

Stewardship in the Moment

Year-end Giving, October 27, 2022

Outline, with links

II. Why Year-end Giving?

1. Many reasons to focus on the end of the year
 - a. Nearly one third (31%) of annual giving occurs in December!
 - b. People are naturally generous during the holidays
 - c. Nonprofits are competing for those dollars
 - d. December 31 is a motivating deadline
 - e. You can fund special initiatives or projects
 - f. You can reach new givers

II. What Year-End Giving Can Look Like

1. Wish List
 - a. Church Wish List makes expenses visible and can extend stewardship beyond the pledge card. One approach to supplementing income in the church is a Wish List. Church leadership collaboratively creates a list--including specific costs--with the request that individuals/families/groups commit to paying directly or raising funds to pay for one or more items.
 - b. Links to examples of Church Wish Lists:
 - <https://pilgrimalive.org/wish-list-160/>
 - <https://stjohnnb.com/2018-end-of-year-wish-list/>
 - <https://laumc.org/youths-ministry-amazon-wishlist/>
 - <https://holycrossne.org/joyful-giving/holy-cross-wish-list/>
2. A more robust year-end campaign
 - a. Church wish list -> full fledged campaign
 - A year-end giving initiative is a strategic, branded, short-term giving campaign that you prepare during the month of November and execute during the month of December. Some call it a Christmas Offering; Some call it a year-end giving initiative. Powerful way to end your year and launch into the next year of ministry.
 - For Year-end Giving Campaign letter templates, https://dioceseofnewark.org/sites/default/files/resources/Every_Giving_Letter_Your_Church_Needs_-_eBook_FINAL.pdf
3. Another idea: "Focus on the last 48 hours"
 - a. 10% of all charitable donations will be given during the last 48 hours of the year. That's \$625 million an hour for the last two days of December. A total of \$30,000,000,000 in such a short period of time.
 - b. Send an email to all your people during the last 48 hours of the year, asking them to invest in the mission of your church to encourage your people to give to the good things that are happening at your church. It also reminds people, when they are thinking about

their last-minute giving, of the amazing ministry your church has performed and inspires them to be included in the plans."

- <https://unseminary.com/the-1-tactic-your-church-needs-to-do-to-boost-year-end-giving>

III. Online Giving is Vital

1. 49% of all church giving is now done online. Important to make the online giving experience pleasant, inspirational and "friction-free."
 - a. For Vanco clients
 - If you have the "old" style that looks [like this](#), take advantage of Vanco's FREE UPGRADE to a "Tiles" format. Many diocesan churches have done this already, including St. Elizabeth's in Ridgewood: <https://secure.myvanco.com/L-YZ6G/home>
 - How to do it, call Vanco's Client Support Team 1-800-675-7430, option 1. You will need your Account Number handy, and will want to know what separate funds/accounts you will be offering, and will want to think about the images
2. You also get set up with a mobile card reader - \$45 (Vanco customer service)
3. And, as always suggest using QR codes to help members and visitors

IV. Two Donor opportunities that are Year-end appropriate

1. Donor Advised Fund (DAF)
 - a. About \$1 out of every \$8 in America given to charities goes into Donor Advised Funds. The largest donor-advised fund sponsors include Fidelity Charitable, Schwab Charitable and Vanguard Charitable. Problem is that donors may not realize they can make DAF grants to their church.
 - One way to start to raise awareness among DAF holders is to include a message in fundraising materials that your church is eligible to receive grants from donor advised funds.
 - Remember - while you can (and should thank the donor for DAF grants, do not provide a tax receipt. They already received this when they made the initial gift.
2. Qualified Charitable Distribution (QCD)
 - a. Finally, if you have members who are 72+ and have retirement accounts (IRAs and IRA rollovers), they must take RMDs (Required Minimum Distributions) from their retirement accounts. These distributions count as taxable income. But giving directly from their IRA or IRA rollover to a nonprofit does not count as income and reduces their RMD. This direct transfer is called a QCD (Qualified Charitable Distribution).
 - b. Donors should reach out to their IRA administrator--will have to fill out a simple form.
 - c. More info here: <https://www.fidelity.com/learning-center/personal-finance/retirement/qcds-the-basics>

Link to Padlet used during Workshop: <https://padlet.com/cmccchesney1/njvlnefsy7mj0tk1>