



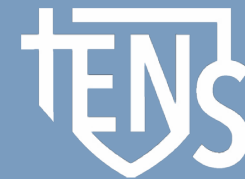
Break Through Campaigns: Inspiring your members with your mission

The Rev. Canon Karen Davis-Lawson
The Rev. Canon Dina van Klaveren
The Very Rev. Matthew Woodward

Learning Objectives

1. Understand the importance of articulating mission
2. See the link between mission and fundraising
3. Recognize that all communities are in different places on this process.
4. To learn from three specific contexts
5. Be able to identify one positive action to be taken in your own context to improve the articulation of mission.

Introduction



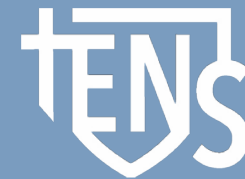
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Mission is your Impact

Your church cannot simply expect people to give out of a sense of obligation.

There is an increasing desire among donors to know that their financial contributions are doing more than keeping the lights on—they want to know that their money is making a difference.

Impact Inspires



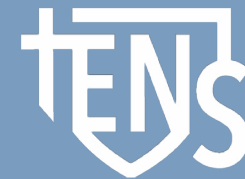
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Your Mission

- ▶ Do your members know what your mission is? Are you sure?
 - ▶ Bringing Christ to the World
 - ▶ Is a fine mission. It's a little big for a single church, though.
 - ▶ Serving our Neighbors
 - ▶ Serving them what? Or how? Be specific.
 - ▶ A Place Where All are Welcome
 - ▶ Sounds nice, but welcome to do what? Why?
- ▶ Everyone in your congregation should know what your mission is



Mission-focused Members

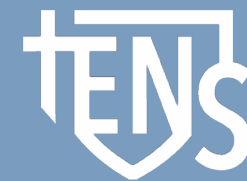


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Your Mission

- ▶ Mission should be
 - ▶ Impact-focused
 - ▶ Local
 - ▶ Inspiring
 - ▶ Inclusive
 - ▶ Aspirational
 - ▶ Easily articulated
 - ▶ Teachable
 - ▶ Accessible
 - ▶ Revisited from time to time as the neighborhood and membership change

Mission-focused Members

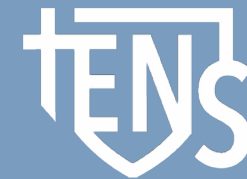


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Your Mission

- ▶ When your members know your mission, they can
 - ▶ Tell others about it
 - ▶ Get behind it
 - ▶ Pray for its realization
 - ▶ Advocate for it
 - ▶ Input their ideas
 - ▶ Support it with their gifts of time, talent, and treasure
 - ▶ Pull in the same direction

Mission-focused Members

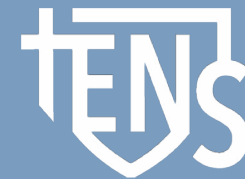


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Your Mission

- ▶ Don't assume that members know what your mission is
 - ▶ Vestry goals for growth
 - ▶ Long-term plans
 - ▶ Capital plans
 - ▶ Program incubation
- ▶ Teach about your mission
- ▶ Preach about your mission
- ▶ Communicate frequently about your mission

Mission-focused Members



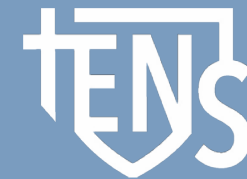
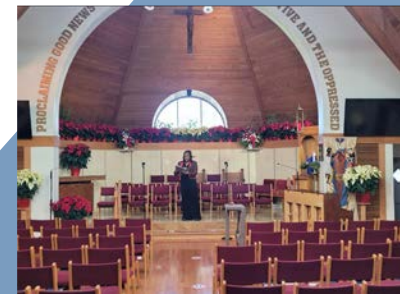
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The Rev. Canon Karen Davis-Lawson

- St. David's Church, Cambria Heights NY

Mission Statement: *Proclaiming Good News to the poor, the blind, the captive and the oppressed.*

- Established in 1940 as a mission
- Urban church is a residential neighborhood
- ASA 122 (2022)
- Facilities as a Community Resource



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Three perspectives: 1

The Rev. Canon Dina van Klaveren

- ▶ St. Paul's, Poplar Springs, MD (ASA growth 23 to 35)
- ▶ September Day of Discovery, January Vestry Retreat: Mission distilled into 2 priorities for next 2 years
- ▶ 2 priorities: Consistency is key. Clearly and repeatedly communicated through oral/visual means from pulpit/announcements & enews/facebook weekly; vestry agenda revolved around 2 priorities (with a consent agenda). (PLUS- postcards, worship experience/music)
- ▶ Stewardship tactic: vestry members wrote a letter, asked for 10% increase in giving, consistent weekly Weds email focused on 2 priorities & how they connect to giving, collapsed building fund ask into pledge
- ▶ First balanced budget in 22 years.
- ▶ Fall '22: #19/\$62,500
- ▶ Fall '23: #21/70,000

