

PREACHERS' AID SOCIETY OF NEW ENGLAND PRESENTS:

BETTER TOGETHER

A tool kit for United Methodist Churches seeking meaningful opportunities to build the Connection and support special mission funding efforts.



For as in one body we have many members, and not all the members have the same function, so we, who are many, are one body in Christ, and individually we are members one of another. We have gifts that differ according to the grace given to us: prophecy, in proportion to faith; ministry, in ministering; the teacher, in teaching; the exhorter, in exhortation; the giver, in generosity; the leader, in diligence; the compassionate, in cheerfulness.

— Romans 12:4-8 (NRSV)

Better Together

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&

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INTRODUCTION

We are often reminded through scripture, by our pastors, and within our faith communities that we are ***one body in Christ***. We know that each individual has different gifts and graces designed to form and function as the metaphorical arm, leg, heart, and so it goes. We have applied this notion in many different ways, most commonly in the context of our local church, but what does it mean for mission beyond our church's walls?

Within the framework of the United Methodist Church in New England alone, there are more than 620 local churches and over 30 advance special missions and ministries. More specifically, there are at least 13 organizations beyond the local church serving impoverished people; roughly 15 groups supporting children and youth, including camps; approximately 6 organizations serving the elderly; and many more groups doing important mission work that some of us would scarcely begin to dream of.¹ Each organization has its place and purpose – independent members of this one body. And yet we ask, what is a hand without a connection to the arm? Mission shares help to develop our larger connections, but how do our many parts truly become one?

Better Together is a toolkit designed to offer a few options for participants to deepen their individual and collective organizational connection with one another. Those who choose to participate will have opportunities to draw churches, organizations, and extension ministries closer together—each learning a little more about the other's important ministry and call. This is your invitation and our prayer:

***Draw us nearer Lord, strengthen our ministries and teach us how to work and
function better together as one body—your body.***

Amen.

¹ Approximate church and ministry numbers were compiled using the *2013 New England Annual Conference Journal* and information made available on the Conference console and Conference website: <http://www.neumc.org> (Retrieved April, 2014).

I. EMERGING MISSION FUNDING EFFORTS IN NEW ENGLAND

In this section, you will find descriptions submitted by a few New England organizations taking on special mission funding efforts. All of these organizations do important work and need the support of local congregations like yours. The Better Together process starts here as you take the time to read through the descriptions of each project/fund and begin to prayerfully identify one or two efforts that your congregation would like to deepen their knowledge of and strengthen their connection to. **Use this as an opportunity to pray, get inspired, discern your church's call to mission, and learn about the great things happening around you!**



Because They Serve, Preachers' Aid Society

The Preachers' Aid Society of New England (PAS) has been serving Methodist pastors for over 180 years. **We care for retired and active pastors and their surviving spouses** through emergency financial assistance, retiree health care support, educational opportunities, visitation, and now affordable housing. By addressing emerging needs and equipping clergy with the knowledge and resources they need to prepare for the future, we work to empower pastors to live full and healthy lives of service within the church and beyond.

PAS's Because They Serve campaign focuses on providing affordable housing options for retired United Methodist clergy in New England. Many of our pastors retire with a modest income and no equity in a home since they have been living in church-owned houses for their entire careers. As a result, some clergy find themselves in difficult situations as they seek affordable homes to retire in. We have begun to address this issue by developing two communities intended to be a safety net for those retirees in need of affordable housing.



Retirees gathering at Wesley by the Sea

The communities of **Wesley Woods (Gilford, NH)** and **Wesley by the Sea (Wells, ME)** are mixed-income neighborhoods designed to meet retirees where they are financially. The eight homes at Wesley Woods are rented on a sliding scale based on income. A successful *Because They Serve* campaign will help grant us the flexibility to further supplement the cost of living for those retirees most in need. With your help, PAS will be able to better respond to the needs of retirees and their surviving spouses.



Central Conference Pastor

In addition, we will tithe 10% of all funds raised for *Because They Serve* to the **Central Conference Pension Initiative**.² This initiative provides seed money to a fund that offers pensions for pastors serving in parts of Africa, Asia, and Eastern Europe where there has traditionally been no funding for pension programs. A mission campaign in support of PAS will benefit retired pastors throughout New England and across the world.

For a listing of potential sponsorship and funding goals, see Appendix A.

For more information, contact:
Preachers' Aid Society of New England

Address: 51 Charles Wesley Ct.
Wells, ME 04090

Phone: (207) 467-3246

E-mail: pas18@preachersaid.org

Website: www.preachersaid.org

² Visit <http://www.ccpi-umc.org> to learn more about the Central Conference Pension Initiative

Campership Campaign – Aldersgate 275, Camp Aldersgate



On May 24, 1738, John Wesley, founder of Methodism, was in a meeting house on Aldersgate Street in London. During a reading of Luther’s Preface to the Romans, he found his heart “strangely warmed” and his faith in Jesus was solidified. Now, **more than 275 years later**, we celebrate this transformational experience for which Camp Aldersgate was named. This experience reminds us of the powerful ways God works in the hearts of those who find faith.

