



# STEWARDSHIP, STABILITY, & SUSTAINABILITY

---

## MESSAGING AND STORY TELLING

April 27, 2021



# Agenda

## *Opening Prayer*

1. Framing our conversation
2. Messaging and storytelling
3. Elevator pitch (What is your 'Why'?)
4. Breakout exercise
5. Discussion

## *Closing Prayer*

# FRAMING OUR CONVERSATION

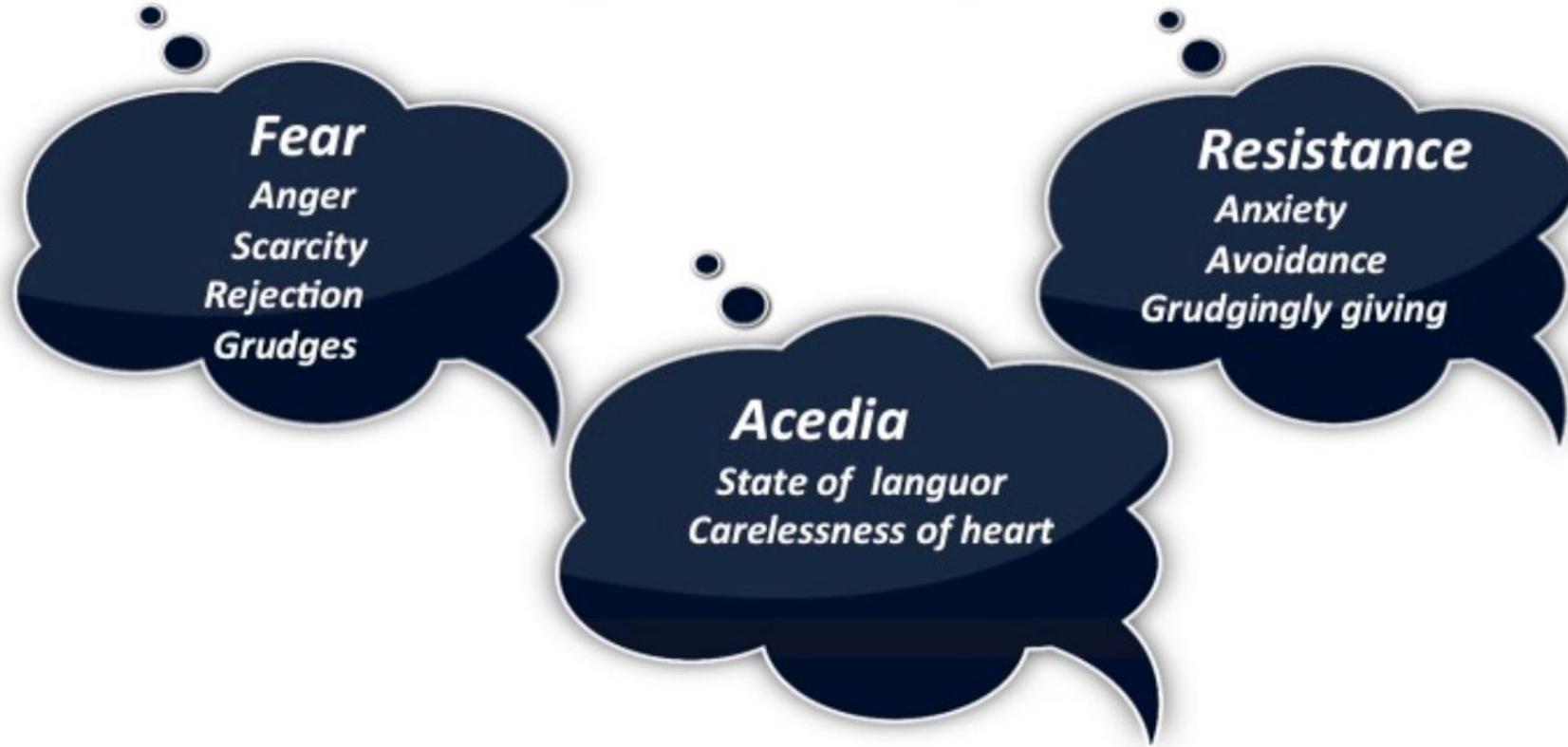




Why?

