

7 Proven Practices to Increase Giving in Your Church



Rev. Andy DeBraber

Office of Philanthropy, Technology,
Identity, & Communication (OPTIC)



OCWM
Thank
You!!

iPad

2:01 PM
ucc.org

100%


WE CONDEMN THIS
ATROCIOUS ACT OF
AND TERROR, AND P
FOR THE SAFETY IN
WORSHIP FOR ALL
COMMUNITIES
OF FAITH.

From The General Minister &
President

**UCC LEADERS:
MOURNING THE
MASSACRE IN
NEW ZEALAND**

The Executive Leadership of
the United Church of Christ
condemns the mass murder
at a New Zealand mosque,
an atrocious act of hate and
terror, and prays for the
safety in worship for all
communities of faith.

[READ MORE >>](#)



Featured Story


**MARYLAND
CHURCH VISIBLY
RECOGNIZES
GUN VIOLENCE
VICTIMS,
REMEMBERS
WITH
COMMUNION**

A Maryland UCC
congregation celebrated
communion outdoors on
Sunday, in the midst of a
haunting reminder of the
human cost of gun violence.

[READ MORE >>](#)

Videos:


OUR CHURCH'S WIDER MISSION:
HOW YOUR DONATIONS MAKE OUR WORK POSSIBLE




PLAY

The Rev. Traci D. Blackmon
Acting Executive Minister
Justice and Witness Ministries

SYNOD 101
WELCOME TO GENERAL SYNOD 32



PLAY

 UNITED CHURCH
OF CHRIST

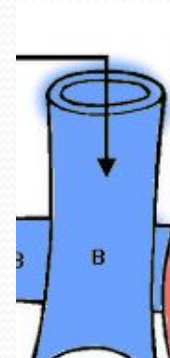
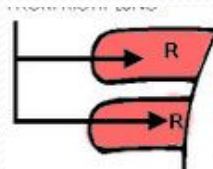
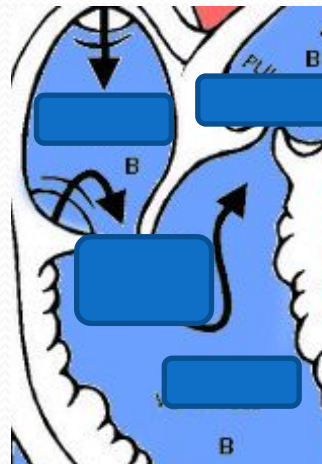
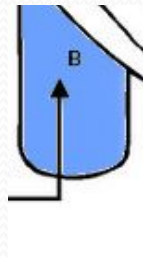
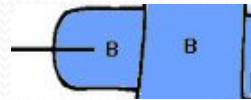
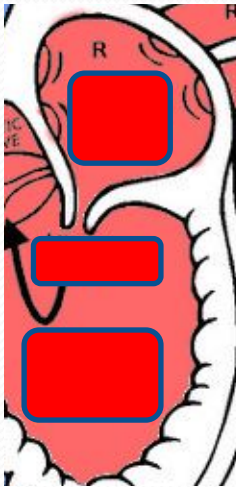
*For where your treasure is,
There your heart will be also.*

-Jesus (Matthew 6:21)

*“As a form of ministry, fundraising is as spiritual as
giving a sermon,
entering a time of prayer,
visiting the sick,
or feeding the hungry.”*

-Henri Nouwen

What Are We Looking at Here?





