



A Conversation about Stewardship, Campaigns, & the One Mission Campaign



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Presented by:

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Local Parish Coordinator – One Mission Campaign



Nice to Meet You!

A bit about myself...

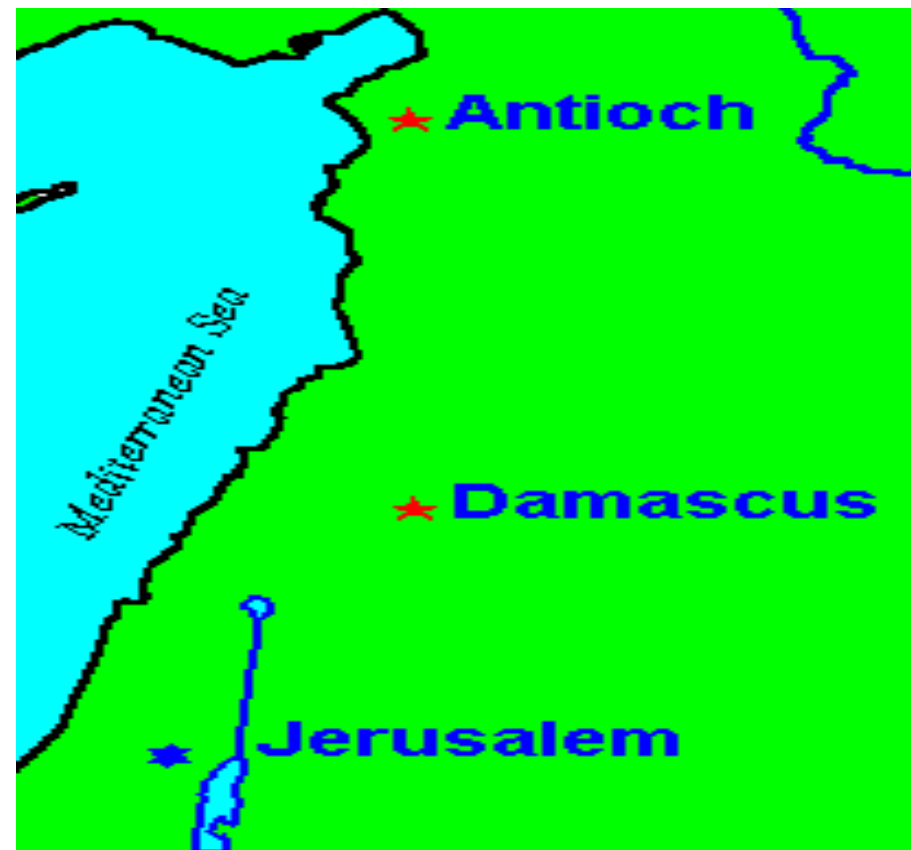
- ▶ 15 years experience as Director of Youth Ministries and Associate Minister for Emerging Generations
- ▶ 6 years experience on staff of the Florida Conference of the United Church of Christ
- ▶ Strategic planning and capacity building for local parishes
- ▶ Carter Global
- ▶ Local Parish Coordinator for One Mission Campaign





Why Am I Here?

- ▶ Because the diocese wants to support you... for what YOU discern
- ▶ I believe in the Good News and power of Stewardship to transform individuals and parishes and communities
- ▶ Because I believe "Jerusalem" needs "Antioch" & "Antioch" needs "Jerusalem"





The Transformative Power of a Campaign

So many non-financial opportunities... to...

- ▶ Be a part of Something Bigger
- ▶ Embrace the Mission/Vision of Your Church
- ▶ Develop a culture of Stewardship
- ▶ Share your story with the community
- ▶ Receive contextual support for “non-ministry” pieces



