

Adding Success to Sacred Giving

in Support of Your Church's Mission

Laura Brouse-Long



National Capital
PRESBYTERY
MISSIONAL • PASTORAL • PROPHETIC

WELCOME

Laura Brouse-Long

- Non-profit fundraising professional
 - 14 years, PBS; 26 years in national museums – 22 at the Smithsonian
- Life-long Christian, ecumenical background;
 - Classically trained singer and church choral musician
 - 30-year Presbyterian
 - Ordained elder and Session member – New York Avenue Presbyterian Church
 - Stewardship Committee 2018, Co-Chair 2019 to present



Agenda

**Primary
Elements**
for Success in
Generating Gifts

Multi-channel
fundraising and how
Repetition Matters

**What to Do
Now;**
What to Do Next
Year – Planning
Ahead

**Key
Partners**
in Your Work

The best assurance of any success in philanthropy
is that you have
Asked
the member to give.

Statistics on Giving to Religion – from Giving USA 2021 Report

- Americans gave \$484.85 Billion to charities in 2021 – up by 4%
- Giving by individuals was 67% or \$326.87 Billion – up 4.9%
- Giving to Religion (not including colleges) was 27% of this, or \$135.78 Billion – up by 5.4%
 - *By far the largest percentage of donations*
- If a donor is philanthropic, Blackbaud/Target Analytics says on average they are giving to 12 organizations.

Statistics on Giving to Religion – from Giving USA 2021 Report

Online giving for churches
is on average just 16.8% of the total
up 0.4% last year.

Primary Elements for Success in Generating Gifts

An expected, annually focused and cohesive effort that articulates the mission of the church and seeks buy in by entire congregation to financially support the work

Primary Elements for Success in Generating Gifts

- Knowledge of your church's giving history, congregational size, and number of families pledging – last five years
- A financial goal that supports the day to day activities of the church
 - A budget for Stewardship that underpins the necessary investment
- A clear perspective of why the Campaign is happening: what do members' gifts support?
 - Articulate mission and impact everywhere

Primary Elements for Success in Generating Gifts

- An understanding of fundamental processes for outreach - to inspire gifts
- A schedule of tasks that conform to the end of year goal
- Committed partners to implement the work

Calculate

- Number of members
- Number of households pledging in each of the last 2 to 5 years;
- Average annual total dollars pledged
 - Has the giving met the church's needs?
 - In concert with church Finance office, church treasurer and Session - set goal for 2023 based on this figure

Calculate

- Metrics – to meet the goal
 - Will you work to increase higher dollar gifts?
 - Will you work to increase number of participants?
 - Will you work to increase the amount given by each family by xx%

Congregation size: 446

Average attendance: 188 (1/3 is online)

Number of households pledging: 153

Number of people giving additional gifts: 271 in 2021

New York Avenue Presbyterian Church, Washington DC

Fundamental Processes for Outreach

- Recruit Stewardship Committee
 - Overarching purpose:
 - Marketing the 2023 Stewardship Campaign and its important place in the church's mission and budget
 - Soliciting members by articulating the church's mission
 - Recognizing and thanking members for their gifts
 - Tracking giving and progress to our goals
 - Reporting to Finance, Session and the Trustees

Fundamental Processes for Outreach

- *Set Spiritual Theme – NYAPC – Forward in Faith, Together in Mission*
 - Other examples:
 - *Giving Of Our Time in Prayer to Deepen Our Relationship with Christ*
 - *Growing Our Faith through Generosity*
- Set primary launch and end dates for Stewardship Campaign Launch and Commitment Sunday
- Announce the Campaign
- Simultaneously, secure participation from entire Session and Trustees

Fundamental Processes for Outreach

- *Assign Committee tasks:* -- Multi-Channel Outreach is Crucial
 - Mailing
 - Emails
 - Minutes for Mission
 - Website
 - Ministry Fair
 - Thank You
 - Financials

NYAPC Stewardship Committee Participation, to date:
Draft 4/17/22

Financials

Stewardship Budget
Receipt of Confidential Giving Data from Church Finance Office
Reporting of pledge fulfillment to Session and Trustees
Set 2023 Goal: \$800,000

