

Parish Development Committee

What is the *Mission* of the Church and how does what we need from parishioners bring that Mission to reality?

- Growth

- Individual spiritual growth

- stronger relationship with God and others
- a fulfilled life in accordance with God's calling for each person
- lasting marriages and family relationships

- Growth in Church membership

- more people to work in support of the Church's Mission
- more people to inspire others to participate in the life of the Church
- more ministries to be offered to individuals by way of collective involvement
 - youth facilities
 - fellowship hall
 - class rooms
 - senior citizens services
 - community outreach
 - expanded charitable contributions to society (Philoptochos)

People carry the message and the vision of the Church

- We help each other to carry this message.
- Like the Apostles, we pray for and work with each other.
 - We are connected to each other
 - This is our Archdiocese
 - Archdiocese Parish Development Support for parishes:
 - Stewardship
 - Capital Campaigns
 - Strategic Planning
 - Grant Research and Proposal Drafting

- The goal of the Archdiocese is to encourage each parish to adapt the genuine "Orthodox Mind-set" for parish development and growth.
- The use of techniques in the business world is adapted for use for the Church in accordance with the "Orthodox Mind-Set."
 - "Orthodox Mind-Set" is that we do everything for God's glory. We "commit ourselves and one another and our whole life to Christ our God." Hence, money, time, talent are our "offering of Gifts from Your [God's] own Gifts." Therefore, technology, mediums, programs, etc., are *tools* that are used within this mind-set, which insures the proper ethical and moral use of these tools.
- Why do people give?
 - In the business world:
 - They give to invest.
 - They give because they believe in the leadership
 - They give to promote self or self or self-interest

- giving because of financial stability

- Reasons for giving to the Church:

- giving because one believes in God and His Church
- giving because one believes in the leadership
- giving to give back out of gratitude in honor or memory of a loved one
- giving to “offer what is His own of His own.”
- giving because of financial transparency

- At least three types of financial giving:

- as part of worship (ideally, this is what is meant by “stewardship”)
- capital giving - special gifts for construction, repairs, lasting needs
- planned giving—estate giving, wills

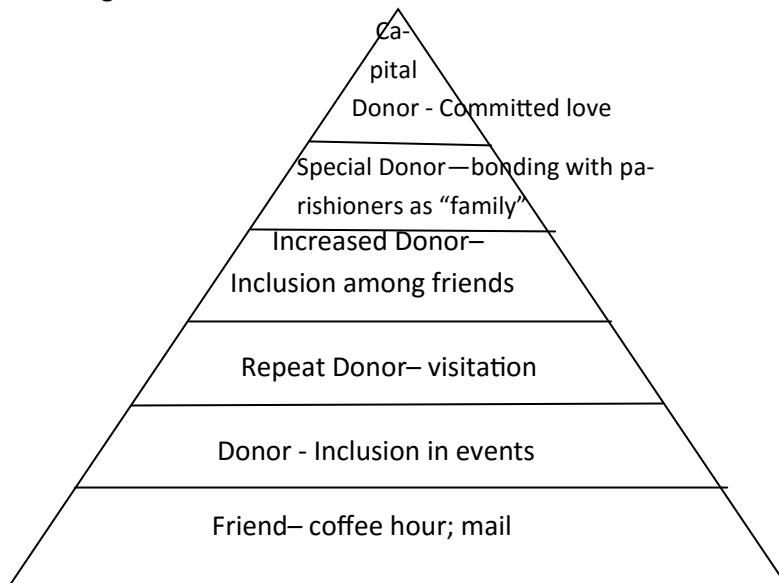
- Two types of “value” giving:

- Time
- Talent

NOTE: “Value” giving does not pay bills: electricity, salaries, construction, repairs, etc.

“Value” giving does save on costs: labor, professional fees,

- Giving to the Church is based more on *relationships* than on return of investment
 - Return of spiritual comfort: example...seeing one’s grandchild entering the new Sunday School class room; seeing an icon permanently installed to remember a loved one.
 - Knowing that one’s gift is valued by others.
- The “Monetary Giving Pyramid” suggests that the more one is connected with the parish, the more one will want to give in accordance with their means.



- What do we need?
 - Identifying *what* is needed and *why* it is needed is crucial for beginning a campaign.
 - the “what” and “why” must be consistent with the Mission of the Church

- financial goal must be announced. This must be based on actual costs given through Professional estimates; bids; appraisals.