Three perspectives: 2



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St. Paul's, Poplar Springs
**Stewarding our
 resources for
 sustainability**



**Day of Discovery
 St. Paul's Priority #1:**

*To steward the resources of
 the congregation toward
 sustainability.*

**WELCOMING
 NEIGHBORS!
 & GROW TO 50**

ST. PAUL'S, POPLAR SPRINGS



**Day of Discovery
 St. Paul's Priority #2:**

*To welcome neighbors &
 grow Sunday participation to
 50 people.*

**A Special Spring
 Market Day**

St. Paul's, Poplar Springs

Activities from 10 am - 2 pm
 Saturday, May 6, 2023
 16457 Old Frederick Road
 Mt. Airy, MD 21771

Market stalls: A Gentle Giants horse, Silent Auction, Concessions, seedlings, Games & Cake Walk
 Fundraiser: artists, makers & bakers with special abilities
 Fundraiser: Special Olympics

For vendor info & more:
stpaulsmtairy.org
 410-489-4411



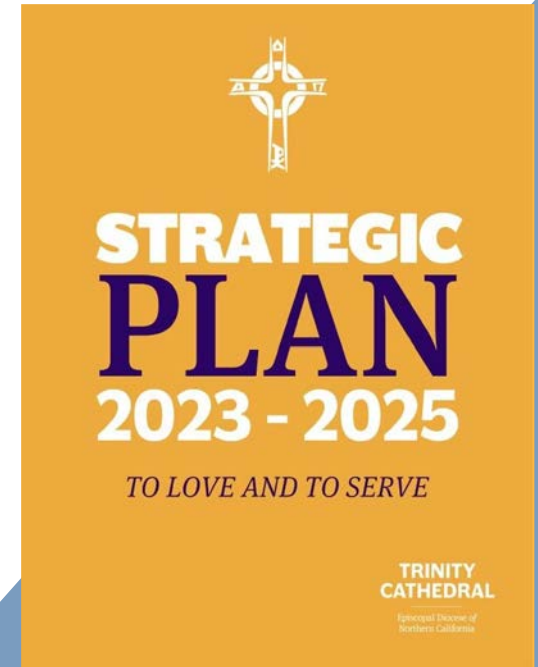
**In pictures:
 Rooted in Abundance**



The Very Rev. Matthew Woodward

- ▶ Listening
- ▶ To Love and to Serve
- ▶ Values based
- ▶ Why are we doing what we are doing?

Three perspectives: 3



OUR MISSION

To love and to serve

OUR VALUES

Trinity Cathedral is an Episcopal Community, growing in faith, following Jesus, and striving to live the values we see in his story.



DIVERSE

We welcome all. We gather together across age, gender, sexuality, race and need.



JUST

We believe our faith calls us to serve those outside of our community in our City and Diocese. We strive to make the world a more just place.



INQUISITIVE

We love music, art and creativity and are never quite done with exploring faith.



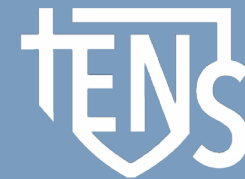
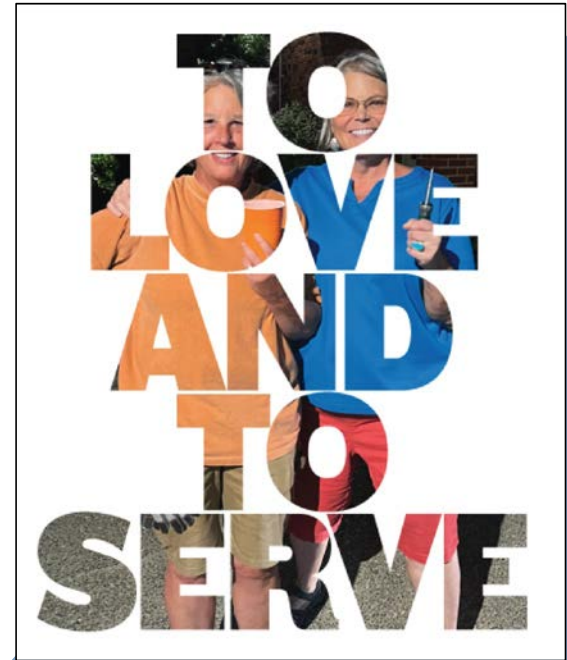
PRAYERFUL

We love both ancient traditions and fresh expressions. Baptism and Eucharist are at the heart of our life. It is in these acts, shaped by prayer, that we find our way to God.



UNAFRAID

We don't back down when the subject is tough. We ask difficult questions and find our way as we struggle with them.