Camp Aldersgate provides transformational experiences like Wesley’s every summer as we work to transform lives and bring campers closer to God.

You and your church can help continue the transformational power of the Aldersgate experience in the hearts of generations of campers to come. Camp Aldersgate actively works to ensure that no camper is ever turned away because of inability to pay for camp. In order to keep this commitment; we raise money every year to provide vital camperships. We are excited to announce that we are building a **permanent campership endowment** that will provide camperships in perpetuity. The money donated will be invested and the income will provide camperships for years to come.

For a donation of just \$275—\$1 for every year since Wesley’s experience—you and your church can become founding members of the Aldersgate Campership Endowment. Our goal is to have 150 people/churches donate at least \$275 to create an endowment that will fund camperships for years to come. This endowment will continue to grow and fund more and more camperships. **You and your church can help ensure our promise that no camper is turned away from Aldersgate because of inability to pay.**



For more information, contact:

Jenn Becker Carpenter, Executive Director

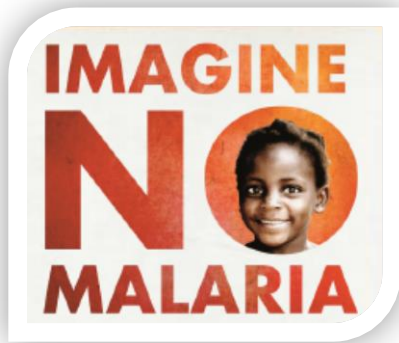
Address: 1043 Snake Hill Road
North Scituate, RI 02857

Phone: (401) 568-4350

E-mail: info@campaldersgate.com

Website: www.campaldersgate.com

Imagine No Malaria, The People of the United Methodist Church



Imagine No Malaria is an extraordinary effort of the people of The United Methodist Church, putting our faith into action to end preventable deaths by malaria in Africa, especially the death of a child or a mother. The New England Conference has committed to save lives through Imagine No Malaria in the coming year! We've already saved over 30,000 – let's save 150,000 or more!

To reach this God-sized goal, we need every church to discern how God is calling you to take part in this extraordinary, life-saving effort. Have you already taken a special offering or made a personal contribution to the campaign? Wonderful! We are grateful for your support, and we hope you will prayerfully consider whether you might be able to do still more to bring hope and healing in Christ's name to families and communities across Africa.



How you can get involved:

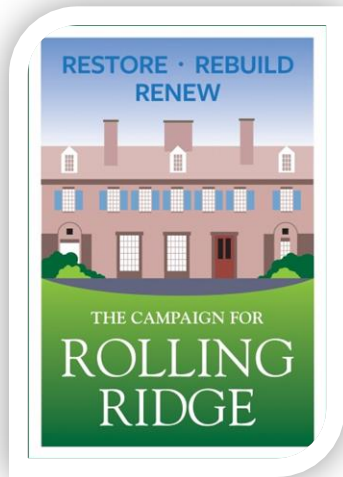
- Work with your church leadership to decide how many lives you want to save – perhaps 10 per church member, perhaps 25 or 50! – and set a fundraising goal based on an estimate of \$10 to save a life.
- Develop a plan to meet that goal, first by raising awareness through church and community engagement events, and then by inviting members to unite faith and works by making gifts and pledges. Our Network of Conference Ambassadors, can offer resources to help with this process.
- Review the Ambassador resources and expand our Network! If you feel called to share your time and passion to serve as a District or Campaign Ambassador, or want to be trained to speak at sites in your area, or want resources for your local church's response to this extraordinary initiative, call or email today!

Children should not suffer and die from a disease that is completely preventable and treatable. God calls us to heal the sick and to offer abundant life in Jesus' name.

For more information, contact:
Bonnie Marden, Campaign Coordinator

Phone: 978-846-1260
E-mail: bonnie@umfne.org
Website: www.neumc.org/INM

Restore • Rebuild • Renew, Rolling Ridge



Since 1948, New England United Methodists have met, prayed, and dined at Rolling Ridge, experiencing God's grace and welcome in this sacred space. Hallelujah!

However, the strains are evident. No major renovation or building expansion has taken place in the last 60 years to accommodate the shift from serving youth to serving primarily adults. Now is the time, indeed it is past time, to update the facilities and to add to the estate for the growing number of people coming for retreats and conferences.

