

ANNUAL PLEDGE CAMPAIGN OVERVIEW



Effective annual pledge campaign overview (see Fearless Church Fundraising)

1. **Invested case development:** the materials which churches use to raise money need to be developed by hosting meaningful conversations so that when the donor goes to make the gift, they are making a gift into a case which they have helped to develop out of their longings for the church and for humanity, inspired by the Holy Spirit. Donors will only fund what they themselves considered vital. Gone are the days that we tell donors what to give to and how to give it.
2. **Developed and crafted case:** the “case” of a campaign is the “why” of what the money is needed for and the “what” of what the money will accomplish. If the case is not well-designed, then the donors will give to other organizations who have done good case development.
3. **Advance campaign:** the advanced campaign will facilitate the leadership gifts in advance of the campaign, so the focus may be applied to non-donors and lapsed donors.
4. **Events:** opening and closing celebrations—one of the primary changes in philanthropy in our churches is that donors will only give to that in which they are physically involved.
5. **Ministry Minutes:** the case development of our campaign work must be both written and human. The average young family in our churches today only go to church once or twice a month meaning that each week over eight weeks they must hear someone they know and love speak passionately about why the church and its mission-needs to exist in this time in this place. Ministry minutes are personal testimonials to the impact of mission and ministry in a particular church.
6. **Phone-a-Thon:** personal telephone call with a carefully and passionately spoken message is an essential interjection into the life of a parishioner to encourage giving and pledging within the eight weeks of a pledge campaign.
7. **Thanking process:** a carefully designed thank you process is the hinge between two campaigns.
8. **Evaluation:** the evaluation asks questions needed to ensure that mistakes are not repeated and successes are not forgotten.



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10. **Thanking process:** a carefully designed thank you process is the hinge between two campaigns.
11. **Evaluation:** the evaluation asks questions needed to ensure that mistakes are not repeated and successes are not forgotten.
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Review and data analysis; what do you know about past work in your diocese and in your church churches?