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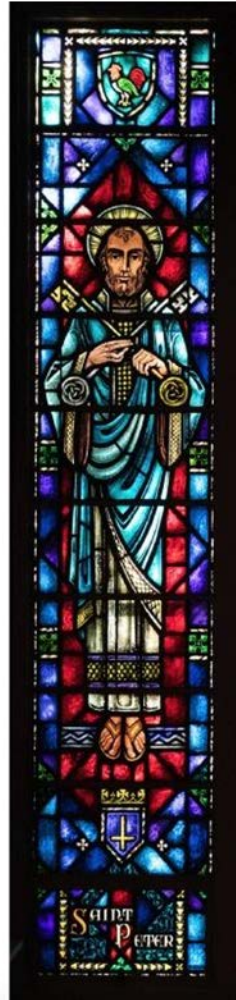
OUR GOALS

In three years, we will have sought to:

- 1** Grow our community using "Invite Welcome Connect" as our guide.
- 2** Become a resource for the Diocese, and a spiritual leader in Sacramento.
- 3** Deepen our family ministry program and provide formation for all ages.
- 4** Become a Center of Liturgical Excellence.
- 5** Develop a master plan for our buildings and have a funding plan in place.

To serve these goals we will:

- Continue to develop our Cathedral administration, in support of our mission.
- Move from an austerity budget to an abundance mentality about funding our mission and seek a diversified income plan that meets the needs of our community.



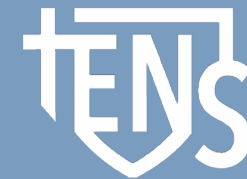
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Implementation

- ▶ Talk about it at every Vestry meeting
- ▶ Implementation teams
- ▶ Annual meeting feedback
- ▶ Need to get better at telling the story to the congregation
- ▶ Fundraising dinners based around each goal from the plan
- ▶ Fundraising has gone up



Three perspectives: 3



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Questions for Breakouts

- ▶ What part of your mission story is being told right now? What part of your mission story is being hidden?
- ▶ What are people in your community saying about you? Halo effect.
- ▶ Partner up and talk for 2 minutes to describe your mission to your partner - have them share that with the group
- ▶ We are not workshopping your mission statement here, how can you create spaces where you can advance that process in your context?

Breakout conversations



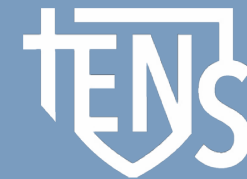
Further Breakout Questions: Measuring Impact

Not every congregation has big visible outreach ministries that have wide and noticeable impact. How do you measure impact in your church?

- ▶ How many new people joined your church?
- ▶ Did attendance increase in your small groups or Sunday school?
- ▶ Did you partner with local nonprofits to accomplish mission-focused work?
- ▶ What was committee, guild, and task force participation like?



Breakout conversations



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Breakout

- ▶ 40 minutes
- ▶ three groups, each led by one of the presenters



Breakout

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Breakout - report back



Report back

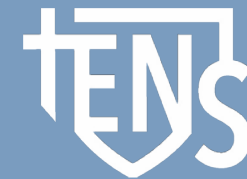
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Measuring Impact

1. Attendance
2. Missional participation
3. Volunteering
4. Online activity
5. Giving
6. Event outcomes
7. Connections
8. Growth
9. Attrition

Track, publicize, celebrate, analyze, and communicate about these measures

Impact Inspires



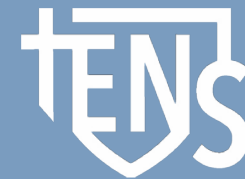
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Reporting: The Mission

Impact is more important than budget

- ▶ Tell the story of your ministry
 - ▶ How many users
 - ▶ individuals served or visitors logged
 - ▶ How much use
 - ▶ number of meals served, kids tutored, backpacks assembled
 - ▶ Community response
 - ▶ Articles in local newspaper
 - ▶ Visits by city, county, neighborhood leaders
- ▶ Do this for each ministry or program area

Evaluating your campaign performance



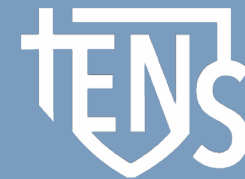
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Reporting: The Mission

Program is the heart of your church

- ▶ Report on ministries or programs
 - ▶ Testimonials
 - ▶ Videos
- ▶ **Members love to hear stories** directly from staff, volunteers, or, if appropriate, clients
- ▶ Helps us understand the reality and realization of our gifts

Evaluating your campaign performance



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TENS Theme for 2024

When we walk in love, there is clarity and purpose. We move in alignment with each other and with our values. Walking in love is also something we cannot do alone - by definition it implies connection, community.

Whether we walk with our children or our spouse, or form an orderly line, or rely on the help of a friend or a neighbor, we carry with us all with whom we are in communion and they carry us with them. Our journey is one made by millions, over thousands of years: a cycle of sharing and invitation.

*Therefore be imitators of God, as beloved children, and walk in love, as Christ loved us and gave himself up for us, a fragrant offering and sacrifice to God.. **Ephesians 5: 1-2, NRSV***

Keeping the Conversation Going





Thank you!

For more information, resources, and
videos, find us at www.tens.org

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