



PLEDGE & PLATE RECOVERY AND GROWTH PLAN

PREPARED FOR THE CONGREGATIONS OF THE EPISCOPAL DIOCESE OF NEW JERSEY

May 20, 2020



COMPLETE THE LIVE POLL NOW!

The Live Poll with **two questions** should appear in a separate pop-up window. Remember to scroll down to see all questions and the “Submit” button!

1. Has your parish developed its COVID-19 impact statement?
2. Have you begun making phone calls to members asking for support?

We will share the results once the majority of participants have responded.

Agenda

Opening Prayer

1. Last Week's Progress
2. Recap of Goals and Key Activities
3. Tips and Strategies for Increasing E-Giving
4. Breakout Discussions
5. Parish Spotlight
6. Resources Available
7. Immediate Next Steps

Closing Prayer

Today's CCS Team



CHARLIE MICHAUD
Principal & Managing
Director



ERIK KIERNAN
Corporate Vice
President



EVELYN CHEN
Assistant Vice
President

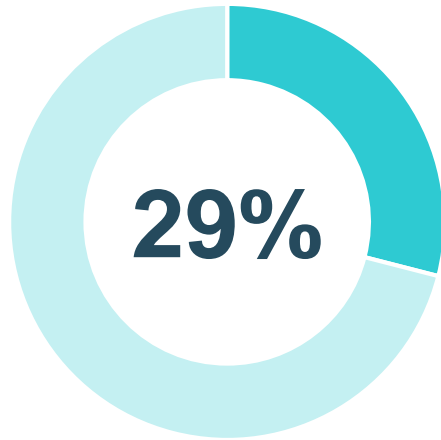


CARMEN DONOHUE
Senior Director

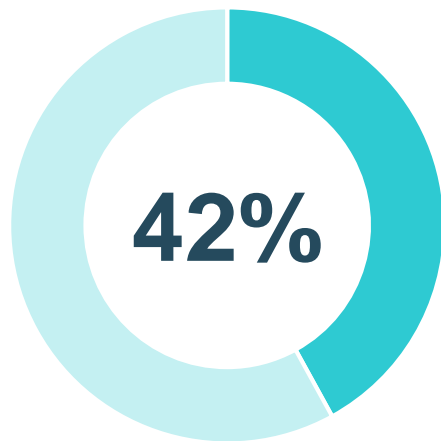


FRANCES ROBINSON
Executive Director

Last Week's Progress

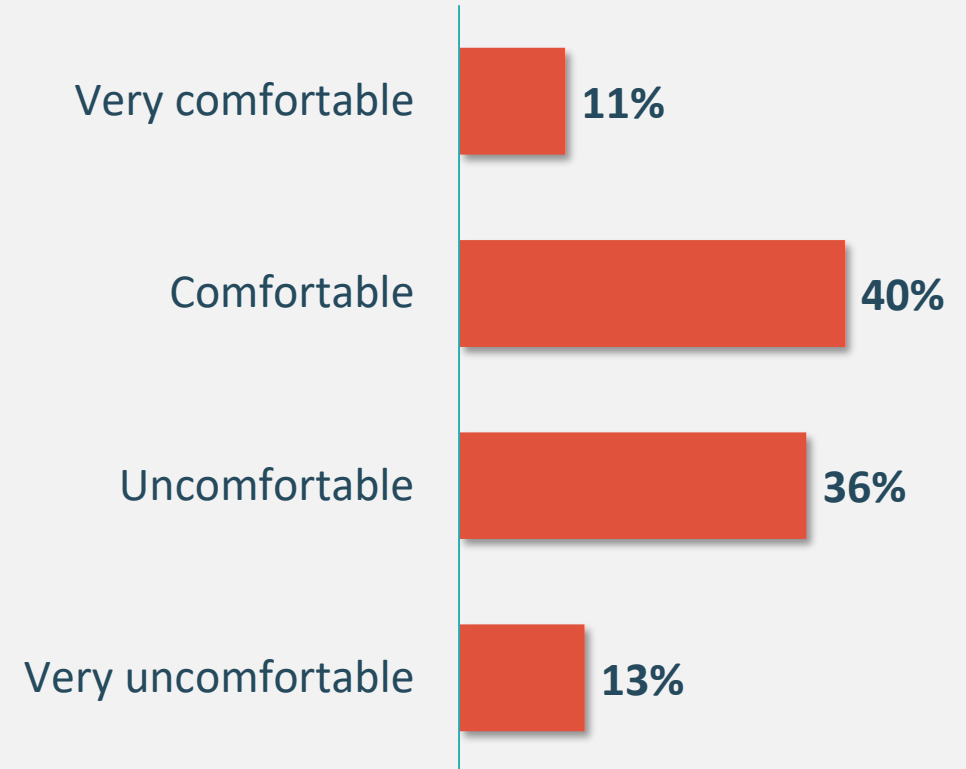


have developed your COVID-19 impact statement (same as the previous week)



have begun making phone calls to members asking for support (compared to 25% previous week)

How comfortable do you feel talking to your members about giving?



Pledge & Plate Recovery and Growth Plan Goals

1 Making personal, meaningful contact with your members and friends to encourage engagement



2 Articulating your congregation's needs and how members can provide support