- The critical phase of fundraising is the “kick-off” event. This event requires solid preparation:
 - The Cost.
 - The commitments
 - The appeal

- An example of a very good “kick-off” event is shown here. (A purely hypothetical example)

A parish is in need of a \$10,000 painting project

- The cost: \$10,000
- The commitments:

- Commitments must come first from those who are sincere about meeting the need. This is done by asking for their commitment (each member of the parish council may speak to a friend about the importance of meeting this need.) For the sake of example, Parish Council members approach four members who have expressed their concern that the painting must be done: Jane, Bill, Sally and John. Each commit by giving according to their means:

Jane gives..... \$2,000
Bill gives..... \$1,000
Sally gives..... \$1,000
John gives..... \$2,000
Total..... \$6,000

Now we plan for the “kick-off” event.

At this event, the following is stated: “As you all know many parishioners have expressed their concern that a painting project be completed. We have invited you all here to be a part of the fundraising effort that is needed in order to complete this project. As reported in our announcement (and/or at our General Assembly meeting), the project costs \$10,000. The good news is that we have already raised \$6,000.”

The response is usually: “Wow.” That’s great, all we need is a little bit more.”

To which is added: “We need each of you to contribute whatever you can so that we can meet our goal of \$10,000. “

- A few things to note here: 1) people are sold on the need, because some have already given. 2) people want to feel a part of something that is in reach of reality. 3) people will have spiritual satisfaction knowing that their church edifice looks well kept for God’s glory and as a good contribution to the community landscape. 4) the project is completed *as a parish effort*, rather than by the effort of one person or a “clique.”

In this example, the parish can stay away from “giving with strings attached.” The best advice: walk away from “strings-attached” donations. 1) Accepting such sets a bad precedence. 2) The “strings” that are “attached” often come back to haunt the parish. The “strings” often do not measure up to the overall Mission of the Church, collectively. Note: “Strings attached” does not mean that one is not acknowledged for his or her giving; thank you letters and fixing plaques of remembrance are important. However, examples of “strings attached” are:

“I’ll give, provided my name is put up in lights.”

“I’ll give, provided that my brother gets the next parish construction job.”

“I’ll give only if the Archdiocese makes me an Archon.”

- "I'll give provided my family can come to all church affairs in the future for free."

"Matching funds" giving is not "strings attached" giving, since it encourages others to give, as well.

The same principle applies for meeting the needs of a major project, as it does for a small "painting project." A major project would be to build a new church. Again, planning needs to be done before the "kick-off" event. The planning follows the same parameters, only with more sophistication. Now, we need "Capital Donors" to back the project and more than just four people like Jane, Bill, Sally and John.

Knowledge of parishioners is key. There are some who are very wealthy, but they are not involved in the life of the Church. Others are not wealthy at all, but are very involved in the life of the Church. Many others are somewhere in the middle. Upon careful study, averages can be contemplated. A parish of approximately 200 family is going to want to consider building a church temple, if they have not already done so. Below is a typical analysis of such a situation:

CAPITAL CHURCH BUILDING FUNDRAISING CAMPAIGN

GIFT CHART

Mission: To raise \$2,000,000 to build a church for the parish of 200 families

Number	Amount	Prospects	Ratio	Subtotal	Cumulative
1	\$200,000	5	5:1	\$200,000	\$200,000
4	\$100,000	16	4:1	\$400,000	\$600,000
8	\$ 50,000	24	3:1	\$400,000	\$1,000,000
15	\$ 25,000	45	3:1	\$375,000	\$1,375,000
20	\$10,000	40	2:1	\$200,000	\$1,575,000
30	\$ 5,000	60	2:1	\$150,000	\$1,725,000
Others	\$2,500	many	1:1	\$275,000	\$2,000,000

Looking at the chart we would analyze:

We need at least one person to give \$200,000. We have 5 people who are able to do so. Of the 5, 1 will actually give. We need at least 4 people to give \$100,000. 16 people are able to do so. 4 of those 16 will actually give. We need at least 8 people to give \$50,000. We have 24 who are able to do so. For every 24 that are able, 3 will actually give. The same is true for those who will give \$25,000. We want 20 people to give at least \$10,000. Of those 40 are able to do so. Half of them will give. We need another 30 people to give \$5,000. Half of them, out of 60 who can, will give. Most people will jump on the band wagon and at least give \$2,500. Of those asked nearly everyone gives something. In the end, \$2,000,000 is raised and the church temple is built.

In the end, participation of everyone is vital in order to maintain unity in the parish. The invitation for everyone to give is a key factor in on-going stewardship. Everyone has something to offer and everyone is needed.

Stewardship is a spiritual investment. It is also a statement of our love for Christ and His Church. It is also a lasting prayer for the handing on of the Faith to the future generations, be they future converts or the children and grandchildren of today's parishioners.