We are excited that the \$4.2 million Capital Campaign will do all this and more:

- add bathrooms to all existing bedrooms plus add 20 new bed and bathrooms
- add 2 elevators and handicap accessible guest and meeting rooms
- create a new Center for Spirituality and Leadership
- add individually controlled heat and air conditioning, plus solar panels
- create a new outdoor dining patio and renovated meeting rooms
- restore the grand fountain and re-open and pave the original entrance drive

You are invited to join other United Methodists in prayer and a generous response:

- Make a gift of \$600 or more (\$10 for every year since our last addition)
- Call Rev. Peacock to learn more about supporting the Campaign
- Add to the scholarship fund for adults in our leadership training programs
- Bring people of generosity for a tour

It is essential that we make the changes now for all those seeking a place of spiritual renewal and peace, for all those looking for leadership training, for those who know the joy of meeting at a place steeped in prayer and blessing.

For more information, contact:

Rev. Larry J. Peacock, Executive Director

Phone: 978-682-8815

E-mail: Revlpeacock@rollingridge.org

Website: www.rollingridge.org

Won't you be part of the bright future of Rolling Ridge?

RETREAT AND CONFERENCE CENTER

660 Great Pond Road • North Andover, MA 01845 • 978-682-8815 • www.rollingridge.org

A Not-For-Profit Hospitality Center of the New England Conference

II. PARTNERSHIP OPPORTUNITIES FOR MISSION & MINISTRY

This section offers you and your congregation a variety of options for developing partnerships, deepening New England connections, and working to become one body in Christ. The language here is centered on a potential partnership with the Preachers' Aid Society, but all of the organizations listed in the previous section would welcome similar partnerships. Please feel free to adapt these models to fit your church's needs, call, and vision for the world.

Consider Tithing to Mission in Your Church's Upcoming Capital Campaign

Does your church need to launch a capital campaign soon? If so, consider including a mission component in your upcoming campaign and encourage people to think beyond the walls of the local church while simultaneously fixing up those walls. If you choose to include PAS in your campaign, a staff person will help you plan the campaign and assist your church with the costs associated with it. A brief description of the options for partnering with PAS can be found in Appendix B. To learn more, or to schedule an exploratory discussion call PAS at (207)467-3246. Our staff will be more than happy to visit you and members of your leadership team to answer questions and explore a potential campaign together.



*Capital Campaign Social
St. Matthew's UMC Acton, MA*

Ask Your Congregation to Host a Special Prayer & Mission Campaign

A prayer and mission campaign is an opportunity for your congregation to grow in their personal relationship with God and with another New England mission/ministry organization. We hope congregations will discover that as we work to strengthen our relationships within the United Methodist Connection, we all become better reflections of Christ's love and find that we are, in fact, *better together*. Such an effort begins with and is grounded in prayer. In fact, a prayer and mission campaign is an opportunity for those in your church to grow through the

BETTER TOGETHER

spiritual discipline of prayer. During the process you will choose a partner organization, learn as a community about their mission, connect personally with staff and volunteers, and ask your congregation to support their efforts for mission. Partnerships such as these strengthen our conference, the ministry of Jesus Christ, and the ability for all of us together to transform the world. As your congregation learns more about your partner organization, it will become clear how closely connected we really are. For instance, working with PAS you may meet a retired pastor who first felt the call to ministry while at camp. Or, you may learn that someone has been inspired to take on the cause of Imagine No Malaria in response to a “Day Away” at Rolling Ridge. The United Methodist community is large, but how well do we know one another? Coming together in a campaign can help to strengthen all of our ministries as we continue to reach out into the world.

If a prayer and mission campaign sounds appealing to you, PAS has material available for a special campaign effort to support the Because They Serve housing initiative described in Section I. A step-by-step guide to launching this type of prayer and mission effort at your church can be found in Section III. There are a variety of approaches, so be sure to take a look and see what options best fit your church’s needs, capacity, and interests.

Invite a Mission Partner to Visit Your Church for a Mission Moment or Discussion

If your church cannot host a capital campaign or a special prayer and mission campaign, consider inviting PAS and other organizations to share their inspiring stories with your congregation. All of the featured organizations are eager to visit local congregations to worship together and learn about one another’s ministries. This could be a great first step for a congregation that has forgotten about the importance of connecting with the larger body of Christ.

Preachers’ Aid Society is always happy to visit local churches. Staff and volunteers are often available for mission moments, children’s sermons, and preaching opportunities. Please do not hesitate to call for more information about coverage, or how you can share PAS’s work with your congregation. For additional information, please call the office at (207)467-3246.

Get Involved as an Individual

If your church chooses not to pursue a partnership, you still can. If you are personally interested in the work of one or more of the featured organizations, please contact them and let them know. We could all use more friends and an opportunity to get to know each other better. Further discussion over coffee might even be in order.

