

## **All Saints Church Stewardship Ministry**

### **Strategic Plan 2020-2025**

*Each of you should give what you have decided in your heart to give, not reluctantly or under compulsion, for God loves a cheerful giver. 2 Corinthians 9:7*

Over the past many years All Saints Church has struggled to raise enough money to cover its annual operating budget. As a result, the church has had to rely on a line of credit to be able to serve the needs of its growing congregation. Over the past few years, giving at ASC has been growing, but we have yet to see the level of giving a congregation of our size and demographic would expect. The Stewardship Committee is committed to continuing to nurture our parish to see giving as a sacrifice to God for all that He has done for us. *“Honor the Lord with your wealth, with the firstfruits of all your crops”*. Vestry and financial accounting will continue to rebuild trust with donors by exhibiting exemplary financial management practices. It is also important that the Stewardship Committee regularly communicates to the congregation the impact their generosity is having on our parish and in our community. It is sharing stories of God’s work through our generous giving that will inspire people to give.

#### **Goals (Five Year):**

1. Increase annual giving each year by emphasizing giving as a spiritual practice for every member of All Saints
2. Grow major gifts by nurturing relationships with generous givers
3. Increase planned giving
4. Launch impact communication program to inspire generous giving

#### **Signature Goals/Initiatives:**

- Hire a part time development operations manager in 2020 with plans to move this into a full-time position in 2021 should giving grow as expected. This position will self-fund with the increase in giving this person will be able to drive.
- Develop impact stories to communicate to congregation and feature on web, eBlast and in Sunday bulletin. Identify one or two special stories to be shared during service as a testimonial – invite guests to come and speak.
- Develop marketing strategy to address new ways people like to give (online, text, etc.). – educate congregation on how easy it is to do...meet them where they are.
- Integrate Realm software into giving strategy.
- Provide giving envelopes in pew for visiting parishioners to use for donating during offering.
- Evaluate need for a future capital campaign in year four or five after the church has undergone a formal audit. Evaluate need after audit is completed.
- Deliver session on giving session as part of new members class.

- Schedule Fr. Ed seminar (once or twice per year) on the spiritual side of managing your finances.
- General financial classes – aka Financial peace David Ramsy - Schedule seminar talk on finances - led by a parishioner who has financial experience (leverage parishioner who does this for a living) – Many elder parishioners visit Smythe for financial education so there is an identified need here.
- Parish leaders or congregants to meet with people on the value of considering planning giving in their estate planning.
- Development operations manager will build a plan to formalize meetings with clergy and major givers to show their gratitude and provide a forum for open dialog using it as an opportunity to listen and learn.
- Communicate general giving stats in order to encourage giving at all levels.
- Launch a formal planned giving program.

### **Measurable Objectives:**

1. Grow annual giving to \$2.1M in 2020 with a stretch goal of achieving \$4M/yr by 2025. At minimum grow total annual giving by 5% each year.
2. Increase online giving by 5% each year with the stretch goal of reaching 65% of giving online by 2024. **Smythe to confirm if goal can be measured and if target is realistic**
3. Increase recurring giving by 5% each year with the goal of achieving 40% of pledges received as recurring gifts by 2024. **Smythe to confirm if goal can be measured and if target is realistic**
4. Grow the number of giving units (anybody who gave money to ASC in 2020) by 5% each year
5. Increase the average giving unit (pledge or one-time gift) by 5% year over year
6. Grow the endowment to \$X million?? (what should this number be?) How much is in the endowment now? What needs to be replenished from KC? **Smythe to confirm**
7. Publish a minimum of 1 impact story per month (testimonial, bulletin insert or eblast)
8. Planned giving program is formally launched in 2020 and two parishioners communicate their plans to include ASC in their estate planning by the end of 2020 and grow program 5% each year thereafter.

### **High-level resource needs:**

Separate budgeting sheet to follow – will submit after November 14<sup>th</sup> committee meeting

\$36k for part-time development operations manager

\$1000 to print giving envelopes for pews and one-time gifts.

**Smythe completing budget form, funding for marketing materials has been included in the budget.**