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Year-Round Stewardship

St. James, Upper Montclair

April 18, 2015

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Overview

- Welcome and Overview
- Bible Study 1
- Theology of Stewardship
- Developing a Year-Round Program
- Fall Ingathering Programs
- Bible Study 2
- Generational Giving
- e-Giving
- Resources
- Closing Remarks

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Bible Story 1

Encouragement to be Generous

2 Corinthians 8:1-7

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2 Corinthians 8:1-7

We want you to know, brothers and sisters, about the grace of God
that has been granted to the churches of Macedonia; [2]for during a
severe ordeal of affliction, their abundant joy and their extreme
poverty have overflowed in a wealth of generosity on their part. [3]For,
as I can testify, they voluntarily gave according to their means, and
even beyond their means, [4]begging us earnestly for the privilege of
sharing in this ministry to the saints— [5]and this, not merely as we
expected; they gave themselves first to the Lord and, by the will of
God, to us, [6]so that we might urge Titus that, as he had already made
a beginning, so he should also complete this generous undertaking
among you. [7]Now as you excel in everything—in faith, in speech, in
knowledge, in utmost eagerness, and in our love for you—so we want
you to excel also in this generous undertaking.

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2 Corinthians 8:1-7

Questions for Reflection and Discussion

In this passage, Paul is first connecting us with the Lord, and secondly he is connecting money with mission.

- *How do you feel about how your congregation teaches about money?*
- *What conversations that relate faith and money are the most helpful to you?*

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The Theology of Stewardship

Paul R. Shackford

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Why Do People Give to Non-Profits?

1. Belief in the cause of the organization
2. Trust in management
3. Fiscal stability
4. The connection between their gift and changed lives

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Churches That Thrive

- Jesus is at the center of everything
- Importance of personal spirituality
- Clear about expectations
- Vital ministries and mission
- Connect resources to lives that are changed

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Stewardship as Ministry

From "A necessary but unpleasant activity to support spiritual things"

to a belief that "Fundraising is first and foremost a form of ministry."

A Spirituality of Fundraising
Henri J. M. Nouwen

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Stewardship as Ministry

Making the shift from fundraising being a nasty seasonal job to a ministry that helps people become stronger Christians and better people.

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Goal of Our Stewardship Ministry

"The goal of our stewardship ministry is to help God's people grow in their relationship with Jesus through the use of the time, talents, and finances God has entrusted to them."

Ask, Thank, Tell
Charles R. Lane

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How is God Calling Me?

- Focus on the giver's need to give, not on the church's need to receive.
  - Help God's people grow in their relationship with Jesus through their use of the time, talents, and finances God has entrusted to them
  - Help people ask the right question
    - Not "How much does the church need?"
    - But "How is God calling me to respond to God's presence in my life?"

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Money and the New Testament

- Intimate connection between faith and finances
  - More about money than any other topic other than Kingdom of God
  - New Testament contains much on money and possessions

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Money and the New Testament

- The goal of our stewardship ministry is to help God's people grow in their relationship with Jesus . . .
  - So we must take seriously what Jesus said about money and possessions
- Two general categories
  - Threat to a relationship with Jesus
  - The duty as to how to use money and possessions

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Portrait of a Biblical Giver

- How can we lead our congregation's stewardship ministry so that each person in the congregation is encouraged to ascribe to and practice biblical stewardship characteristics?
- Six Values or characteristics of a Biblical Giver

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Portrait of a Biblical Giver

Value #1 – Intentional

- Develop a plan for giving, and then follow through on that plan
- *The point is this: the one who sows sparingly will also reap sparingly, and the one who sows bountifully will also reap bountifully.* ***Each of you must give as you have made up your mind****, not reluctantly or under compulsion, for God loves a cheerful giver. (2 Corinthians 9:6-7)*

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Portrait of a Biblical Giver

Value #2 – Regular

- Establish a pattern in your giving, and then to follow that pattern
- *On the first day of every week, each one of you* ***should set aside a sum of money*** *in keeping with his income, saving it up, so that when I come no collections will have to be made. (1 Corinthians 16:2)*

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Portrait of a Biblical Giver

Value #3 – Generous

- **THE** basic and foundational stewardship value
- *And God is able to provide you with every blessing in abundance, so that by always having enough of everything,* ***you may share abundantly*** *.*

  (2 Corinthians 9:8)

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Portrait of a Biblical Giver

Value #3 – Generous

- "It is hard to imagine anyone who is serious about discipleship giving one or two percent of his or her income to God's work through the church. It is equally difficult to imagine a tither who isn't serious about discipleship. Generous giving is the *sine non qua* of discipleship."