If you want to let PAS know you appreciate their work today, consider making a special gift to benefit the Because They Serve housing initiative described in Section I. In Appendix J you will find a form you can print to declare your pledge, express interest in planned giving, or indicate a one-time gift to the Society. You can send gifts and pledges to **51 Charles Wesley Ct. Wells, ME 04090** or give online via credit card, debit, or EFT at www.preachersaid.org. PAS also accepts gifts of stock, securities, planned gifts, bequests, and more. Furthermore, through the good work of the United Methodist Foundation of New England, you can make similar gifts to your local church as well as any of the mission projects featured in this tool kit. To learn more about your options for making special gifts to your local church, or another partner organization within the Methodist connection, contact the United Methodist Foundation of New England by e-mail at info@umfne.org, by phone at (800) 595-4347, or online at www.umfne.org.

III. HOW TO ORGANIZE A PRAYER & MISSION CAMPAIGN

Do you think a prayer and mission campaign is right for your congregation? If your answer is *yes* or *maybe* this section will help you shore up your decision and identify your next steps. The following 8 step guide will help you and your leadership team prepare for, plan, and execute a special prayer and mission campaign that is unique to your congregation. The following steps are described as if the Preachers' Aid Society is your mission partner; however any other mission partner will likely welcome a similar partnership. Please do not hesitate to call PAS or your chosen partner organization if you have questions or need additional support.

1. *Start with Prayer*

Perhaps your church has already been discerning a call to mission and/or a need to launch a campaign. Or maybe you just started thinking about these possibilities while reading *Better Together*. Regardless of your starting point, this is a good time to invite two to five people in your congregation, who are interested in ministry beyond the local church, to join you for a period of intentional prayer and discernment. **Setting aside time for silence or solitude will be important as this *prayer team* spends more time "listening" through prayer.**

As individuals and as a group you may choose to begin this process by asking God to help you see how a campaign might work in your church. Or you may develop your own collective prayer for these moments of discernment. Whatever your prayer may be, please make time for silence to clear your mind of what you think is best, and prepare to open it for what God is asking. In silence you can simply rest in God. You may want to incorporate periods of silence into your meetings. God can be heard if we make room for silence and listen. Some hear God in a more literal sense and others experience great moments of creativity when God is invited to be present. Trust God's lead.

Once you decide to host a campaign and begin steps two through eight, you will want to anchor the process in prayer. For each step below, you will find blue text boxes with ideas for incorporating prayer throughout the campaign. Utilize these suggestions as opportunities to grow in spiritual practice individually, as a leadership team, and as a congregation. While you read through the rest of this section and prepare for your campaign, pay attention to other

ways you might choose to be in prayer during the mission effort. Be creative as you encourage prayer to surround your campaign. Additional prayer resources can be found in Appendix D.

2. *Identify Your Mission Partner*

Continue your discernment as you pray for clarity on a mission partner. Share the *Better Together* tool kit with your prayer team and discuss what kind of partnership the church might prayerfully consider pursuing. The group will need to review the potential partners listed in Section I and identify the organization(s) your congregation is being called to build or strengthen their relationship with. Then the group should invite the chosen organization(s) for a visit to discuss the specific details of their mission campaign and answer any questions that may have come up for the team. Contact information for each of the featured organizations is listed at the bottom of their page in Section I.

Intercessory Prayer

Once you have chosen a partner organization, find out more about them: who do they serve, what are their stories, who are the staff? As you get to know your partner better you can include them in your intercessory prayers. **Intercessory prayers lift up the needs of others and connect us through God's love for each of us.** In order to lift up intercessory prayers we need to know each other better. This can be a time of rich spiritual connection as you deepen your relationship with your mission partner and hold one another in prayer.

You can practice this type of prayer throughout the campaign on your own, in worship, or in small groups. Encourage others to join you.

3. *Choose a Model*

Once a partner is identified, your team will want to choose a model for your campaign. Continue to prayerfully discern where the Spirit is moving within your church and how this prayer and mission campaign might best nurture your congregation. Your church's campaign can be as creative as you are. You may choose to use example a, b, or c below; or you may simply take inspiration from them. You will find additional information regarding the suggested timeline and design of your campaign in STEP 6.

EXAMPLE A: One option you might consider is to host a **lunch after church** for the congregation. During this time PAS, or your partner organization, would have an opportunity to

show gratitude for the congregation's interest in the project, while sharing the mission and details of *Because They Serve* at the same time. At the end of the presentation, your pastor or member of the prayer team would invite everyone to consider a one-time gift, pledge, and/or commitment to pray for the mission and vision of PAS in honor of their beloved pastors – past, present, and future.

Alternatively, you could host a **small lunch at a local restaurant** for a targeted group and conduct a similar conversation with those people who might show particular interest in the project. In either case, it is vital that the prayer team and pastor endorse the project themselves and offer an introduction to the Preachers' Aid staff person. PAS would be happy to cover the cost of this lunch for any church partnering with them and can provide invitations for such an event; an example of which is found in Appendix E.