3 Providing regular updates on fundraising progress to motivate volunteers and givers



4 Ensuring members are aware of and have access to the latest giving methods



Key Activities



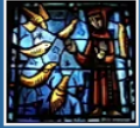
People are giving online

- 60% of people who give to churches are willing to give **digitally** – a number that keeps growing each year.
- Faith-based organizations receive the **largest percentage** of #GivingTuesday online donations.
- Check payments have **declined 59% from 2000 to 2018**.
- Churches that encourage tithing online **increase overall donations 32%**.

According to a special report from *BBB Wise Giving Alliance*, **32% say they plan to give more** to their house of worship in 2020 in the wake of COVID-19.

According to *Fidelity Charitable*, **25% of donors plan to increase their donations**, and 54% of donors plan to maintain their giving levels in the wake of COVID-19.

Poll Question



St. Francis' Episcopal Church
400 New Market Road, Dunellen, NJ 08812

contactus@stfrancisdunellen.org
(732) 968-6781

Online Donation

[View Mobile Site](#) [Return to our Home Page](#)

Donations

If you've already created a profile, please "Log In" on the right, otherwise continue.

Regular Offering:

Special Offering 1: *

(Other than Regular Offering - Please Type in Purpose for Special Offering)

Special Offering 2: *

(Other than Regular Offering - Please Type in Purpose for Special Offering)

Total: \$0.00

Donation Frequency: (About recurring donations)

Donation Start Date: mm/dd/yy

Donation End Date: (optional) mm/dd/yy

* = Required

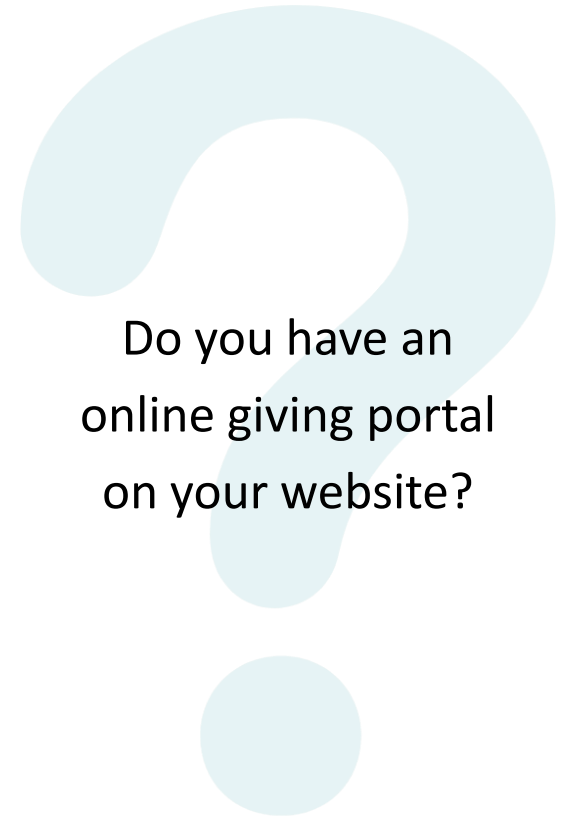
Log In [help](#)

