

End of Year Fundraising



Agenda

Quick Introduction

Wesleyan Theology of
Fundraising

Giving USA Trends

5 Best Practices

5 Things to Always Do

Insight from B J Brack

Q&A

Resources





A Wesleyan Theology of Fundraising





Highlights from Giving USA 2024 Report



Highlights!!!!

- Giving across all sectors (individuals, corporations, foundations, and bequests) increased slightly dollar-wise, which is nice, but was slightly down when adjusted for inflation, which is not nice.
- Giving to religious organizations remains the largest single recipient, receiving 24% of all giving, \$145 billion! Total giving was around \$557 billion.
- Bequest giving continues to grow and make a difference.
- The report continues to recommend that you provide multiple ways to give to encourage and grow individual giving.



Five Best Practices

- A significant amount of individual giving happens in December. Take advantage of that natural generosity and seek to harness it for your church. But how!?
- Be able to state clearly the mission of your church and the impact that your church has had on its members, local community, and the world. Let's practice this.
- Ask a LOT (and have trusted church leaders ask) for a special Christmas gift to grow the church's mission. If there is a missional project that needs funding, consider focusing your energy on that. Avoid the pitfall of thinking that people will be interested in the building. Mission happens in buildings! Begin asking NOW and keep asking until the end that year.
- Ask with Purpose. Let's practice this!
- Focus on the long-term Mission and Impact of your church in asking for bequests.



Always Do These Things (aka more best practices)

- Always say thank you!
- Talk about things that are going well and are making a difference. Avoid talking about bills or broken things. Talk about mission.
- Be positive when you ask. Do not apologize for asking. An apology weakens the impact of the ask.
- Be clear and concise in your statements on mission and impact. "Our church does this really well and we need your support as a special Christmas gift to continue growing this important thing."
- Celebrate Giving! Don't spend time talking about those who do not give or that there is not enough or speak about giving in ways that creates shame. Positive messages deliver positive results. .





Insights from B J Brack





Q&A



Resources

The Lewis Center for Church Leadership at Wesley Theological Seminary

<https://www.churchleadership.com/>

Stewardship at Discipleship Ministries

<https://www.umcdiscipleship.org/equipping-leaders/stewardship>

Horizons Stewardship:

<https://www.horizons.net/>

Small Membership Church Improvement Fund

<https://twkumc.org/news/administration/small-membership-church-improvement-fund/>

UMC Support: Church Giving Best Practices,
Nov. 13 @1pm

https://us02web.zoom.us/webinar/register/8517277177543/WN_g-95C0qiRI2ZRb9er0GEzg#/registration



Thank you

Matthew Charlton

615-686-9252

matthew.charlton@twkumc.org