Benchmarking with Other Churches

Giving ratios, pledge goals, capital campaigns

Communication to Members

Writer for Fall Stewardship Letter
Email recruitment and member testimonials
Website articulation and ongoing presence
Newsletter paragraphs for Stewardship and Campaign
Videos of member testimonials
In-service Minutes for Mission, member recruitment

Print bids, award, contract, and mailing instructions
Postage purchase and convey to printer/lettershop
Data collection from Breeze and segmentation; transmission to printer
ID members to exclude
Pick up production packages from printer, fold, and mail
Letter mailed to members, first mailing
Second mailing to members not yet pledging
November Commitment Sunday planning

Primary pledge Thank You notes assignments
Gifts of \$10,000 and higher to Rev. Dr. Johnson
Pledge thank you assignments

Stewardship All Year thank you's - gifts of \$500 and higher
Assignments

Fall Share Fair planning and program chair recruitment

* Printer may fold and stuff depending on costs

Committee Member(s)

Dates

Laura
Laura
Laura
All

David
David
David

Annually
Monthly
Monthly
June/July

Laura

Helen

Deferring for 2022

Karin

David & Laura

Letter to committee by August 29th
6 emails, 2x/month, beginning mid-Sept
By August
Monthly (to discuss)

Len

David

Likely deferring
3, monthly, beginning September

Helen

David

Cathy

Mid August - date TBD from printer
September 9th
August 8th

Cathleen

Laura

(with Lance)

September
September 23rd
November 7th
October

Aryn

Aryn

Helen

Cathy (and Miriam)

All committee members

Begins October, weekly
Begins October, weekly

All

Laura

Cathleen

Monthly, beginning May

All

Cathleen

October

Cathy

Cathleen

The NYAPC Children and Youth Committee's mission is to support the child and youth of the congregation in growing in faith and connecting more deeply with one another through Education, fellowship, worship, and other spiritual formation opportunities. We meet the month at 7pm via Zoom.

Kristin Ford (kristin.ellisabeth.ford@gmail.com)

Committee encourages and equips the New York Area Synagogue's youth and young adults with Jewish education, spiritual growth, and social justice issues, and helping new members to enter the community.

The Evangelism Committee
News of God's Love for God
worship, hosting new member class
New York Avenue congregation.
Paul Dornan (pbdornan@aol.com)
Publications Committee is r
Weekly, making
special med

The Communications Committee is seeking church members to help the office with the Weekly, making it more relevant and ahead, we plan to expand our social media presence. Heather Ferguson (hferguson1@gmail.com)

The **Nominating Committee**, as
Diaconal Ministers, and Trustees, as
the help of the congregation in suggesting
Marilyn Seiber (mjs1wan2@gmail.com)

The Stewardship Committee mission through communications to members an important place in the church's mission and building members that strengthen the church's robust, ongoing members for their generosity through personalized Laura Brouse-Long (lauracelesteb@yahoo.com)

Archives and History maintain ch
tours tell NYAPC's story as a justice seeking
Len Shabman (shabmani@gmail.com)
offers a collection of b
personal Minister
by m

The **Sizoo Library** offers a collection of spirituality as well as the Diaconal Minister Lincoln. Books may be checked out by mail in the Docherty Center.
Tom Dunlap (shakescene@aol.com)



**The NEW YORK AVENUE
PRESBYTERIAN CHURCH**

Expressing God's Love, Engaging in God's Justice

1313 New York Avenue NW, Washington, DC 20005
202-393-3700 | www.nyapc.org

Committees, Ministries, and Partners of the New York Avenue Presbyterian Church

Committees

Committees

The **Worship & Music** committee works with the pastors and music director to provide a meaningful and joyful worship experience that glorifies God and equips the congregation to do God's work in the world.

Meg Neill (megneill99@gmail.com); Matthew Weitz (maw25@hotmail.com)

The **Personnel Committee's** fundamental role is to act as an advisor to Session and to the Head of Staff on personnel related issues, as requested. The committee, which includes representatives from all three boards and the congregation at large, proposes employment policies to Session and makes policy recommendations, assists in recruiting and hiring staff, and provides oversight to the annual performance review processes.

