

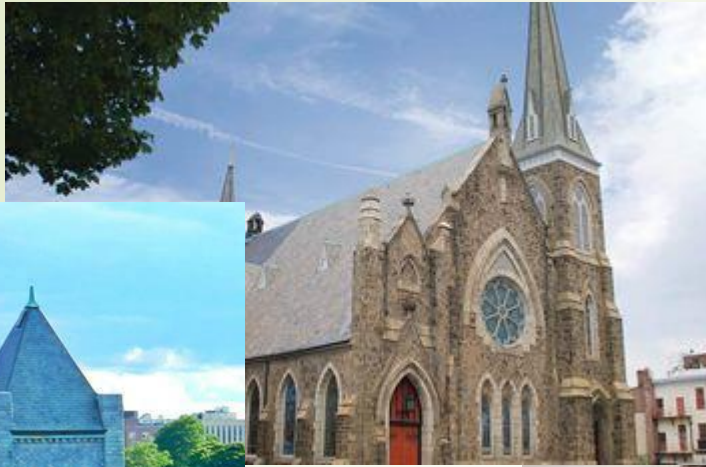


“How to Ask for Money without (usually) Asking

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Know Your People





Know Your History






Know Your Context





Remember the 3-Pronged Approach

- ▶ Annual Giving (Stewardship/Generosity Campaigns)
 - ▶ Money on hand right now 
- ▶ Planned Giving (Wills/Bequests)
 - ▶ Estate planning
- ▶ Capital Giving (Specific Campaigns for large projects)
 - ▶ Often a combination in planning

Make a Wish List

1st Church Wish List

1. Eco-friendly Paper Cups
for Coffee Hour \$50-
2. Fair Trade Coffee -
1 mo's. supply \$100-
3. Annual Lawn Mowing
Service \$400-
4. Send a youth to church
camp \$675-
5. Bats in the Belfry
mitigation \$17,000-



Use Your Avenues of Communication

- ▶ Printed Newsletters
- ▶ Emailed Newsletters
- ▶ Printed Bulletins
- ▶ Announcements
 - ▶ In print
 - ▶ On screen prior/post worship
 - ▶ Websites
 - ▶ Announcements
- ▶ Others?



Community Events / Fundraisers

- ▶ Community Events
 - ▶ Community Suppers
 - ▶ Yard / Rummage Sales
 - ▶ Chinese Auctions / Raffles
 - ▶ Community Activities
 - ▶ Harvest Fairs
 - ▶ Pumpkin Patch
- ▶ “Fun”draisers
 - ▶ Church themed mugs, plates, Christmas ornaments, etc.
 - ▶ Specialty events

Tell the stories



- With individuals
- In small groups
- From the pulpit