STEWARDSHIP
A Way of Life

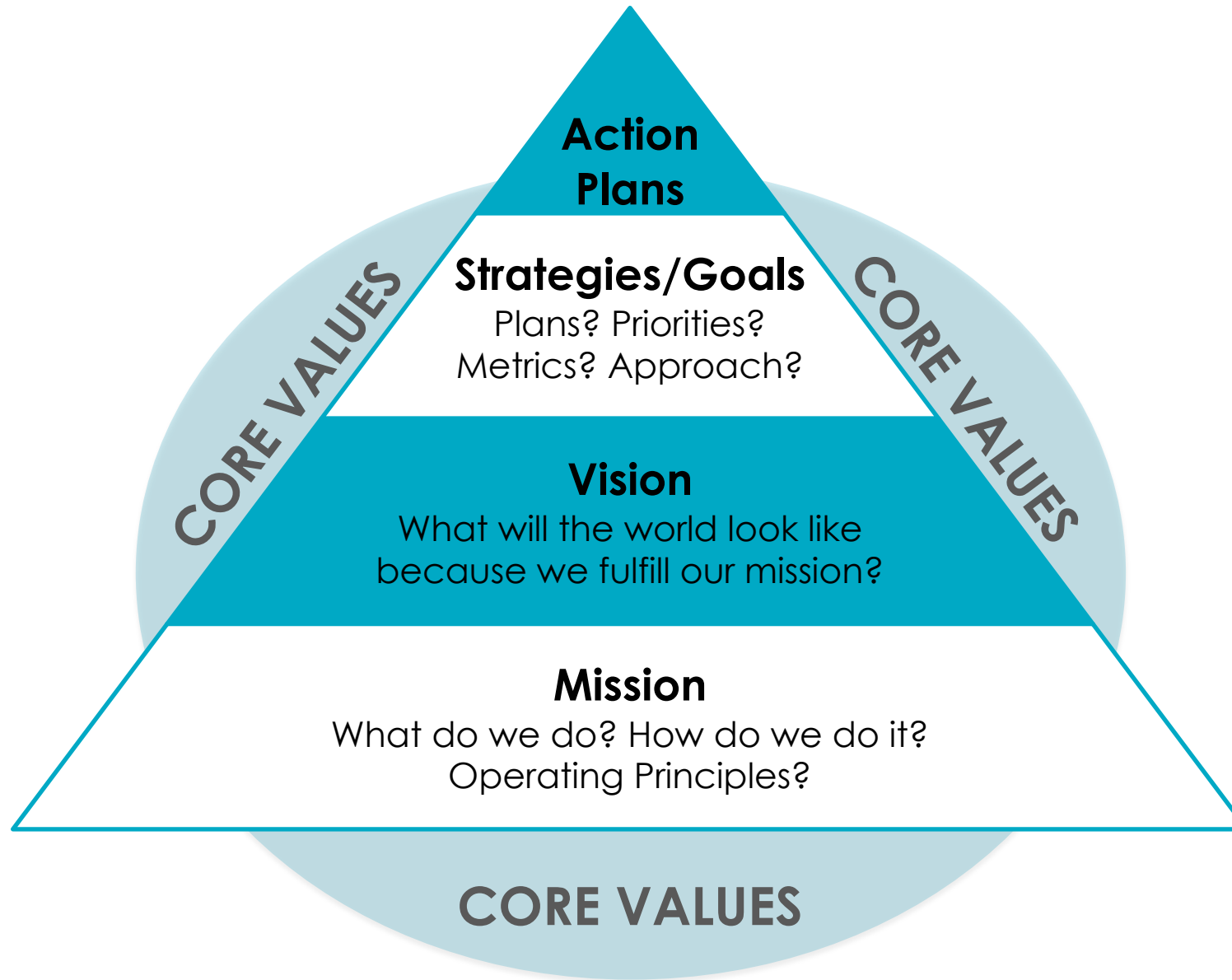


The One Mission Campaign

“Answering the Call to Serve Our Changing World”

- ▶ Local Parish Support
- ▶ Racial Reparations
- ▶ Episcopal Ministries
- ▶ The Cathedral of the Incarnation/Pro-Cathedral
- ▶ Mercer School of Theology







Mission vs. Vision

What's the difference?

MISSION

What

What we do

Provides focus

Present day

Cause

How you will get "there"

To inform

VISION

Why

Why we do it

Provides meaning

Future aspiration

Effect

To motivate

"Where we want to be"



Developing the Culture of Stewardship

Philanthropy is about connecting people with opportunities to make meaningful impact.





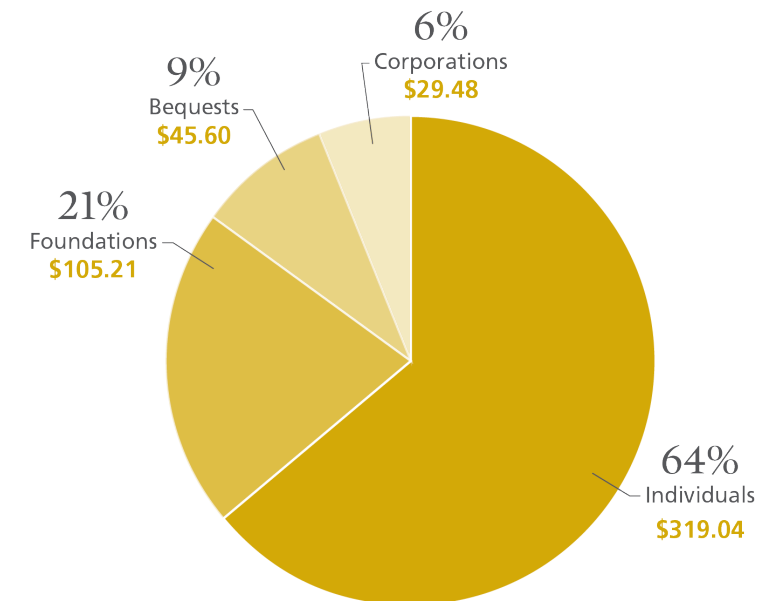
The Landscape of Unrealized Potential

Understanding the importance of transparent & impactful communication

- ▶ Total giving in 2022 equaled nearly ½ trillion dollars!
- ▶ Nearly 2/3 from individuals
- ▶ Is your church as active in the philanthropic conversation as other gift recipients?
- ▶ Why do you expect people to give?