Example B: Another great way to build support for a mission is to personally invite members of the church to a **home gathering**. First and foremost home gatherings are intended to build community, and secondly to build support for a mission project. These gatherings must be endorsed by the pastor and it would be great if s/he would encourage members of the congregation to attend one of the home gatherings.

PAS recommends asking hosts to consider their home's capacity and invite three times that many people – usually 1/3 of invitees actually attend. Having one host for every twenty-five family units in the church might work best. A host is responsible for calling to personally invite members of the congregation to their home, providing space for everyone to meet, and offering a light snack/dessert for their guests.

PAS will send a staff member to provide content for each gathering and would welcome someone from the prayer team to help lead the discussion. The content will include an opening and closing prayer; a few ice breakers; a brief presentation about *Because They Serve*; and an invitation to consider a pledge, one-time gift, and/or commitment to pray for the Preachers' Aid Society and the pastors they serve. Once the presentation is complete people will spend time in fellowship, enjoy one another's company, and get to know PAS and their staff on a more personal level.

Example C: If you want to get creative, a **special event** might be the way to go. You could host an old fashioned bake sale, a silent auction, a pie-eating contest, an ice cream social, a cake walk, a dance-a-thon or another light-hearted sporting event where participants either contribute to play or seek pledges toward a goal. Special events can be incredibly fun and are great for building community as well as financial support for mission. You will need a strong organizer within the church to make this model a success.

Journaling

Journaling helps us express and process feelings, nudges, and hesitations. As we write we often hear God's voice in ways we might otherwise overlook. Begin by offering a simple prayer, "God be present with us, guide our thoughts and open our minds. Help us to make choices that will nourish this congregation spiritually and strengthen your work in the world through mission." Read the descriptions of the models listed above and write down your response to each one. Ask yourself: *What could this look like in our church? How might this challenge people to think about mission? What other ideas are there? Where is the Spirit leading us?* Follow your train of thought through as you write and ponder the options. After journaling call the group back together and share your reflections with each other.

4. Set a Realistic, Yet Challenging Goal for the Church to Support

PAS will be happy to consult with you to help set a goal for your prayer and mission campaign. However, if you would like to set a goal on your own, just take a look at **Appendix A** and identify what kind of gift your congregation would like to contribute toward the Because They Serve housing initiative. Alternately, you could set a goal of raising \$5 – \$10 per person in your congregation. Giving will vary, but this figure should set a challenging, yet achievable goal for mission. Be sure to set a clear timeframe in which to reach your goal. This will encourage people to give early and help avoid campaign fatigue. Three to six weeks should be sufficient.

Prayer Goals

Do not forget to **set some goals for the congregation's prayer life** during the prayer and mission campaign. Perhaps you will aim to introduce a different type of prayer each week for people to practice in worship and at home. Or maybe you will set a goal of gaining commitments from 50% of members to pray for your mission partner and related populations over a specified period of time. Other goals might include holding a prayer vigil for forty-eight hours, hosting a weekly prayer call for mission, or engaging a given number of prayer partners either within the congregation or in connection to your chosen mission organization.

5. *Seek Approval from Your Church Council*

Once your prayer team chooses a partner, campaign model, time frame, and a set of goals, take the specific recommendations to your church council for approval. If you think it would be helpful to have a representative from the mission organization present at the meeting, please invite them to attend. Once approved, the team should inform their chosen partner and move forward with the prayer and mission partnership planning.

A form of Lectio Divina

Center the Church Council by introducing a form of *Lectio Divina*. *Lectio Divina*, Latin meaning *divine reading*, is an ancient monastic practice of reading scripture in a prayerful and contemplative fashion. Using the theme scripture for *Better Together*, read *Romans 12:4-5* to the Council three times. Each time provide different instructions for prayerful listening. Make sure everyone can read along. First, ask people to listen to the whole reading, listening for how God might be speaking to us today. Offer a moment to meditate on the living words after each reading. Second, ask everyone to listen for a word or phrase that pops out to them. Finally, ask everyone to read the scripture together, but stop reading after your word/phrase has been said; the leader will read the passage all the way through.

6. *Build Awareness in Your Congregation*

Depending on the mission support model you choose, you will need to begin publicizing and praying for the effort as a congregation **three to six weeks prior to the event or collection date**. A special collection might just need three weeks while a lunch with PAS should be advertised four weeks in advance. Any special events should have six weeks' notice and home gatherings should take shape over the course of six weeks as well. Here is a brief play-by-play for the active portion of your campaign:

- a. Begin with **announcements in your worship service**. Sample language for the verbal announcement and a sample bulletin insert can be found in Appendix F. Preachers' Aid will be happy to provide bulletin inserts and brochures about PAS for your church, just let our staff know how many you need and the date you need them by. These in-service announcements should take place **every Sunday** during the three-to-six-week mission campaign period. In addition, if you have an active **website, newsletter, listserv, or any other form of communication that goes out regularly** plan to include announcements about the prayer and mission campaign there. The sample language in Appendix F can easily be adapted for use on these communication platforms.

