



ICSC CONFERENCE 2020

TITHES OF THE SAINTS

Cultivating Leadership Donors

A PRESENTATION BY DENIS GREENE
OF CHURCH DEVELOPMENT



Agenda

1. Creating a culture of stewardship (During COVID)
2. The 80/20 principle
3. Who are your lead donors & *potential* leadership donors
4. Preparing top donors to give generously
 - a. Engaging donors as decision makers
 - b. Engaging donors as volunteers
 - c. Connecting donors socially
5. Time frame/calendar of a capital campaign
6. The Ask
7. Thanking and follow through - Planned Giving

Agenda

Summary

- A) Identify your current and potential leadership donors**
- B) Engage them deliberately**

Generosity will follow

Get These Slides...

1. Visit Church Development's Virtual Booth for this presentation's slides and additional resources
2. Email me office@church-development.com
3. Call me (Denis Greene) if you need coaching on planning for a capital campaign, increasing offertory and assistance with visiting major donors 816-560-3641



Founded 1992

Our mission is to 1) increase parish stewardship and 2) servant leadership of church capital campaigns.

*Over \$200 million in **church capital campaigns** and over \$800 million in annual stewardship giving to ministries.*

- Based in scripture and 30 years of **research/experience**
- “Ask” based in prayer not pressure
- Increase weekly giving for 3 years afterwards
- Planned giving program begins after capital campaign

www.church-development.com

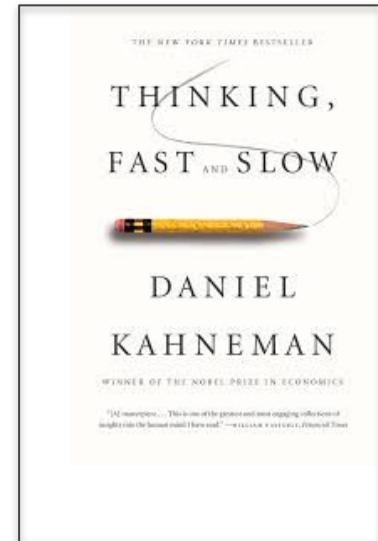


1 Peter 4:10

Like good stewards of the manifold grace of God,
serve one another with whatever gift each of you
has received.

Behavioral Economics Research

- “Thinking Fast and Slow”
- By Daniel Kahneman, PhD
- Nobel prize winning research on how people make economic decisions





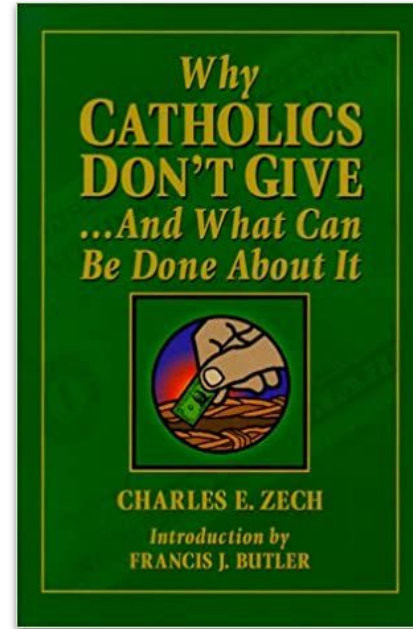
Consulting Experience

Denis Greene

Over 30 years experience. Raised over \$200,000,000 for over 100 clients. A husband, father, cancer survivor. Author of “Stewardship System: How to increase generosity without fundraising”, published research on the cognitive strategies of consistent innovators in IJIER Vol 5 #8, daily prayer practice.