2022 contributions: \$499.33 billion
by source of contributions

(in billions for dollars – all figures are rounded)





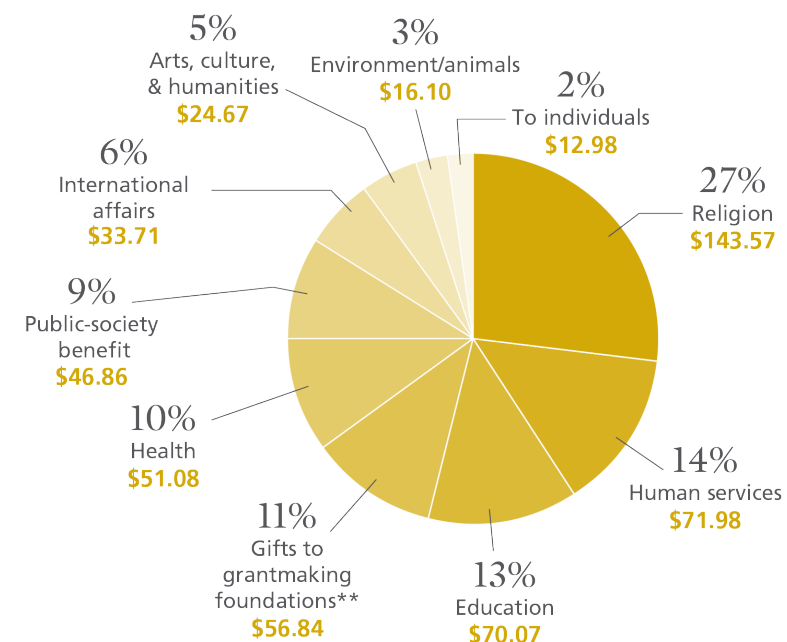
Religious Causes Matter!

Conveying the IMPACT of donor gifts

- ▶ Charity vs. Philanthropy
- ▶ Religious gifting increased this past year
- ▶ The church's donor history is pre-established but should not be assumed
- ▶ Volunteers are accelerators

2022 contributions: \$499.33 billion
by type of recipient organization*

(in billions for dollars – all figures are rounded)



* Total includes unallocated giving, which totaled -\$28.54 billion in 2022.

** Estimates developed by the Indiana University Lilly Family School of Philanthropy using data provided by Candid.



Cause-Based Engagement

Familiar but different

- ▶ Faith still matters, even to “younger” donors
- ▶ Donors are motivated by “causes” over institutions
- ▶ EDLI represents bold and accountable faith that will compel donors of all ages

FAITH-BASED CHARITIES

	None	Less	Same Amount	More	Unsure
Gen Z	26%	9%	26%	31%	9%
Millennials	26%	8%	36%	21%	9%
Gen X	37%	5%	34%	13%	11%
Boomers	38%	2%	48%	4%	8%



What the Campaign is NOT

- ▶ Asking for a bajillion Dollars
- ▶ A Continual Ask For Money
- ▶ An Indefinite Amount of Time





Myths & Truths About “Asking” & “Telling”

- ▶ *“In the same way, let your light shine before others, so that they may see your good works and give glory to your Father in heaven”*
(Matthew 5:16, NRSV)



HOW DO PEOPLE START ATTENDING CHURCH?

A Friend Invited Me - 86%

Organized Visitation - 6%

Invited by the Pastor - 6%

Advertising - 2%



What I Would Love to Do

NONE of this is required... and none of this is "extra"

- ▶ A Visioning Retreat
- ▶ A Meeting w/ a leadership (sub)committee
- ▶ An Assessment of Capacity
- ▶ Assist with Printed Materials & Timeline
- ▶ Engage the Congregation

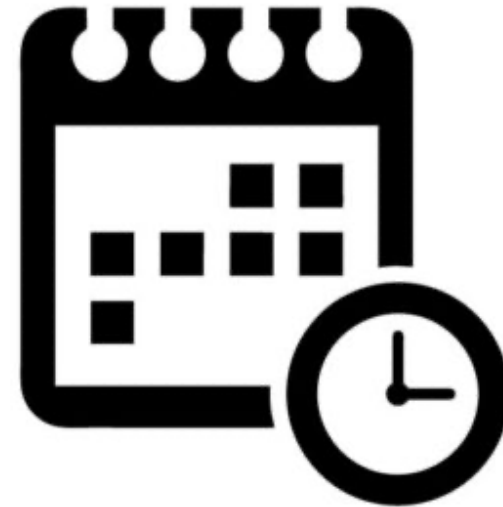




Potential Next Steps

Can we talk?

- ▶ What questions might you have?
- ▶ Is there a team of 3-5 folks who might serve on a stewardship/campaign team?
- ▶ The “Case for Support”





One Mission: Let it SHINE!

- ▶ *“In the same way, let your light shine before others, so that they may see your good works and give glory to your Father in heaven”*
(Matthew 5:16, NRSV)