  (*Ask, Thank, Tell* by Charles R. Lane)

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Portrait of a Biblical Giver

Value #4 – First

- Giving first means giving to God first . . . and living off the rest
- *When you have come into the land that the Lord your God is giving you as an inheritance to possess, and you possess it, and settle in it,* ***you shall take some of the first of all the fruit*** *of the ground, which you harvest from the land that the Lord your God is giving you, and you shall put it in a basket and go to the place that the Lord your God will choose as a dwelling for his name. (Deuteronomy 26:1-2)*

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Portrait of a Biblical Giver

Value #5 – Proportional

- A proportion of the blessings we have received
- *He sat down opposite the treasury, and watched the crowd putting money into the treasury. Many rich people put in large sums. A poor widow came and put in two small copper coins, which are worth a penny. Then he called his disciples and said to them, 'Truly I tell you, this poor widow has put in more than all those who are contributing to the treasury.* ***For all of them have contributed out of their abundance; but she out of her poverty has put in everything she had, all she had to live on.'*** *(Mark 26:1-2)*

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Portrait of a Biblical Giver

Value #6 – Cheerful

- A result of following the other Stewardship Values
- *The point is this: the one who sows sparingly will also reap sparingly, and the one who sows bountifully will also reap bountifully. Each of you must give as you have made up your mind, not reluctantly or under compulsion,* ***for God loves a cheerful giver****. And God is able to provide you with every blessing in abundance, so that by always having enough of everything, you may share abundantly in every good work. (2 Corinthians 9:6-8)*

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Portrait of a Biblical Giver

- Your Treasure is God's Treasure
- *Do not be afraid, little flock, for it is your Father's good pleasure to give you the kingdom. Sell your possessions, and give alms. Make purses for yourselves that do not wear out, an unfailing treasure in heaven, where no thief comes near and no moth destroys.* ***For where your treasure is, there your heart will be also.*** *(Luke 12:32-34)*

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Ask, Thank, Tell
Charles R. Lane

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Resources

- *Ask, Thank, Tell*, by Charles R. Lane
- *The Spirituality of Fundraising*, by Henri J. M. Nouwen
- *Fearless Church Fundraising*, by Charles LaFond
- *Rich Church, Poor Church*, by J. Clif Christopher
- *Not Your Parents' Offering Plate*, by . J. Clif Christopher

- Diocese of Newark: http://www.dioceseofnewark.org/stewardship
- TENS: www.tens.org (Username—living password—generously)

- Special thanks to

  The Rev. Canon Timothy M. Dombek
  Canon for Stewardship and Planned Giving
  The Episcopal Diocese of Arizona

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Year-Round Stewardship and Budgeting for Mission in YOUR Congregation

April 18, 2015

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Stewardship: Nothing Spiritual, Just Business?

Most of a congregation's ministries are seen as rooted in God and are "spiritual" in nature . . .

while stewardship ministry is often considered the "business" part of church.

Well, Jesus didn't see it that way!

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Year-Round Stewardship

- **Successful churches:**
  - Have the buy-in and support of clergy and leaders
  - Not done just by a committee
  - Tell stories all year long
  - Make it clear how you are changing lives
  - Talk about your ministries . . . not detailed budgets
  - Say "Thank You"

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Establishing a Year-Round Program

- **Identify Leaders to Develop a Year-Round Stewardship Program**
  - Must include clergy and key leaders
  - Discuss ministry areas: Not only what you have, but what you WANT to have
  - Establish calendar of stewardship opportunities
  - Keep focus on connection between donations of time, talent and treasure**, and** the good works and changed lives that result

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Plan a Stewardship Formation Calendar

Example:

January 2015 –
List ministries and volunteers, publish and thank them.

February 2015 –
Begin preaching on how giving impacts parish mission.

March 2015 –
Calculate # volunteer hours needed to make Sunday happen.

April 2015-
Recruit volunteers for Fall campaign.