- b. Take time to **share progress made towards the goals set for mission** during worship and in all communications that are sent out to the congregation each week. Be sure to include both financial and prayer updates. Giving is contagious and so are spiritual disciplines in these types of settings. People want to support successful causes and are eager to hear how others are responding to the call to action. You may consider including testimonials and other personal stories in these updates.
- c. Three weeks prior to the event or collection, the pastor and leadership team should **mail out a letter or invitation** detailing the prayer and mission campaign. You want everyone to have a clear understanding of what your mission partner does, what the financial and spiritual goals of the campaign are, and what it means to participate in this effort. Personal communications are the best means of achieving this end. A sample letter can be found in Appendix G and a sample invitation can be found in Appendix E. Your team is welcome to copy and adapt these documents as needed to fit the context of your prayer and mission campaign. If your church is holding a special meal or event you are encouraged to use the invitation. Alternately, if your church is doing a collection or smaller home gatherings, a letter co-signed by the pastor and a lay person would be more appropriate. When deciding how to get the word out, ask yourself, “Will post or electronic mail be more effective for sharing this story in our community? Or is it both?” Whatever the answer is for your congregation, stick with that, you know your congregation better than PAS does. *Please note: PAS will be happy to reimburse churches for any mailing expenses associated with efforts taken to support the Society’s mission.*
- d. Making **personal calls** one to two weeks prior to the event, gathering, or meal will make a huge difference toward the success of your prayer and mission campaign. In fact, this may be the most important part of the campaign. The personal touch truly goes a long way. PAS recommends having a small phone-a-thon at the church to have volunteers call as many families as possible. A sample call script can be found in Appendix H. If your congregation is going to have several home gatherings, the hosts should personally call to invite the guests to their home. **Someone will need to segment the church directory or call list so that each volunteer or host will know exactly who they are responsible for calling.** If possible, let people call individuals or families with whom they already have a good relationship. **The intention for these calls is to make sure people received their mailing, saved the date for the event, are personally invited to pray for the mission effort over the next few weeks, and have an opportunity to ask questions.**
- e. It is always a good idea to **invite someone from your partner organization to join you for worship** and maybe even offer a sermon, mission moment, or children’s message. The more often people in the congregation see a face associated with your partner organization or, better yet, talk to someone from the organization, the more comfortable the congregation will be supporting the larger campaign. Connect with your partner to identify a few Sundays within the three-to-six-week period when they can send a representative to your service.

- f. **Conduct the event, gathering, or collection.** The most important things to remember:
 - 1) Make sure people feel welcome.
 - 2) Describe the mission you are supporting clearly.
 - 3) Ask for support.
 - 4) Provide options for giving (options are described in step 6 below) and pledge forms (found in Appendix J) so that people can respond to the ask.
 - 5) Express profound thanks and close in prayer.

If you have any questions or simply want a little extra support, give your partner a call. PAS will be happy to talk things through with you and provide support in any way we can. Your other potential partners will likely do the same. Please do not hesitate to call!

Breath Prayer

Your church may want to develop a “breath prayer” that will be prayed by the entire congregation in the midst of the campaign. **A breath prayer is a simple prayer that can be literally said upon one’s breath: one part as you breathe in, another as you breathe out.** A church-wide prayer may be as simple as: inhale, “Abundant God,” exhale, “Help us to be generous.” Or inhale, “Generous God,” exhale, “Thank you for our retired clergy.” The breath prayer could change as you enter different stages of the campaign. You can find more on breath prayers in Appendix C

7. Offer Options for Giving

All pledges and gifts are welcome and can be extended up to 3 years. A sample pledge form is found in Appendix J. This form may be adapted and used for any mission campaign approach. Please note that gifts made to *Because They Serve* should be made payable to the Preachers’ Aid Society of New England. **PAS is a qualified 501(c)3 non-profit organization and all gifts made toward this campaign are tax-deductible to the full extent allowed by law.**

Among other options, people can make gifts by **cash, check, or by credit card** if made online (www.preachersaid.org). Alternatively, like local churches, PAS works closely with the United Methodist Foundation of New England to prepare planned gifts. With that in mind, people might also consider making a gift by way of **stock/appreciated securities, IRA transfers** (if renewed by congress), **charitable gift annuities, bequests, etc.** PAS will happily help people design a gift that works best for them. This may even include a planned gift that supports both the church and PAS. There are many ways to support ministry!

Please note, all of the mission partners mentioned in this tool kit are 501(c)3 non-profit organizations. All of them have worked with the United Methodist Foundation of New England (www.umfne.org) to help donors prepare gifts. Each organization leads meaningful ministries.