Email Address:

Password:

[Forgot your Email Address or Password?](#)

Create Your Online Profile



Do you have an
online giving portal
on your website?

Tips for Increasing Your E-Giving Participation

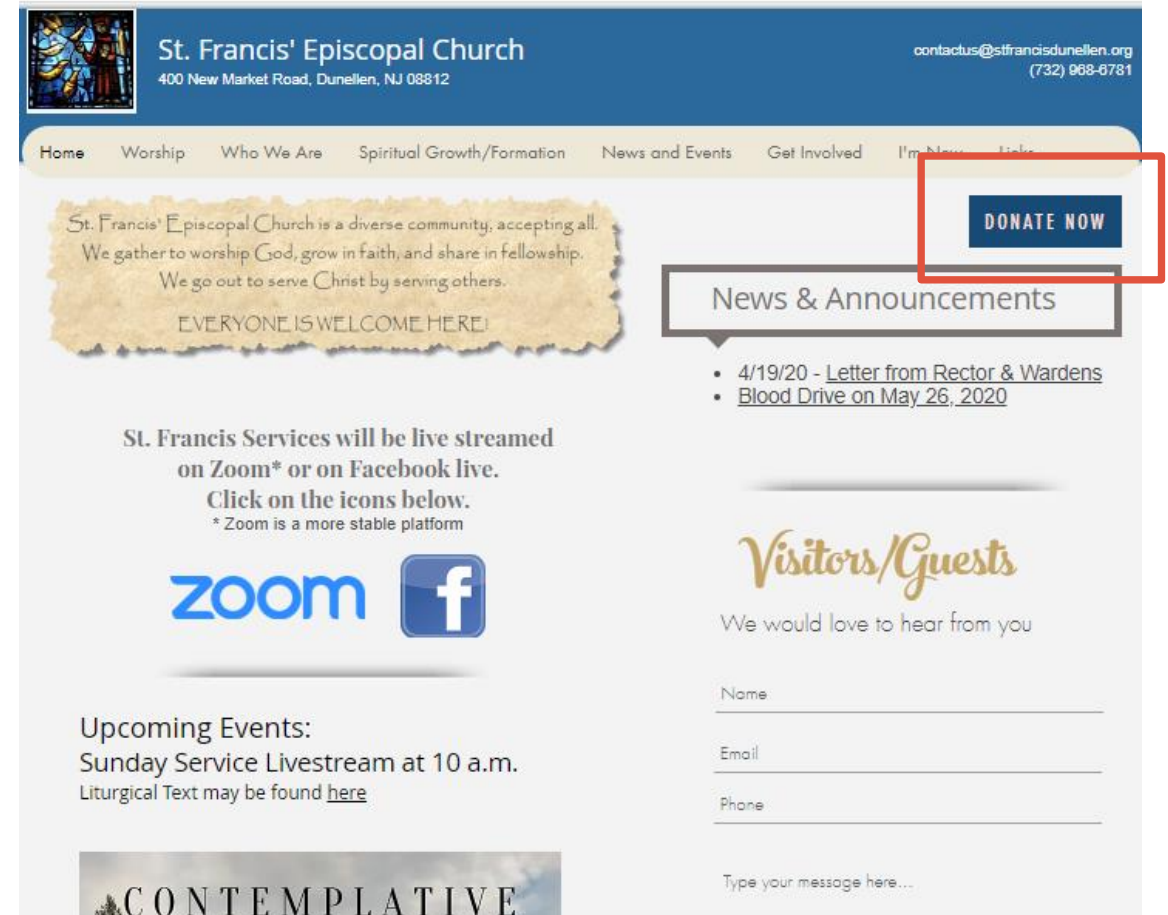
1 PROMOTE YOUR E-GIVING LINK

Make e-giving accessible by displaying link and/or text-to-give number in all your social media posts and ensure it is visible on your website

A rule of thumb for websites: can you find your donate button in five seconds or less?