The Children's Heart Institute
HASAN ABDALLAH, M.D., FAAP, FAAC

www.childrenheartinstitute.org

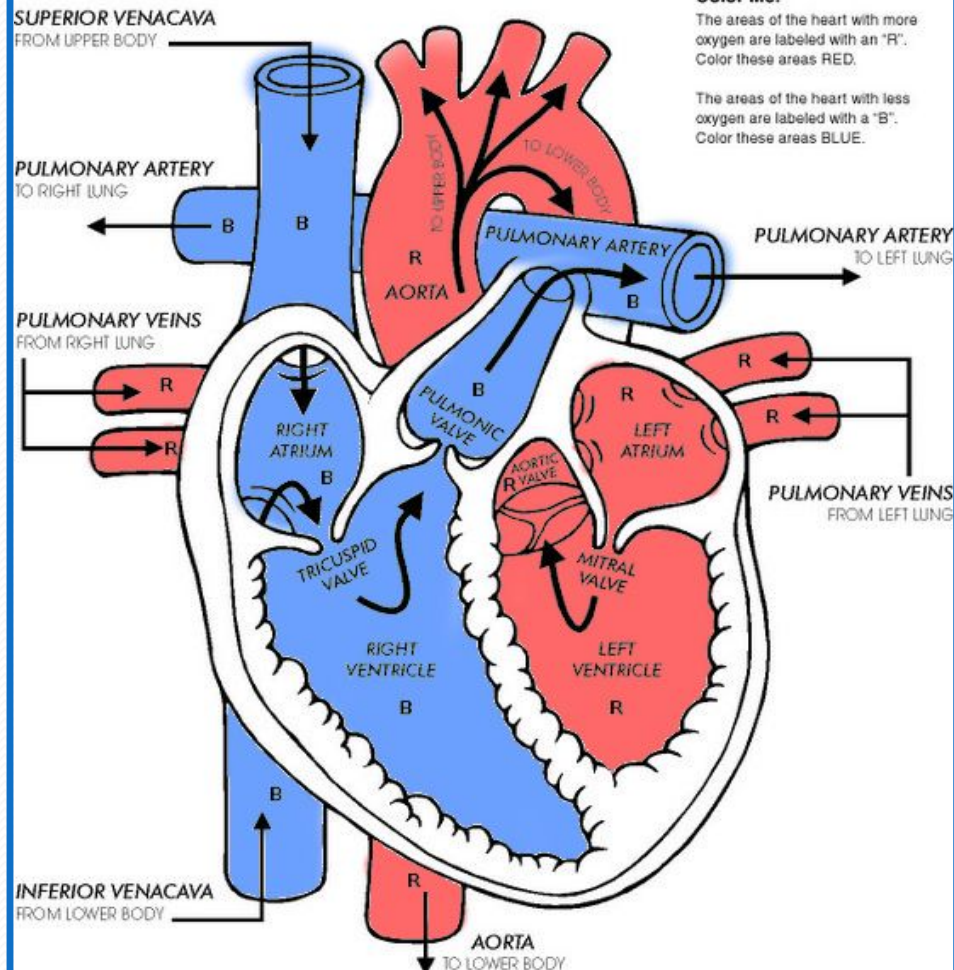
The Heart

This drawing shows how blood flows through the heart.

Color Me:

The areas of the heart with more oxygen are labeled with an "R". Color these areas RED.

The areas of the heart with less oxygen are labeled with a "B". Color these areas BLUE.