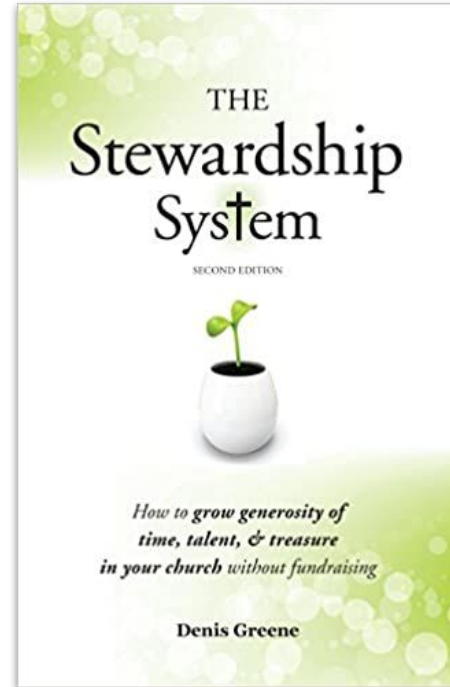
Why don't people give generously to their church?

1. Obfuscation
2. Isolation
3. Never asking
4. No investment in Development



Why do people give generously to their church?

1. Embrace stewardship
2. Prayer and Discernment
3. Involvement in a decision
4. Social connection
5. Volunteer engagement
6. Asked
7. Thanked

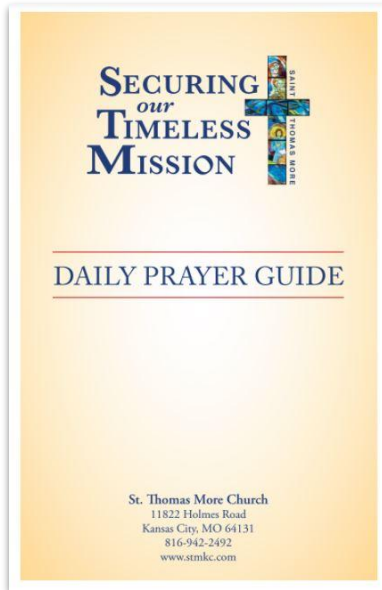


([The Stewardship System](#) - year round stewardship)

Creating a Culture of Stewardship

1. 1 Peter 4:10
2. Stewardship education: by lay speakers
 - a. On video, by email
 - b. On website
3. Bulletin stories
4. Prayer guide
5. Discernment homilies
6. Time of prayer
7. Proven strategy for praying with donors?

Story



St. Thomas More Parish

- 3rd capital campaign
- For paint and debt
- Success in engaging members in prayer and discernment
- ***Lead donors were stewardship authors***

Who are major donors?

1. To identify current major donors
 - a. Examine your past giving records
 - b. Include the past 3 years
 - c. List by amount
2. To identify potential major donors
 - a. Run your entire list through a donor research firm
 - b. Ask your confidential team
3. Make a list: Top 10, Top 100



The Rule

GIFT RANGE CHART

# OF GIFTS	AMOUNT OF GIFT	YEARLY AMOUNT	TOTAL OF GIFTS	CUMULATIVE TOTAL
1	\$1,000,000	\$333,333	\$1,000,000	\$1,000,000
2	\$500,000	\$166,666	\$1,000,000	\$2,000,000
3	\$250,000	\$83,333	\$750,000	\$2,750,000
4	\$100,000	\$33,333	\$400,000	\$3,150,000
7	\$50,000	\$16,666	\$350,000	\$3,500,000
12	\$25,000	\$8,333	\$300,000	\$3,800,000
20	\$18,000	\$6,000	\$360,000	\$4,160,000
25	\$15,000	\$5,000	\$375,000	\$4,535,000
33	\$9,000	\$3,000	\$297,000	\$4,832,000
40	\$6,000	\$2,000	\$240,000	\$5,072,000
44	\$3,600	\$1,200	\$158,400	\$5,230,400
50	\$1,800	\$600	\$90,000	\$5,320,400
many gifts	under \$1,800			\$5,400,000