Other places to include links:

- On every worship service livestream
- In emails and other communications
- In videos or video descriptions



Tips for Increasing Your E-Giving Participation

2 APPEAL FOR SUPPORT DURING LIVESTREAMS

Consider verbally appealing for financial support

- Reference a link displayed in the event description during the regular time of plate passing or announcements
- Synchronize request with a post in the comments section of your livestream
- Remember to thank those already giving in this manner
- Create a stand-alone video focusing on the impact of COVID-19 on your community

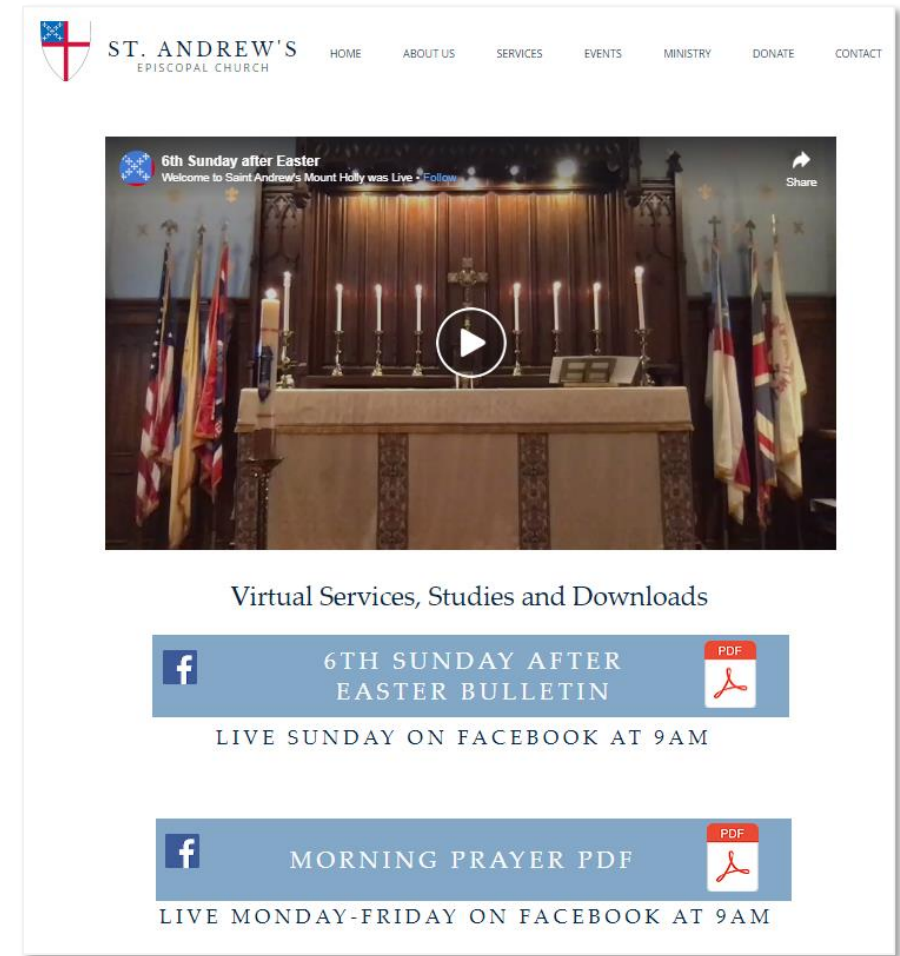
POLL QUESTION

How many of you are mentioning giving and the impact of COVID-19 on your congregation during live-streamed services?