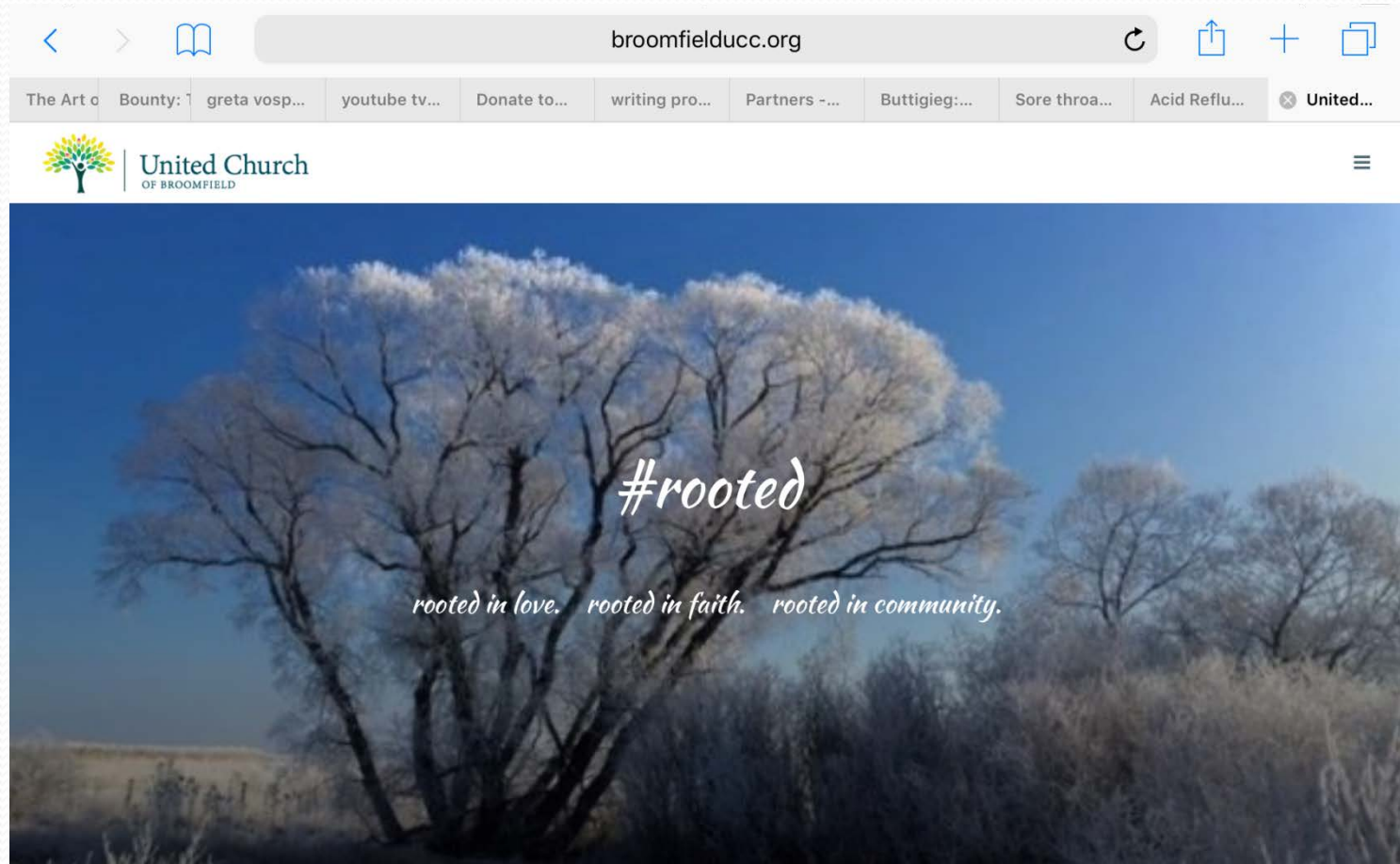


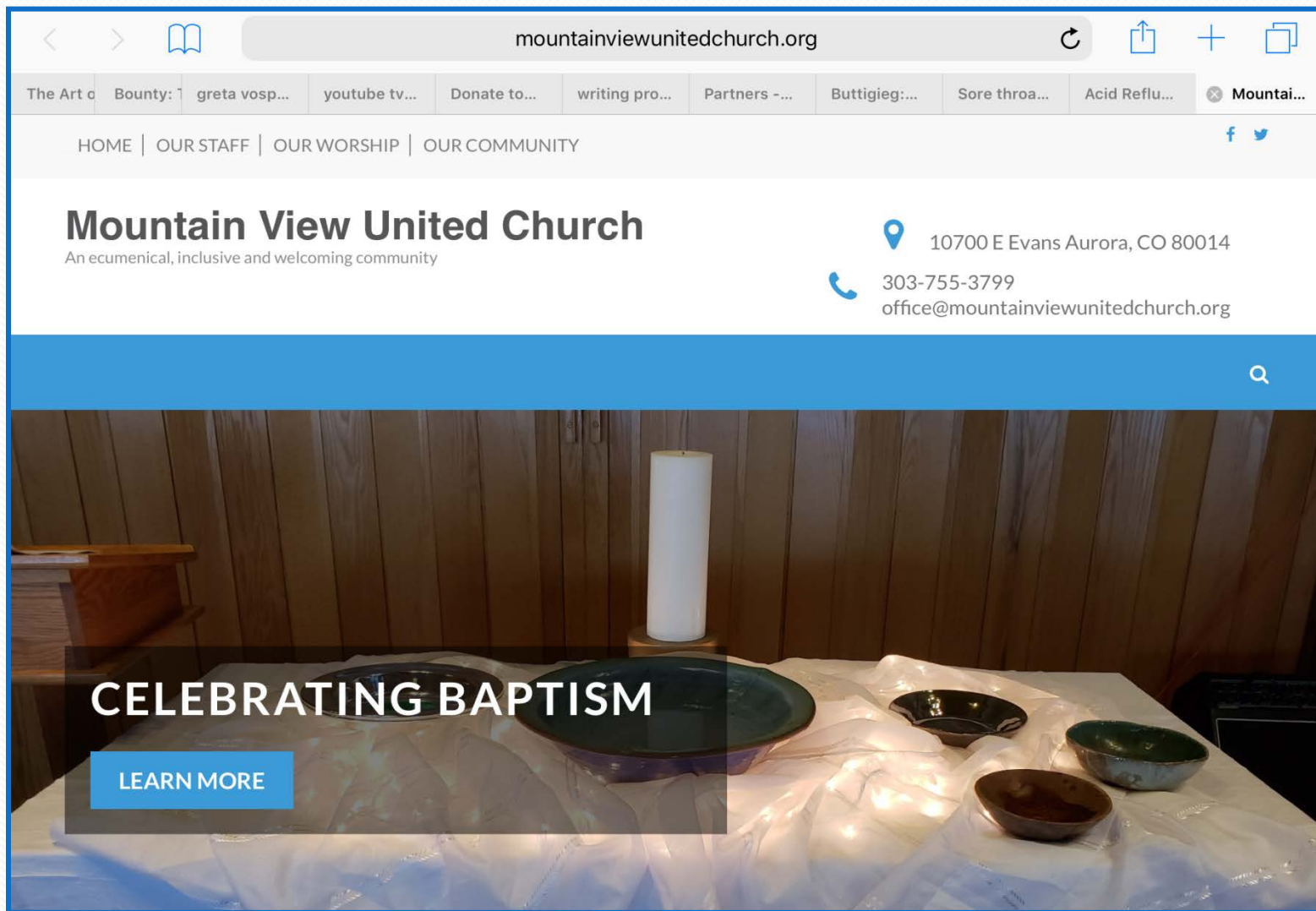
Here's what we're looking at – the Heart!



UNITED CHURCH
OF CHRIST

Mission Clarity







Hope • Compassion • Inclusion



Purpose

- *To love God with all our heart, mind, soul, and strength and our neighbor as ourselves.*

Vision

- *United in Christ's love, a just world for all.*

Mission

- *United in Spirit and inspired by God's grace, we welcome all, love all, and seek justice for all.*



Spirit of Peace UCC
progressive, diverse, inclusive



UNITED CHURCH
OF CHRIST



A close-up photograph of a rainbow flag, showing the red, orange, yellow, green, blue, and purple stripes.

LOVE UNCONDITIONALLY.

A photograph showing a person's head being baptized in water, with hands visible holding the person's head.

CHALLENGE SPIRITUALLY.

A photograph of several pink and yellow roses.

MINISTER FERVENTLY.

