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.
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
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Last Week’s Progress

- **29%** have developed your COVID-19 impact statement (same as the previous week)
- **42%** 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?**

- Very comfortable: 11%
- Comfortable: 40%
- Uncomfortable: 36%
- Very uncomfortable: 13%
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

1. QUANTIFY IMPACT
2. ORGANIZE CONTACTS
3. INITIATE ENGAGEMENT
4. CELEBRATE SUCCESSES
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.

Sources: Nonprofit Source, Federal Reserve
Poll Question

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.
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.

- Introduce the reasons for your call and ask how they are doing during this time
- Engage in warm conversation about their current situation and engagement level with the church
- Transition to outlining the church’s situation and the need for continued and/or urgent support
- If appropriate, make the request, walk them through ways to give, and encourage them to participate in online activities
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

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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?
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.
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

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

**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

**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

POPULAR EMAIL SERVICES
- FlockNote
- Constant Contact
- MailChimp