Reflective Meditation

Reflective meditation is used to quiet the noise of the world and to bring participants to a peaceful calm by way of focused reflection. This guided meditation may be something you ask families to do together at home as they reflect on God's work in the world and how they, as an individual or as a family, want to participate in the prayer and mission campaign.

Begin with a breath prayer: **How do I reflect, God's love in the world.**

Repeat this prayer thirty times, or until you are at peace. As tangent thoughts enter your mind, acknowledge them and let them go. Simply be with God.

In the silence, spend one minute with each question: **How do I reflect God's love...**
– In my prayers? – With my time? – Through my talent? – When I give?

Spend five minutes listening as you ask: **In what way is God calling me to action?**

Close in prayer: **Abundant God, help me to strive continually to be a better reflection of your love with my prayers, time, talent, and gifts. Amen.**

Share your reflections either with your family or by writing them down.

8. Bless the Gifts and Bring the Campaign to a Close

It is important to bring your mission support efforts to a prayerful close as you bless the gifts received and lift up the many prayers extended for your mission partner. **Consider including this closing ceremony in your worship service** and inviting someone from the organization to join you for the celebration. **You will want to make this a brief and meaningful experience with reflections on the lives the congregation's gifts and prayers will touch.**

Once the mission support effort is finished, stay in touch with your partner. The best part of ministry in a connectional system is that we are all made better when we work together. **When we can lean on each other for support, we become stronger—more brilliant reflections of God's love in the world.**

Commissioning Prayer

Instead of simply blessing the gifts received, commission them to empower mission and spread God's love. **A commissioning prayer is usually used to send people into the world for mission and ministry, but why not use it for our gifts as well.**

Start the celebration with an invitation to make a **JOYFUL NOISE** – cheers, halleluiahs, and clapping would be appropriate sounds to remind ourselves that this is not a somber occasion; it is something we do with great joy.

Ask the congregation to take their time giving today and to voice a prayer, as they pass the basket and/or place their commitment into it, to indicate what their hopes are for these gifts in action. A simple word or phrase is sufficient for this prayer. People can offer their prayers in a whisper, a shout, or just the spoken word.

Say a collective prayer in closing, *“Loving God, hear our hopeful prayers for the Preachers’ Aid Society (or other mission partner). We joyfully commission these gifts to your service; may they help to deepen others’ relationship with you, empower mission, and further opportunities for ministry in your holy name. Amen!”*

FOR TOOLKIT UPDATES & NEW SUBMISSIONS

If you would like to obtain the most up-to-date version of this toolkit, please contact the Preachers’ Aid Society of New England or visit their website at www.preachersaid.org. Furthermore, if your organization would like to be featured in future versions of *Better Together*, please inquire by phone: (207)467-3246 or e-mail: pas18@preachersaid.org. You will need to send PAS the page description you would like to have inserted into the toolkit. Your description should include information about your organization’s mission, ministry, and funding needs. PAS reserves the right to accept complementary requests and refuse requests that do not fit with the spirit and goals of this toolkit. The staff at PAS look forward to hearing from you soon!

Thank you for considering a Better Together partnership!

APPENDICES

***Separate PDFs or editable versions of appendices A-K
can be found on the USB provided or may be
specifically requested from:***

Preachers' Aid Society of New England

Address: 51 Charles Wesley Ct.
Wells, ME 04090
Phone: (207)467-3246
E-mail: pas18@preachersaid.org
Website: www.preachersaid.org

Appendix A – What can you sponsor for PAS’s Because They Serve housing initiative?

Thank you for considering a mission campaign to support your retired pastors and surviving spouses! **Wesley by the Sea** provides a total of 21 homes for our pastoral families in addition to the 8 homes we now have at Wesley Woods. Below you will find some examples of potential funding goals your congregation may consider and what those goals could achieve.

- Cost to subsidize a year’s rent for a retiree with low income\$6,000
- Cost to purchase and install bathroom fixtures\$5,000
- Cost to subsidize half a year’s rent for a retiree with low income.....\$3,000
- Cost to purchase and install kitchen appliances\$2,500
- Cost of final landscaping touches to welcome a new resident\$1,000
- Cost to purchase and install clothes washer/dryer.....\$750
- Cost to subsidize a month’s rent for a retiree with low income\$500
- **Knowledge that communities you served support, pray, and care for youPriceless**



Duplex under construction at Wesley by the Sea



The original 8 Wesley by the Sea residents

Your gifts are also a contribution to our environment. All homes are built to LEEDS energy and environmental standards, bringing the cost of living down even further for retirees living at Wesley by the Sea. Please let us know what you and your church are thinking about doing and thank you for your support!

Appendix B – Capital Campaign Partnerships Options with PAS



BECAUSE THEY SERVE

An Initiative for our faithful pastors

Is Your Church Considering a Mission or Capital Campaign?

Preachers' Aid Society would love to help!

Here are some of the advantages to partnering with Preachers' Aid Society (PAS).