**FIRST CONGREGATIONAL
UNITED CHURCH
OF CHRIST**
uccmanhattan.org



UNITED CHURCH
OF CHRIST

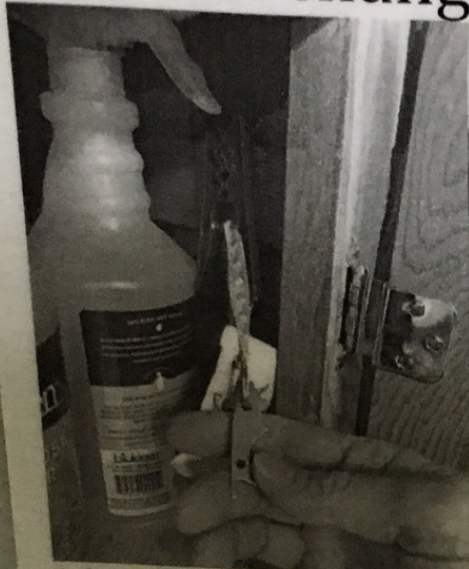
No Condemnation here!
We are a Loving Community
embracing Christ's spirit and justice.



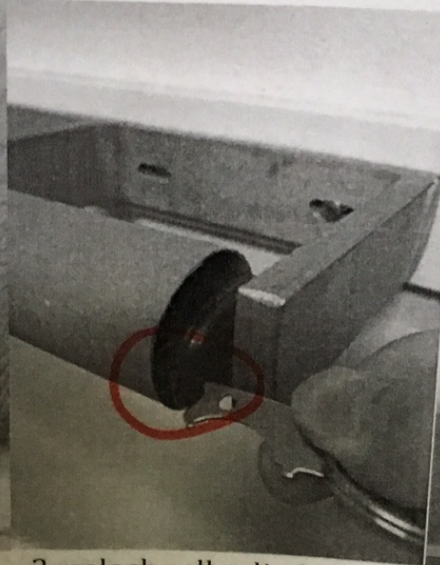
Mission Clarity

- As a church, ask:
 - Why are we here?
 - What unique God-given purpose do we serve?
 - Where do we sense God calling us to go in the future?
 - How and where will we confront death?

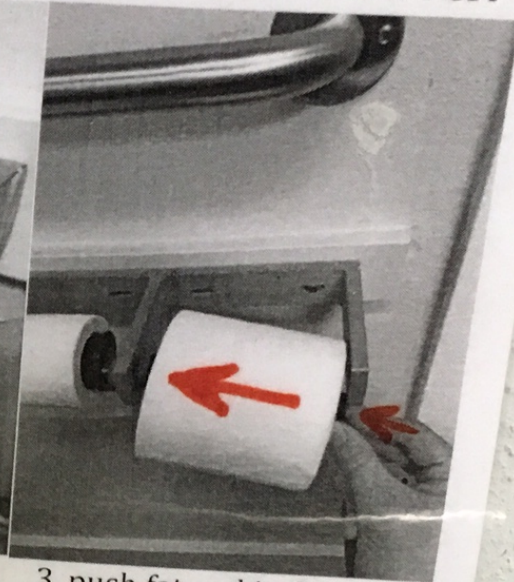
You can change the TP roll...and the world!



1. keys from supply cabinet
(return when done)



2. unlock roll cylinder
(hole in one end)



3. push fat end in first
(depress spring end)