Story



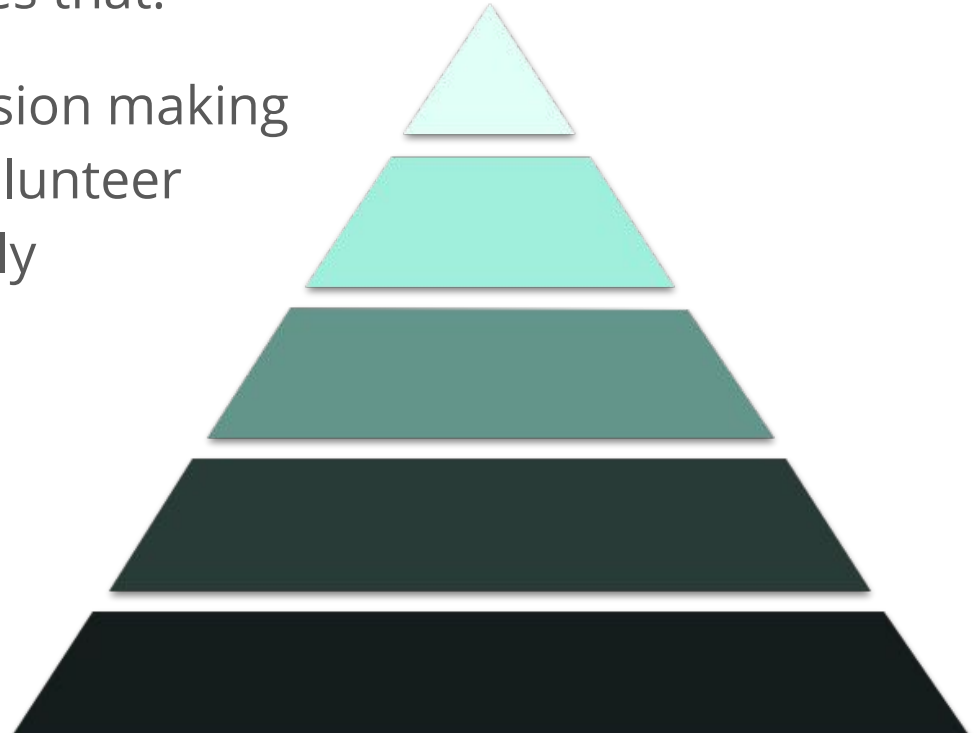
St. Ann Catholic Church

- 700% of annual giving
- \$1,000,000 lead donor
- Parties at the pastor's home

Top 10 Lead Donors Tailored Plan

Your plan will include activities that:

1. Involve the donor in decision making
2. Engage the donor as a volunteer
3. Connect the donor socially



Story

Living Legacy of Faith: **Transforming Lives**
Inviting your support of the new

OUR LADY OF THE ANGELS
Adoration Chapel

HOLY ANGELS PARISH
BASEHOR, KANSAS


Message from our Pastor
Holy Angels is a dynamic parish—vibrant with activities for persons of all ages. We have abundant opportunities to worship, pray, serve others, learn, grow in our faith and socialize.

As we observe the 150th anniversary of the founding of our parish, the Pastoral and Finance Councils have identified an expanded opportunity to further enhance the faith of our parishioners and to evangelize people of the surrounding communities. It is our goal to take the parish to yet another level: that of transforming lives and living and leaving a legacy of faith through the introduction of the new Our Lady of the Angels Adoration Chapel.

The addition of the Perpetual Adoration Chapel will serve as a powerful and powerful resource that will allow each of us to grow in our personal relationship with Jesus in the Blessed Sacrament. It will bring us many blessings as a parish community with our priorities focused on Christ among us at all times. And we hope prayer offered in the chapel will have community and world-wide implications.

Let us join together to take our parish to this next level of spiritual development and provide a solid foundation for future generations with this new, dedicated sacred space, available 24 hours a day for prayer and meditation.

Fr. Richard McDonald
Father Richard McDonald



— Proposed Chapel —

— Proposed Chapel —

What is a Perpetual Adoration Chapel?

- A Perpetual Adoration Chapel is a sacred space where persons can pray in the presence of Christ in the Eucharistic host prominently placed and exposed for viewing. The chapel is accessible 24/7.
- Parishioners and friends from neighboring parishes can visit at any time of their choosing for prayer, meditation and forming a closer personal relationship with Jesus Christ.

