

STRATEGIC PLANNING PRIORITY: Grow & Nurture a Congregation of Faithful Givers

"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

Overview

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 grateful and glad sacrifice and extravagant generosity 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.

Five-Year Goals

1. Increase annual giving each year by emphasizing giving as a joyful and grateful 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

Core 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.

Stewardship



- Integrate Realm software into giving. So we do a job of acknowledging and understanding our parishioners and they ways the like to give and receive thanks.

Core Initiatives (continued)

- Provide branded giving envelopes in pews and other locations for one-time gifts by guests/visitors at worship or special events.
- Deliver session on supporting ASC 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 parishioners visit Smythe for financial education so there is an identified need here.
- Parish leaders or congregants meet with people on the value of considering planning giving in their estate planning.
- Communicate general giving stats in order to encourage giving at all levels.
- Launch a formal planned giving program.
- 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.