Edie Snyder (edithholmes@aol.com)

The **Finance Committee** is primarily responsible for shepherding the congregation along the annual budget process as well as regularly reporting back on our performance compared to budget. We also monitor financial practices to ensure they are being conducted in alignment with the financial manual. It is helpful to have a variety of perspectives participating, with representatives from all three boards, and we are eager to welcome new members to the committee.

The **Congregational Nurture and Learning Committee's** purpose is to help our congregation know one another and grow and learn spiritually, so that we can be a nurturing community able to witness to our faith in word and action. Our purpose is serious, but our work is fun - from bringing snacks for coffee hour to planning retreats to coordinating adult learning discussions.

Meg House (meghouse8@gmail.com)

Fundamental Processes for Outreach

- *Set date for mailing*
 - Design logo in house or outsource
 - Recruit letter writer – at least two entire pages
 - Mission, programs, theme, goal, impact, thank you, multiple asks
 - Signed by Senior Pastor, and Stewardship Committee Chair(s)
 - Determine in house or outsourced printing and mailing

Fundamental Processes for Outreach

- Mailing package elements:
 - *Letter*
 - *Reply device*
 - *Member's name and all contact info*
 - *Amount pledged and timing (one time, monthly)*
 - *URL for online giving*
 - *Commitment for planned gift*
 - *Gift type (cash, credit, check, IRA, DAF, stocks)*
 - *Outer envelope*
 - *Stamped return envelope*
- Thank you notes for committee

"God has told you, O mortal, what is good; and I require of you but to do justice, and to love I humbly with your God? - Micah 6:8

October 2011
Laura Brouse-Long

Dear Laura,

Our congregation continues to be a place where we have experienced the unexpected and unexpected. We found much support and protection at our doorstep. Yet, the fencing at our doorstep from reaching the church is a reality. We are grateful for the hospitality of the church and the support of the congregation.

Your generous support has
support also ensures that
foundational worship, radi
As we begin the 2022 sta
support and sustain NY/

We at NYAPC are resilient, we will continue our worship, meetings, and upgrade the sanctuary on October 24th. We will allow all to be active and move forward to the arrival of our Lord.

Your commitment can be changed at any time by contacting the church office.

The New York Avenue Presbyterian Church
1313 New York Ave NW
Washington, DC 20005-4701

Practical Counsel

Simultaneous
(and repetitive)
communications

throughout the Campaign Reinforce your Message,
Solicitations, Reminders to Give, Acknowledgement of
Comprehensive Congregational Participation (confirms
group goal and active momentum) and Impact

Practical Counsel

Stewardship Committee Implements all:

- Website pages – with direct link to giving that is monitored daily and deposited at least weekly by the finance office
- Bulletin announcements; consistent placement each week
- Launch Sunday – Announcement from Pastor and Stewardship Committee Chair
- Minutes for Mission – testimonials by members who pledge

Practical Counsel

(cont'd) *Stewardship Committee Implements all:*

- Reinforcement in weekly newsletters – requests to give and updates on progress
- Emails weekly by members who give – on Sunday immediately after service or Monday mornings – occasionally with videos (recorded messages by members)
- Annual Ministry Fair
- Campaign reply devices in the narthex at every service
- Commitment (or Dedication) Sunday
 - Congregation goes forward in symbolic promise to give in the next year; pledges in offering plates

Thanking Members

- Elicit buy-in from Committee for long term commitment of acknowledgements
- Assign a member to assign names
 - Confirm complete confidentiality
- Gifts of \$10,000 and above go to Pastor for thanks
- Thanks within two weeks of gifts; handwritten notes
- Then ongoing thanks all year to members who give outside of pledges

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FORWARD IN FAITH

TOGETHER IN MISSION

THANK YOU

Key Partners

- Our Lord and Savior
- Pastors
- Session and Trustees
- Long term donors
- Stewardship Committee
- Finance office and Church Treasurer

What to Do Now – Best Practices

- Review who is not up to date with their giving –
 - *Review all data, including non-pledged gifts*
- Continue to cultivate member relationships; consider what major donor members you might ask again
- Make Thank You calls for gifts received

What to Do Now – Best Practices

- Send general thank you's in e-communications – including a Donate Now button
 - Stress the spiritual dimension of stewardship
 - *Make sure your website is ready – donation button and physical address*
- Develop an email strategy for the last week of December
 - *Stress all ways to give*

THANK YOU

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