We're entering Holy Angels Parish 150th Jubilee Year celebrations. What better gift can we give to parishioners, surrounding communities and future generations than this sacred space dedicated to prayer and devotion to the Blessed Sacrament, Christ in the Eucharist!

Pope Francis has proclaimed the Jubilee Year of Mercy from December 8, 2015 through November 20, 2016. What better time to develop this new Adoration Chapel to accommodate ongoing and perpetual prayers of compassion, mercy and reconciliation!

Our Lady of the Angels

- Small group events
- Dialog
- New chapel design input
- Leadership Advisory Board

Story



Saint Philip Benizi
A PARISH OF THE ROMAN CATHOLIC
ARCHDIOCESE OF ATLANTA

St. Philip Benizi Parish

- Archbishop Gregory John Hartmayer
- 4 different cultures
- Small group events
- Dialog
- New building input
- Top \$1M donor at a later campaign was a visitor

#2: Engage as Volunteers

- Serve on an advisory team
- **Host a meeting in their home**
- Get a quote from them on video
- Help create a plan
- Give the pastor
- Serve on PETYAC Team



Story

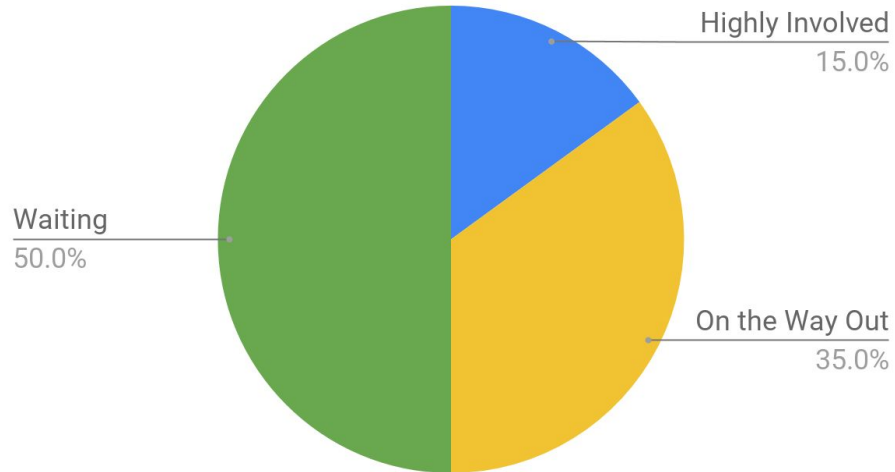


St. Paul of the Cross

- Renovation
- Loss of school
- 3 different cultures
- 6 co-chairs
- 100+ volunteers on prayer, event, thanks, youth, ambassador and communication teams

#3: Connect Lead Donors Socially

Members of Your Church



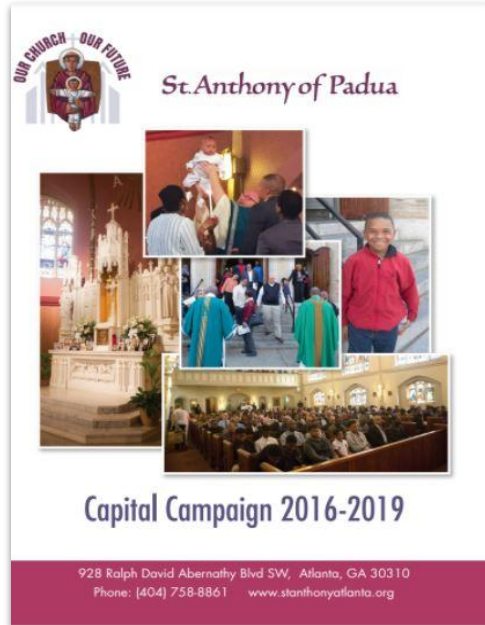
#3: Connecting Lead Donors Socially

Capital campaign social connecting

- Meeting peers during cultivation with the pastor
- Be a spokesperson
- Answer questions
- Serve on the team



Story



OUR CHURCH • OUR FUTURE

St. Anthony of Padua

Capital Campaign 2016-2019

928 Ralph David Abernathy Blvd SW, Atlanta, GA 30310
Phone: [404] 758-8861 www.stanthonyatlanta.org

The poster features a collage of images: a priest holding a baby, a young boy in a red jacket, a church altar, and a church service. The text is in a serif font, and the bottom has a dark red background with white text.