A Compelling Case for Giving

UNION CONGREGATIONAL CHURCH

General Fund Budget - 2014

12/31/2014

Worship

	2013 Budget	2013 Actual	2014 Budget	2014 Reduction
Worship Supplies	400.00	231.44	200.00	31.44
Guest Speakers / Pulpit Supply	600.00	0.00	0.00	0.00
Altar Committee	400.00	316.03	300.00	16.03
Sound System Upgrade/Repair	100.00	0.00	0.00	0.00
Worship Expenses	1,500.00	547.47	500.00	47.47
Music				
Organist	12,000.00	9,800.00	10,800.00	(1,000.00)
Sr. Choir Director	5,400.00	6,612.50	8,280.00	(1,667.50)
Chorister Director	3,800.00	2,587.50		2,587.50
Substitute / Extra Music	600.00	2,150.00	500.00	1,650.00
Handbell Director	4,164.00	4,164.00	3,748.00	416.00
Social Security	1,979.00	1,772.08	1,750.00	22.08
Salaries	27,943.00	27,086.08	25,078.00	2,008.08
Choristers Music, Journals	150.00	78.00	100.00	(22.00)
Adult Choir	300.00	126.50	150.00	(23.50)
Keyboard Music and Maintenance	300.00	540.34	300.00	240.34
Music Events	200.00	0.00	0.00	0.00
Handbells Music, Festival, Maintenance	650.00	276.14	200.00	76.14
Supplies & Expenses	1,600.00	1,020.98	750.00	270.98
Worship Total	31,043.00	28,654.53	26,328.00	2,326.53
Christian Ed and Spiritual Formation				
Christian Education Director	12,749.00	14,856.80	16,000.00	(1,143.20)
Nursery Salary & Supplies	2,200.00	1,959.22	1,900.00	59.22
Social Security	975.00	1,136.52	1,220.00	(83.48)
Salaries	15,924.00	17,952.54	19,120.00	(1,167.46)
Confirmation	250.00	179.79	200.00	(20.21)
Children's Curriculum	800.00	175.00	300.00	(125.00)
Church School Supplies	150.00	282.49	300.00	(17.51)
Adult Education	300.00	0.00	0.00	0.00
Safe and Secure	100.00	144.00	150.00	(6.00)
Special Events & Programs	650.00	1,012.63	250.00	762.63
Our Whole Lives (OWL)	100.00	0.00	0.00	0.00
Curriculum, Program, Supplies	2,350.00	1,793.91	1,200.00	593.91
Christian Ed & Spiritual Formation Total	18,274.00	19,746.45	20,320.00	(573.55)



UNITED CHURCH
OF CHRIST

Narrative Budgets

Hancock United Church of Christ
Doing God's Work



2012-2013

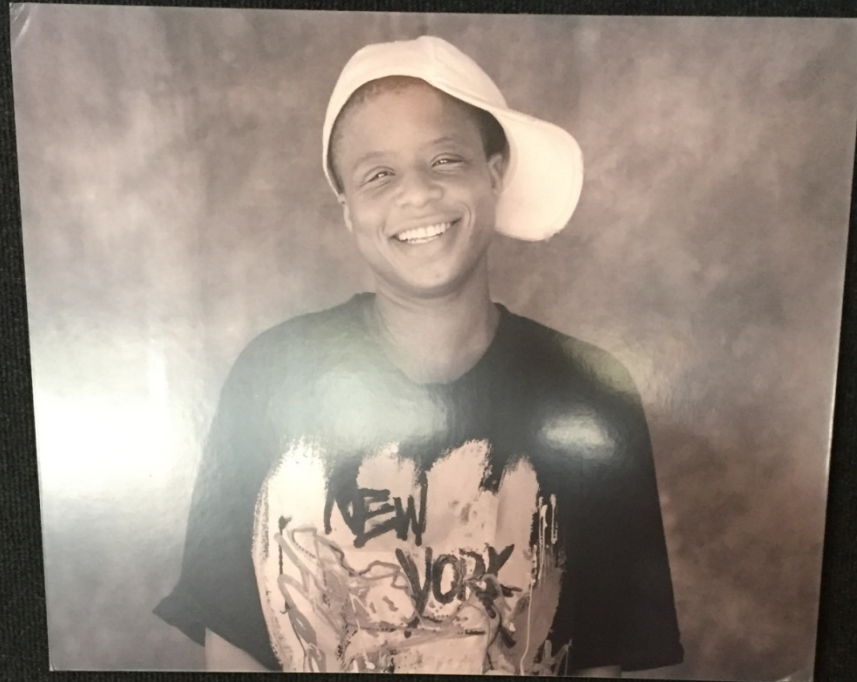


Vital Story-Telling



“This is the first church I’ve ever been in where I could be completely myself and that was okay.”