*****Tie everything to your church's mission!**

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Plan a Stewardship Formation Calendar - 2

A TENS (The Episcopal Network for Stewardship) Sample Matrix

April Easter Theme: New Life

Categories	*Activity*
• Spirituality	Resurrection Life
• Ministry Focus	Music Ministries
• Finance	Personal Financial Management
• Environment	Earth Sunday
• Outreach	Heifer Project or equivalent
• Gratitude	Spiritual Formation
• Event	Earth Day/Tree Planting

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Start to Build a High Expectation Culture

- **Let others know the expectations**:
  - Attendance each week
  - Serve society outside the church
  - Involvement in studying how to grow as a Christian
  - Increase your financial commitment

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Tell Your Stories

- **People telling their stories during the worship service on a regular basis**
  - From each ministry area
  - Broad range of people
  - Representative of congregation

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Preach on Money

- **At least four times a year**
- **Stewardship needs to be talked about every service**
  - *One-Minute Sermons*

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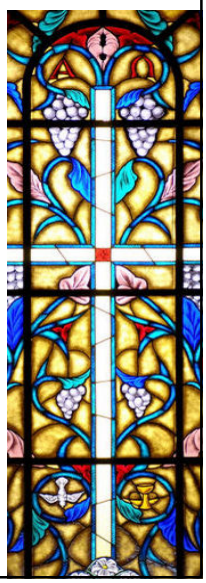
Money Follows Mission



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The Role of Gratitude

Your thanks should be:

Timely
Personal
Done in a way that evokes your mission

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Make Your Budget

- Bomb-proof
- Available on request, not part of your fundraising
- Reflective of your mission

Great resource: *Not Your Parents' Offering Plate* by Clif Christopher

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A Mission-Based Budget

- **L**ist your ministries and appoint a team
- **E**laborate on these ministries
- **A**rrange your ministries into a narrative
- **D**istribute and communicate these ministries
- **E**ngage with the congregation
- **R**emind the congregation of the continuing ministries

All Angels on Easter Sunday, April 2007. It was a very special day for us as we renewed our devotion for the Holy Spirit and celebrated the risen savior, Jesus Christ. We have been attending the 9 a.m. service every Sunday since then and have really found our home at St. Michael's. The community has embraced each of us as an extended family. My wife and I believe this indeed is a calling. We have both been confirmed by the church and are full time active members.

The outreach ministry during the new member class provided us spiritual and emotional support during this time. Each ministry member was encouraging in ways we have not experienced before. I thank God for this blessing and for helping us find our home at St. Michael's.

Bonnie Rich, Member for 16 years: Having been drawn to Icon painting for some time, at the ministry fair I impulsively signed on to begin classes. The month I began writing my first Icon, some serious issues were occurring in my life. I chose

As the momentum toward our construction project picks up, it is essential to remember to keep our core ministries at St. Michael's strong and vital. After all, they are our purpose for being.

That is why we ask every member to first make a pledge to the Operating Fund no less than your current commitment. If you can, please consider a 10% increase in order to build a budget that will strengthen our core ministries noted below:

WORSHIP AND PASTORAL CARE

The spiritual integrity and insight taught by Father Brian is one of the key elements to the communal spiritual life of our parish. All our clergy provide spiritual direction, counsel, and support to volunteers, staff and the greater church. *2009 budget: $194,400 (30%)*

ADMINISTRATION AND FINANCE

The parish office is always buzzing with activity. Our 8 staff do their very best to support nearly 40 ministries, managing emails, phone calls, parish records, finances, and logistics of the many events that take place each week. You name it, we do it! *2009 budget: $142,560 (22%)*

FORMATION AND COMMUNITY BUILDING

Father Christopher shepherds the nursery, Godly Play, children's chapel, Rite 13 and J2A programs. He continues to develop an engaging array of spiritual, intergenerational and educational offerings which have brought a richness and vitality to our community. *2009 budget: $123,120 (19%)*

OUTREACH AND SOCIAL JUSTICE

Deacon Jan, on staff half-time, oversees our

like the Food Pantry which provides 60 to 80 families a week with food and a growing number of other services. All Angels Episcopal Day School, started in 1988 as an outreach ministry, provides spiritually-based care for children ages two thru five. Covering its own expenses, it also contributes to the long term facility needs. *2009 budget: $38,880 (6%)*

FACILITIES

We love our beautiful, sacred space for worship. Our campus has evolved and matured aesthetically and functionally to what we enjoy today. Budgetary support of the physical plant makes St. Michael's the welcoming environment we all appreciate. *2009 budget: $71,280 (11%)*