ST. ANTHONY OF PADUA THROUGH THE YEARS

1902 Father Lawrence Henry, Superior of the Order of St. Anthony, arrives in Atlanta to organize the Catholic community in the Southeast.

1903 The first Mass celebrated in the Town of St. Anthony.

1905 September 20, Parish Assembly organized in the Archdiocese of Atlanta.

1911 Church broken and corner of St. Anthony's School opened for the 80 years.

1912 Sisters of St. Joseph begin school.

1924 Present building dedicated. Construction began including Catholic Home, playground, 20 years.

1925 20 years.

1940 40 years.

1994 Renovation of the roof and new HVAC systems installed.

2004 100 years.

2016 114th anniversary of the church was celebrated.

IN APPRECIATION
As a thank you for your prayerful participation, each person who contributed to the capital campaign is entitled to a personal certificate of appreciation. Personal checks will receive the maximum amount of the tax deduction. We encourage you to make your contribution in the form of a personal check. It will be a wonderful way to support our church and our future.

St. Anthony of Padua

- Restoration
- Many opportunities for input
- Exuberant pastor
- One on one engagement

The Ask

- Top 10 - ask in person with pastor
- Top 100 - ask in person with a campaign leader
- Everyone
 - Make a % of income ask
 - Item to sponsor
 - Visual auditory kinesthetic
 - Foundation cost \$1M
 - 1 square foot cost \$360 or \$10 per month
 - Pray and discern

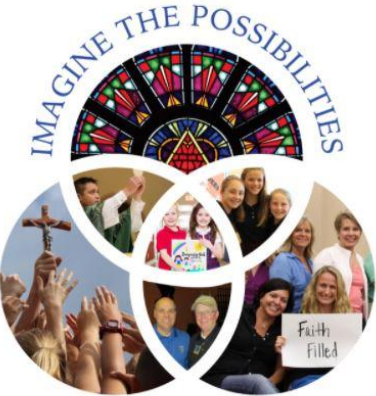


One-on-One Asks with Major Donors

- *Remember, this person is not a stranger - your work has helped build a relationship with this person*
- Ask them for their opinions on the campaign
- “I'd like you to consider sponsoring the education wing”
- “I'd like you to consider being one of our leadership donors”



Story



IMAGINE THE POSSIBILITIES

OPERATION DEBT ELIMINATION

Commitment Weekend
June 10-11, 2017

Holy Trinity Catholic Church
13615 W 92ND STREET, LENEXA, KANSAS 66215



How to Give to the Campaign

on the open market and demand the proceeds from the sale. Please remember to consult your financial advisor before selling stock.

- Providing a way to help you achieve your long-term financial objective of reducing your income and estate taxes.
- If you have securities that have declined in value over the years and are interested in donating them to Holy Trinity Catholic Church, you may find it most advantageous to sell the securities first and contribute the proceeds as opposed to donating the securities outright. This strategy should allow you to obtain a deduction for both the loss from the sale of the securities as well as the charitable gift.

All transfers must meet the terms and policy of the State of Kansas City in Kansas.

OTHER ASSETS

Gifts of personal property also may be a part of your campaign gift. This would include such items as art, antiques, coins, jewelry, books, etc. To make the gift, please contact the Campaign Office at 913.866.2770 for more information. You should consult your financial advisor before making a gift arrangement.

GIVING GIFTS

If you are an employee, you should consult your Human Resources Department to see how you can make a gift.