---

# Fear, Resistance, Acedia



## DISCUSSION:

- Which of the intangibles do you most identify with?
- Which intangible do you believe will be the greatest hurdle in your congregation?

# *Addressing the intangibles...*



## **DISCUSSION:**

- Which ways of addressing the intangibles do you most identify with?
- Which do you believe will be the most needed in your congregation?

# THE BASICS

People give to people

People give because they are asked

People give to a winning cause

The best solicitors are donors themselves

Donors respond to specific requests for support

Giving is contagious

All donors deserve recognition for their gifts

Personal visits result in larger gifts

# MESSAGING AND STORYTELLING



# DEFINING THE GOALS

Before embarking on any kind of Stewardship Campaign it is important to know why we are doing it. Asking ourselves the following questions may help us to focus on the needs of our church, the direction it is taking now, and the direction we would like it to take in the future.

- What attracts you to the church?
- What drawbacks does it have?
- How is the church viewed locally?
- Where are we now? / How are we doing? / How has COVID-19 impacted our church?
- How has our time apart from each other changed our view of mission and ministry?

Why are we conducting this campaign?

- Financial security?
- Spiritual growth?
- Membership growth?
- Local mission?
- Program for youth?
- Lost sheep?
- Other reasons?



# MESSAGING YOUR CASE FOR SUPPORT

Case messaging will be conveyed in many ways, including:

- Casual conversations with parishioners
- Formal collateral (**case statement**, proposals, etc.)
- Special events (materials, speakers, etc.)

Case messaging should aim to:

- Present big ideas and goals: this is **not just “business as usual”**
- Make a compelling argument for parishioners’ personal involvement: you are presenting them with **a unique opportunity**
- Articulate the impact of their support: what will their support **make possible?**
- Inspire “sacrificial” giving: why is now the time for them to **go above and beyond annual stewardship?**

# BUILDING YOUR CASE FOR SUPPORT



TELL PEOPLE  
WHY



INVITE THEM TO  
NAME THEIR WHY



CALL THEM  
TO JOIN IN

# THE POWER OF STORIES

- Stories tap into how people process and recall information – they're more memorable than facts and figures
- Stories are both portable and “viral”: when they're good, we recount them



# INTEGRATING STORIES INTO MAJOR GIFT MESSAGING

- It's more essential than ever to facilitate **memorable conversations** with prospective donors
- Stories **show what your congregation and the church stands for** and why it's worthy of significant investment
- Compelling anecdotes, parishioner bios, or program profiles generate interest in the fundraising goals by illustrating achievements and reiterating why **investing in the Church so important**

# CUSTOMIZE THE STORY FOR DONOR ENGAGEMENT

Leverage cultivation meetings to uncover parishioner's specific areas of interest



Identify elements of the case that relate to their experience



Integrate their philanthropic priorities into the delivery of the vision



Contextualize the importance of the donor's gift in congregation's success



Show the donor their impact, don't just tell

# ELEVATOR PITCH



# WHAT IS AN ELEVATOR PITCH?

## An elevator pitch is *not* just:

- A memorized monologue
- A one-sided conversation
- A sales pitch

## An elevator pitch is:

- Easy to understand and concise, with stories, facts and figures
- About your congregation and your involvement
- Under one minute
- Intriguing to the prospective donor so they'll accept a meeting request to hear more



# KEYS TO A SUCCESSFUL ELEVATOR PITCH



# BUILD YOUR STORY

1. **Craft your introduction:** Describe your congregation, its mission, and impact – why does your congregation strive to fulfill this mission? Why is this important to you personally and why are you speaking with them today? What would you most want your listener to remember about the *why*?
2. **Describe the Church's unique value proposition:** What is the benefit of being a member of this congregation? What makes it stand out among its peers? What is the impact the congregation has on the community? On the individual?
3. **Invite the prospect to learn more :** What are the congregation's immediate goals? What is the timeframe?

## *Key Questions to consider:*

- *What does the congregation mean to you and your family?*
- *Why do you want to support the congregation?*
- *Why should others support congregation?*

## PRACTICE SCENARIO



You have one minute to share why you're involved, the vision of your congregation and how increased support will help.

Task: 10 minutes to write your pitch  
15 minutes to practice with your group



# DISCUSSION

---

[ccsfundraising.com](http://ccsfundraising.com)

[ednj@ccsfundraising.com](mailto:ednj@ccsfundraising.com)