THE LARGER CHURCH

As one of the larger parishes in the country, being a part of the great fellowship of Episcopal laity, clergy, and bishops is important to St. Michael's. Our diocesan "fair share" supports rural missions in New Mexico; we have a voice at the diocesan convention; and we underwrite ministries of the Episcopal Church of the USA. *2009 budget: $77,760 (12%)*

Total 2009 Operating Pledge Goal: $648,000

image, I would lose myself in the process and become totally present to the image growing more beautiful under my hand. Being present to Gabriel and to God working in my life reminded me of how very much alike Icon painting and meditation are. Both requiring your attention, both requiring stillness, and both leaving you in a better place to hear God's quiet voice. The Icon class has deepened my spiritual life at St. Michael's.

Deacon Judith Jenkins: When we first started the Food Pantry at St. Michael's, some people said, "We should just ask for money so we can buy food in bulk more cheaply." But the way we all contribute food means that every time I go for groceries, I don't just think about myself. Now I walk into the store, and my first thought is, "What can I pick up here for someone else?" St. Michael's connects me to the larger human family in a way that is literally

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Get Personal

- You have weekly personal contact
- Address your vision weekly
- Why ask when you can thank?*

- Great Resource: *One Minute Stewardship Sermons*
  by Charles Cloughen

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Now It's Time to Tell *Your* Story

- What are the major ministries in your church?
- What is unique about your church?

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Fall Ingathering Programs

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Fall Ingathering Programs

1. New Consecration Sunday
2. Walking the Way (TENS)
3. Practicing Extravagant Generosity
4. "Out-of-the-Box" Stewardship Programs (from the Rev. Timothy Dombek)

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Bible Story 2

Do Not Be Afraid

Luke 12:32-34

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Luke 12:32-34

"32Do not be afraid, little flock, for it is your Father's good pleasure to give you the kingdom. 33Sell your possessions, and give alms. Make purses for yourselves that do not wear out, an unfailing treasure in heaven, where no thief comes near and no moth destroys. 34For where your treasure is, there your heart will be also."

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Luke 12:32-34

Questions for Reflection and Discussion

- *What does this passage say about our relationship with Jesus?*
- *Discuss the difference between "acting your way into a new way of thinking" as opposed to "thinking your way into a new way of acting."*

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GENERATIONAL STEWARDSHIP

The Episcopal Diocese of Newark
Year-Round Stewardship Workshop
Saturday, April 18, 2015

Based on the work of William Strauss & Neil Howe
Generations, The History of America's Future 1584 to 2069
1991, Harper Perennial, New York

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"What you are is where you were when!"

Morris Massey, Ph.D.

- **90% or so of our values are set by 10 years old**
- **Our values reach final "lock-in" by about 20 years old**
- **The only way things change after that is through a "Significant Emotional Event"**

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Generational Theory

Pioneered by Strauss & Howe

- **History shapes generations: common events and experiences create common values**
- **Generations shape history; especially at midlife, the leadership style of a generation changes the course of events**
- **Four distinct types cycle through American history**

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Five Distinct Generations Now Alive

- **GI Generation:** **born before 1925** **(Civic)**
- **Silent:** **born 1925 – 1942** **(Adaptive)**
- **Boomers:** **born 1943 – 1960** **(Idealist)**
- **Gen-X:** **born 1961 – 1982** **(Reactive)**
- **Millennials:** **born 1983 – 2005** **(Civic)**
  - **Same generational type as the GI Generation**

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GI Generation Experiences
(Now Ages 90+)

- Young adults during Depression, WWII
  - They bore the brunt of the crisis
- After the war, settled down in prosperity
- Value teamwork, conformity, respect for authority, hierarchy, fair play, honor

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Silents' Experiences
(Now Ages 73 – 90)

- Children during Depression, WWII
- Benefited from postwar prosperity but chafed under GI Generation conformity
- Fought back against restrictions on minorities, women and the marginalized
- Value fair play, tolerance, compromise
- Quiet, polite, respectful
- Popularized psychotherapy and divorce

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Boomers' Experiences

(Now Ages 55 – 72)

- GI parents provided safe, prosperous world
- Institutions were strong and stable
- Children were encouraged to express individuality
- Search for meaning in world of conformity boils over in youth-led discontent
- Spiritual renewals, revivals, awakenings

