market a TRAIL GUIDE for a sp		January	February	March	April	May	June			
February	Start writing the MARCH APPEAL letter.	Direct Mail	<i>Appeal Mailing</i>				<i>Appeal Mailing</i>				
February	Donor cultivation event (or touch)	Phone									
February	NATURE CLASSES: Bird watching or Wildflc	Annual Giving		<i>Recruit Committee</i>	<i>Plan Campaign</i>						
March	March mailing to membership-segment the lis	Special Gifts			<i>Special Mailing</i>						
March	Send Thank You notes and letters for March	Special Events				<i>Event</i>					
April	Update donor records in HELEN	Foundation & Corporation Grants	<i>Research Funders & Deadlines</i>		<i>Submit Proposals</i>						
April	Earth Day Event--merchandise sales and FRIP	Planned Giving				<i>Newsletter Mailing</i>					
April	John HELEN's Birthday Event										
---	-----		July	August	September	October	November	December			
		Direct Mail			<i>Appeal Mailing</i>						
		Phone			<i>Call Program & Lapsed Donors</i>						
		Annual Giving	<i>Personal Solicitation of Identified Prospects</i>								

Create a Timeline

- Fill in a year's calendar with specific activities, and identify who will be the lead for each of those projects. Go further by developing timelines for each fundraising activity, such as:
 - Direct mail campaign
 - The online auction
 - Planned giving seminar
 - Gala

Write Down the Plan

- Develop a written plan that states how much you need to raise, from what sources, and how you will do it.
- Start with your current programs and current funding: Is that amount of money covered or is there a gap?
- Do you want to do more but lack the funds?
- **This preliminary financial accounting will help you arrive at what your monetary goal should be for your fundraising.**

Fun & Easy Fundraising Ideas

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Fun & Easy Fundraising Ideas



Direct Mail

- “Stewardship” postcard send out
 - Opportunity to not only ask for a donation, but also find potential volunteers.
 - For the best ROI, focus on the times of the year when your congregation may be most moved to give, including the Christmas and Easter seasons.



Direct Mail

- Costs

- Can vary depending on the size of the list you will be sending to

- Benefits

- Can possibly generate 2X-10X its cost
- Identifies and cultivates prospective donors

- Tips on saving money

- Use postcard
- Get printing and/or design donated
- Use bulk mail rate for postage
- Keep your mailing lists up to date

Event

Pancake Breakfast

A big breakfast is a sure fire money maker when there's a good cause behind it.

Publicize the event community wide, and utilize social media.

Get donations from local grocery stores.

Send a Press Release to local media.



Event

- Prep Time
 - Could be anywhere between 1-6 months
- Benefits
 - Involves the local community
 - If held as a cause marketing event you may find new donors through competing restaurant's
 - Could reach hundreds if promoted effectively
 - Can make money on ticket sales, contest entry, and soliciting.

Product Sales

Cause Christmas Ornament Sale

- Sell Christmas Ornaments or Poinsettias during the holiday season.
- A portion of the proceeds will go to the costs and the other portion to the church.
- Get children involved with creating their own ornaments.
- Offer to gift-wrap the items to give as a gift to someone effected by your cause.



Product Sales

- Tips for a successful product sale campaign:
 - Be sure that the product is compatible with your church's mission.
 - Choose your product well. Make sure that it is of highest quality, and is something that people really like and use.
 - What is the ROI on products you are considering?
 - ROI may vary from 25% to 75%. A ROI of 50% or more are preferable, especially if you use a lot of volunteers and expend a lot of energy on the sale

Easter Lillies

- To have these beautiful flowers available for sale a few weeks before Easter, plant your bulbs in starter pots in February.
- Store them in a low-traffic area and nurture them along with some grow lights. With a cost of only a couple of dollars apiece, it's a surefire moneymaker.



Internet

- Facebook Causes:

- Reach an online audience and possibly get a viral effect.
- Invite your friends and network to join and support your cause.
- Ask your donors to share something on the cause wall.
- Add videos & pictures of past fundraising events and other activities.
- Share upcoming events with donors.



Internet

- Has the Potential to Reach Thousands!
- Tips:
 - Don't forget to use email marketing to let everyone know about your Facebook initiative.
 - Use your website to direct traffic to your cause page.
 - Become a member of Guide Star.
 - Engage with your audience & don't forget to say Thank You!

Identifying & Selecting Leaders



- For any fundraising project, you will need to select or elect a leader to oversee all aspects of the event.
- Once you have sold your troops on the idea of raising the funds, an effective leader makes the people he or she is leading feel good about them and enjoy the work they are doing.
- The success or failure of a fundraising project can be largely based on the enthusiasm of the workers involved.

ALWAYS say Thank You!



- Don't let those who are working hard for your cause feel that their efforts are going unnoticed.
- The hard work and time commitment given by your team should always be acknowledged.

10x10 Program

CharityNet *USA*



10 Thousand
x **10** Weeks

Review & Closing

- Don't be afraid to make financial stewardship a priority message to your congregants.
- Be creative and diverse in your fundraising efforts.
- Hearing thank you is part of the pay rate for volunteers, and it is an important part of the job.

Q & A

- CharityNet Nonprofit Services
 - 501c3 Prep
 - Grant Writing
 - Strategic Planning
 - Website Development
 - Graphic Design
 - Marketing
 - Bookkeeping & Accounting
 - One-on-Consultation Time

Special Promotion

Upgrade Your Nonprofit!

Upgrade your Nonprofit
with a Special Discount
on our Nonprofit
Services & Solutions

Save Up to \$150!



Upcoming Webinars

501(c)(3) Tax Exemption

09-28-2011 3pm EST



Successful Grant Development

10-12-2011 3pm EST

Q & A

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