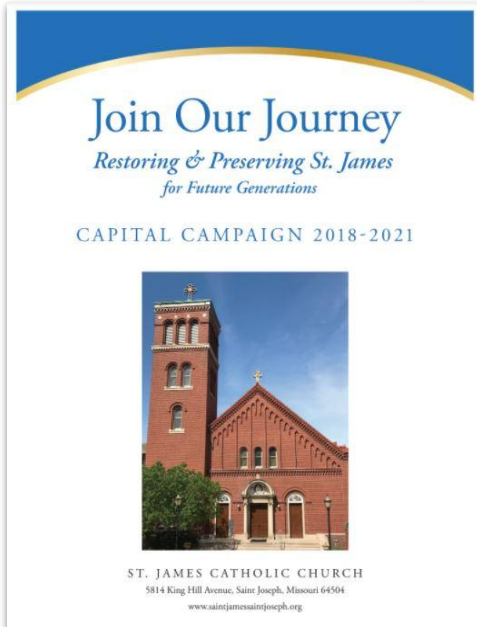
Holy Trinity

- Visioning dinners with the pastor in the rectory
- Share the parish needs
- Thank you gifts
- Spontaneous gifts of \$100,000

Capital Campaign Calendar

- Right now, identify top 10 major donors, top 100
 - a. Donor research - who *should* be in the top 100?
 - b. Top donor engagement activities start ASAP 1 year before capital campaign commitment Sunday
- Stewardship education
- Thank everyone for past donations and volunteering
- Annual report
- Sermons, announcements
- Mail, email info
- Personal contact
- Commitment Sunday
- Follow up

Story



St. James Catholic Church

- Chair of the campaign was a lead donor
- Top donor was a former student 60 years ago

Thanking & Follow Through Planned Giving

Top 100

- Call from pastor
- Personal note from pastor

Everyone

- Personalized letter from pastor
- Personal note from volunteer
- Symbolic gift

Planned Giving

- 1 year later ask for an estate gift



Story

Fulfilling Our Vision
Building Our Church
TOGETHER

ONE CAMPAIGN
THREE COMMITMENTS

- 1 3 Year Capital Campaign**
January 2020 - December 2022
- 2 Annual Stewardship**
January 2020 - December 2020
- 3 Annual Catholic Appeal**
January 2020 - December 2020
(information in packet)

Commitment Weekend
DECEMBER 7 & 8, 2019

ST. MARGARET OF SCOTLAND
CATHOLIC CHURCH
777 NE Blackwell Road,
Lee's Summit, MO 64086
(816) 246-6800 stmoa.org

St. Margaret of Scotland Catholic Church

- 3rd capital campaign
- New church construction
- Preparing members for the next capital campaign
- Annual giving up 20% after capital campaign that raised 300% of annual giving

Brilliant Insight!!!

Summary

- A) Identify your current and potential leadership donors
- B) Engage them regularly

Generosity will follow

Chat after this presentation

**Live @ Exhibitor Booth for Church
Development**

12:15PM - 2PM EST

(and all week during exhibitor hours)

Consulting Experience

- Over 200 churches of all sizes served
- Over \$200,000,000 in capital campaigns and over \$800,000,000 in annual stewardship campaigns
- Campaign purposes
 - New construction
 - Remodelling
 - Debt
- Average results 250% annual giving



Measure Success of a Capital Campaign

- Campaign is tailored to unique personality of the congregation
- Increased volunteerism
- Increased annual stewardship by 10%
- Dollars raised + 250%
- Increased morale
- Increase in culture of prayer and discernment
- Membership increase

Engaging a consultant is Prudent

- We have limited funds to engage a consultant, is that prudent? Yes it is prudent, we will raise dramatically more money with a professional consultant.
- The average “do it yourself” campaign raises 50% of annual giving in three year pledges
- Church Development raises an average of 250% of annual giving in three year pledges
- Annual giving increases 10%
 - Planned giving goal is to raise 250% of annual giving in estate gifts in addition to the capital campaign

Denis Greene

President of Church Development

816-560-3641

denis@church-development.com

www.church-development.com