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Gen-X *Experiences*

(Now Ages 33 – 54)

- Came of age as latchkey kids, children of divorce; gangs; deteriorating schools
- Learned how to fend for themselves
- Uneven economic times, instability
- Post-Watergate distrust of institutions and authority
- Often have little religious background or coherence – grew up wary and skeptical

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Millennials' Experiences

(Now Ages 10 – 32)

- Born at a time of rekindled interest in children
- Emphasis on protection, safety, health
- Rules, respect, responsibility, right & wrong
- Everyone gets a trophy; all time is scheduled
- Powerful, capable, competent achievers
- Desire order, hierarchy, tradition

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Your Experiences…

- What major events shaped your young adult-years?
- How did people of your generation respond to these events?
- What values are important to your generation?

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What Stewardship Words/Concepts Inspire/Motivate You?

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Stewardship Considerations

- **Four different types of generations think differently about money and church.**
- **Are we sensitive to this?**

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Stewardship Considerations

- **Segmentation**
  - **Top Group**
  - **Middle Group**
  - **Lowest Group**
  - **Non-pledgers**

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Stewardship Considerations

- **Communication segmented by different generational groups**
  - **Letter could be written by representatives within each cohort**
- **Language tied to generational understanding**
  - **No "sacrifice" for boomers**
- **Multiple mailings, generationally specific**

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Stewardship Considerations

- **Include younger members in planning and executing stewardship effort**
  - **Some may have no idea how much church costs to run**
- **Provide many ways to pledge and pay**
  - **Online, EFT, etc.**

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Stewardship Considerations

- **Narrative Budget**
- **Link the act of giving with the impact of the gift**
  - **Liturgy / Music & Services**
  - **Outreach**
  - **Pastoral Care**
  - **Education**

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Strengthening Stewardship

with Electronic Giving

Based on materials provided by Vanco Payment Solutions

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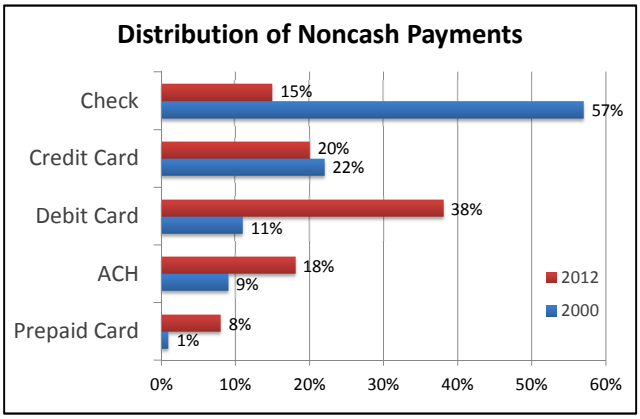
Fewer people are writing checks



Source: The Federal Reserve Payments Study (2001 & 2013)

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Statistics

- **Technology Usage in the U.S.**
  - 5 hours 46 minutes daily with digital media (Source: eMarketer)
  - 23.0% more time on a mobile device in 2014 (Source: eMarketer)
  - 57% own a smartphone (Source: Pew Study)
- **Electronic Giving**
  - Overall giving grew 4.9% in 2013
    - Online giving grew 13.5% (Source: Blackbaud)
  - Overall giving rose 1.4% in December 2014
    - Online giving grew 7.5% (Source Blackbaud)
  - Donations made via mobile up 126% in 2013 (Source: Donor Drive)

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E-giving Benefits

- **For Members**
  - Convenience and Control
- **For Congregations**
  - Increases overall contributions
    - Recurring donations
    - Appealing payment methods
  - Addresses Summer Slump
  - Reporting
  - Reduces risk
    - Sensitive data is encrypted on secure provider servers
  - Supports green initiatives

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E-giving Option for Congregations

- **Selection Process**
  - Ad-hoc Committee
- **Vendor Recommendation – Vanco**
  - $50 Start-up Fee (waived through July)
  - $10 Monthly Fee (normally $25)
  - Transaction Fees (option for donor to pay)
  - Online and Mobile Giving
  - Pledges, Donations, Registrations, Payments
  - One-time and Recurring Payments
  - Dedication Options
  - Month-to-month Contract
  - Training and Customer Support

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Progress Report

- Episcopal House
- St. George's, Maplewood
- St. John's, Ramsey
- Others