Tips for Increasing Your E-Giving Participation

3 SHARE THE GOOD NEWS!

- Maintain daily or weekly contact with members using social media and through email communication.
- Parishes should consider communicating ways in which they have been ministering during COVID-19 such as:
 - services and celebrations by way of livestream
 - cleaning and sanitation of the church
 - weekly initiatives for children and the elderly
 - daily communication from clergy
 - prayer requests
- Encourage members to 'like' or 'share' your parish's livestreams on their feeds.

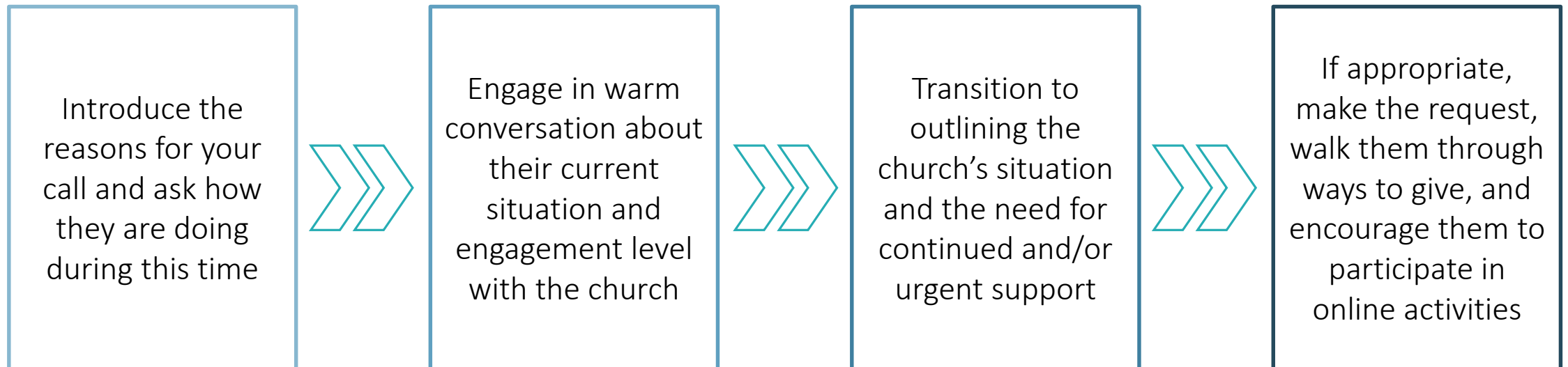


The screenshot shows the website for St. Andrew's Episcopal Church. At the top, there is a navigation menu with links for HOME, ABOUT US, SERVICES, EVENTS, MINISTRY, DONATE, and CONTACT. Below the navigation is a live stream video player titled "6th Sunday after Easter" with a play button in the center. Below the video player, there is a section titled "Virtual Services, Studies and Downloads". This section contains two promotional banners. The first banner is for the "6TH SUNDAY AFTER EASTER BULLETIN", which is available as a PDF download and is live on Facebook at 9 AM. The second banner is for the "MORNING PRAYER PDF", which is also available as a PDF download and is live on Facebook from Monday to Friday at 9 AM.

Tips for Increasing Your E-Giving Participation

4 CONNECT DIRECTLY WITH YOUR MEMBERS TO COMMUNICATE THE IMPACT OF COVID-19 ON THE PARISH AND ASK FOR SUPPORT

If appropriate, follow up these phone conversations with a link to your e-giving and list of ways member can engage with the parish virtually.