"At Rincon, I've found true conviction and love not only for the community, but for faith and connection to the word of God. The best part is I feel the same love and welcoming as the first time I came almost a year ago!"



"I grew up Pentecostal, and always felt I had to choose between being gay and having a relationship with God. So it was really important to me to find a church that was open and affirming. At Rincon I've found true conviction and love not only for the community, but for faith and connection to the word of God. The best part is I feel the same love and welcoming as the first time I came almost a year ago."

SPOTLIGHT: What's a Congregation Worth?

Does a congregation's tax-exempt status outweigh the economic value it adds to its community? The University of Pennsylvania's Ram Cnaan has long been searching for a specific answer. In a 1997 study, he found that urban congregations provide, on average, \$140,000 worth of services annually. In 2009, Cnaan (who describes himself as nonreligious) revised his estimate to \$476,663.24. Now he's about to release an even more detailed pilot study focusing on 12 historic Philadelphia congregations, including First Baptist Church, whose annual value to the local economy Cnaan's team places conservatively at \$6,090,032 (nearly ten times its annual budget). Some of the items that contribute:

MEMBERS' EXPENSES IN TOWN \$750

of out of town members
x average visit x \$15

CHURCH BUDGET \$520,000
80% of operating budget provides
stimulus to local economy

K-12 SCHOOL \$3,489,926
of students x \$9,666

GARDEN/LAWN/CEMETERY \$146
Based on water retained

SUICIDE PREVENTION \$58,800
\$19,600 per person directly saved
through clergy intervention

**HELPING PEOPLE GAIN
EMPLOYMENT \$725,000**
\$14,500 per arranged employment

TREES \$523
Based on uson Forest
Service values

**GETTING PEOPLE OFF DRUGS
OR ALCOHOL \$78,750**
\$15,750 per person helped

REDUCED CRIME RATE -\$64,416
Crimes within tract compared with
surrounding tracts x \$2,210



**CRIME PREVENTION
AND RE-ENTRY \$84,000**
of prevented incarceration
cases x \$28,000

DIVORCES PREVENTED \$22,500
\$900 per couple

**BUILDING
ENHANCEMENTS/
CAPITAL CAMPAIGN
\$60,000**
Estimates that half of
expenses are spent locally





Vital Story Telling

What I love about my church is...

I give to my church because...

We are living out/accomplishing our mission by...

Many Channels: Newsletter, website, thank yous, worship, Facebook, etc.

Annual Giving Campaign





Multiple Opportunities for Giving





Some Opportunities Include

- Special Offerings
- Immediate Needs
- Capital Campaigns
- Mission Giving
- Loose Change
- Giving Boxes



Will, Estates, Trusts, & Planned Giving Workshop

PLANNED GIVING GUIDE FOR YOU AND YOUR FAMILY



Which seating section would you prefer for our offering?



Financial Funnies #106

© www.kluth.org/cartoons.htm



UNITED CHURCH
OF CHRIST

3 Ways To Give



GIVING BOX

Located at the back
of the seating area



ONLINE

[YourChurchWebsite.com](#)



TXT

Text any amount to:
84321





Integrate Stewardship with Worship



Form Stewards & Create A Culture of Generosity



Leadership Development



Spiritual Nurture Opportunities



Engage in Social Justice Concerns



Bonus Material: Who Gives What?

- General Population Gives 2%
- Nearly 45% of Americans make no recorded financial gifts
- 32% of all giving goes to religious organizations
- Mean Church Gift: \$2000; Median: \$250
- 1 in 5 Christians make no financial gift
- 10/20/70
- Income Gap Shift: Top 10/Next 90