Parish Spotlight: All Saints Episcopal Church (Scotch Plains)

- Mid-March was our first Zoom Service (15 March)
- Vestry segmented Parishioner List to make calls / emails
 - Care & Concern Message
- SignUp for Homebound Parishioners to assist w/grocery and meals
- Weekly Emails
 - Zoom link for Services (Sunday, Wednesday & Bible Study)
 - Zoom link for Friday Fun (Trivia, Bingo, Scavenger Hunt)
 - Update about ministries in community
 - Info on giving possibilities
 - Migrated nearly 20 of plate to online giving
- Utilize Zoom & Facebook Live
 - Active attendance – match or exceed in-person
 - Received online donations from guests attending virtual church
 - Parishioners hosting watch parties (extending reach beyond our audience)
- Crafted & sent an email from Finance Chair re parish finances, sharing positives (pre-payment of pledges) and reminder about online giving, mail pick-up, and invited discussion
 - No one has indicated reduction / non-payment of pledge
 - Several indicated pre-payment



Natalie Krauser | Stewardship Chair
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BREAKOUT GROUP DISCUSSIONS

How are you increasing your e-giving participation during this time?

How would you transition to speaking about giving on a phone call?

What successes and challenges can you share from your recent efforts?



Resources

IMMEDIATE RESOURCES

1. Pledge & Plate Recovery and Growth Plan
2. Sample Tools and Materials
(Pledge & Plate Recovery and Growth Plan Appendix)
3. Weekly Trainings
(*Tuesdays at 7pm / Wednesdays at 10am*)
4. Assistance with List Segmentation
(*Email Evelyn at echen@ccsfundraising.com for more information*)

RESOURCES TO COME

1. Regular updates and lessons learned
2. Diocesan content including online messages from Bishop Stokes

Immediate Next Steps

COMPLETED:

- Developing your COVID-19 impact statement
- Organizing and segmenting your database
- Recruiting volunteers and assigning them families for outreach

If you still haven't completed the above, let us know your challenges and how we can help!

YOU SHOULD BE MAKING PHONE CALLS!

If you would like our thoughts on your impact statement, please feel free to send them to us at ednj@ccsfundraising.com.



APPENDIX

Traditional Steps for Engaging Families



PHONE CALLS

- Daily calls to families:
 - ✓ Ask them how they're doing
 - ✓ Give parish updates
 - ✓ Pray with them
 - ✓ Thank them for their generosity
 - ✓ Ask for their continued support
 - ✓ Confirm or secure their email for follow-ups
- Prioritize families with means
- Follow up with an email and link to give



EMAILS

- At least once a week to everyone for whom you have an email address
 - ✓ Words of encouragement
 - ✓ Behind the scenes of what the Rector has been working on to further the mission of the parish
 - ✓ New information from the Diocese
 - ✓ Link to service that week (if recorded)
 - ✓ Link to give



LETTERS

- One or twice a month to everyone in the congregation to keep them informed
- Include URL to give; keep it simple



PRE-RECORDED CALLS

- Inform when services are available to watch Live or on the website/Facebook page
- Request support

Virtual Communities



FACEBOOK

- Livestream services for your congregation
- Keep members and families updated on what's happening in the parish
- Request and share photos of members as a reminder of the parish mission
- Provide links to give



YOUTUBE

- Record services and post for your members to watch at their convenience
- Send via email and/or post to social media
- Share other parish or Diocesan videos
 - Video examples include: daily prayer, pastoral messages, reminders of ways to support online

57 congregations are offering livestreamed services

Virtual Communities (cont'd)

WEBINARS / VIRTUAL MEETINGS

- Use video platforms like Zoom to:
 - Host live webinars and virtual meetings
 - Conduct bible studies and prayer gatherings
 - Continue gatherings with ministry leaders and individual ministry groups to stay in touch

EMAILS

- Images and video content embedded within
- Conduct surveys and event registrations
- Links to YouTube, Facebook, Twitter, and Blogs
- Messages from the Bishop, Rector, and parish leaders
- “Give Now” link in every email

WEBSITE

- Update consistently to maintain relevance
- Another platform to share videos
- “Give Now” button on every page
- Best platform for posting financial data
- Online giving platform