In a light partnership with a 10% mission tithe to PAS, PAS will...

1. Bring great regional and international **mission dimensions** to the efforts of your congregation
2. Offer your congregation **insight into the needs of our pastors** as they serve their churches and move on into retirement
3. **Provide planning services** to help you design, train for, and launch your campaign

In a full partnership with a 25% mission gift to PAS, PAS will also...

4. **Provide additional organizational and planning services** leading up to and during the campaign
5. **Share in the overall cost, covering at least 50%** of the expected campaign expenses, and provide the up-front money required to properly launch a successful campaign
6. **Provide all bookkeeping services** required for the duration of your campaign for up to 5 years
7. **Take care of all back office processes** including printing, general mailings, reminders, and end of year tax letters for up to 5 years

Preachers' Aid Society of New England

51 Charles Wesley Ct. Wells, ME 04090

Office: (207)467-3246 • Email: PAS18@preachersaid.org

Appendix C – Breath Prayer

There is a long history of Christian prayer that aims to move us “from head to heart.” Prayers of the heart are typified by short phrases. They are repeated first on the lips and then in the mind, until they take on a life of their own deep within us. When such prayers become embedded in our life awareness and daily activity, they have truly become “heart prayers.”

Ron DelBene, an Episcopal priest who developed a contemporary method of breath prayer, suggests the following to find your own breath prayer:

Visualize Jesus standing before you, asking you: “(your name), what do you want me to do for you?” Let your response surface from deep within. If more than one thing comes to mind, identify the root desire beneath all the others.

Next, identify how you normally address God in prayer: Lord, Jesus, Holy One, Living Spirit, Eternal God, Creator, Shepherd? Find your name for the divine being.

Combine your desire with your name for God in a single short phrase that flows easily in your mind. You may need to experiment with phrasing to find a comfortable rhythm.

Sit quietly and repeat the phrase gently in your mind for several minutes. Take a walk, repeating your prayer while you move. Note how the prayer shapes your perceptions. You can carry this prayer with you through the day. It fits well with many solitary activities from common household chores and routine tasks to standing in line and sitting in traffic jams! It is a good companion for rhythmic exercise such as walking, jogging, or swimming as well.

Repeated prayers tend to deepen and expand in meaning as they are used in various contexts of life. Over time, the repetition creates a space in which words fall away and we become more aware of the Presence they point to.

*Adapted from Marjorie Thompson,
Soul Feast: An Invitation to the Christian Spiritual Life, pp.47-48*

Appendix D – Prayer Resources Suggested by Cathy MacGovern

DelBene, Ron, The Breath of Life: A Simple Way to Pray. Eugene, Oregon: WIPF & Stock, 2005.

The Breath of Life offers great introduction to the breath prayer, its history, its meaning for us today and the process of finding one’s breath prayer.

Brown, Patricia D., Paths to Prayer. San Francisco, CA: Jossey-Bass, 2003.

This book looks at over forty ways to pray through which the reader can develop a richer prayer life and connect more fully with the presence of God in their everyday activities.

MacBeth, Sybil, Praying in Color: Drawing a New Path to God. Brewster MA: Paraclete Press, 2007.

If you think you can only pray with head bowed and sitting still – and find that very hard, you will want to check out Praying in Color. MacBeth leads readers through a way of praying while drawing, or doodling prayers. Praying in Color offers a great way to focus on prayer while also creating “beautiful” unwritten prayers.

Vennard, Jane, A Praying Congregation: The Art of Teaching Spiritual Practice. Herndon VA: Alban Institute, 2005.

If you are interested in doing more prayer within your congregation, this book is a good resource. You may want to check out other books by Jane Vennard as she has written a number of books on prayer, including Praying with Body and Soul.

Another resource:

If your congregation would like to host a workshop on prayer, you may want to look at the Fresh Air Prayer module, ***Deepening the Congregation’s Prayer Life***, offered by the Spiritual Formation Initiative of the New England Conference (SFI). Fresh Air is a workshop that runs 3 to 3-1/2 hours which is facilitated by a member of SFI. For more information check out “Spiritual Formation” under “Leadership and Learning” on the Conference website, www.neumc.org.

Appendix E – Sample Invitation for a Prayer & Mission Campaign

Sample Invitation Front:



Sample Invitation Inside:

*You are cordially invited to join Pastor Smith, a representative from the Preachers' Aid Society (PAS), members of the special mission & prayer campaign team, and your friends at First United Methodist Church for **BRUNCH and DISCUSSION** about PAS's *Because They Serve* housing initiative.*

*Please join us in the Fellowship Hall this
Sunday, April 3, 2014
at 11:15AM*

Bring your appetite and all the questions you have about the work of the Preachers' Aid Society. We hope that everyone, including those who have never heard of PAS and those who already know and support the Society, will join us for this important discussion.

Sample Invitation Back:



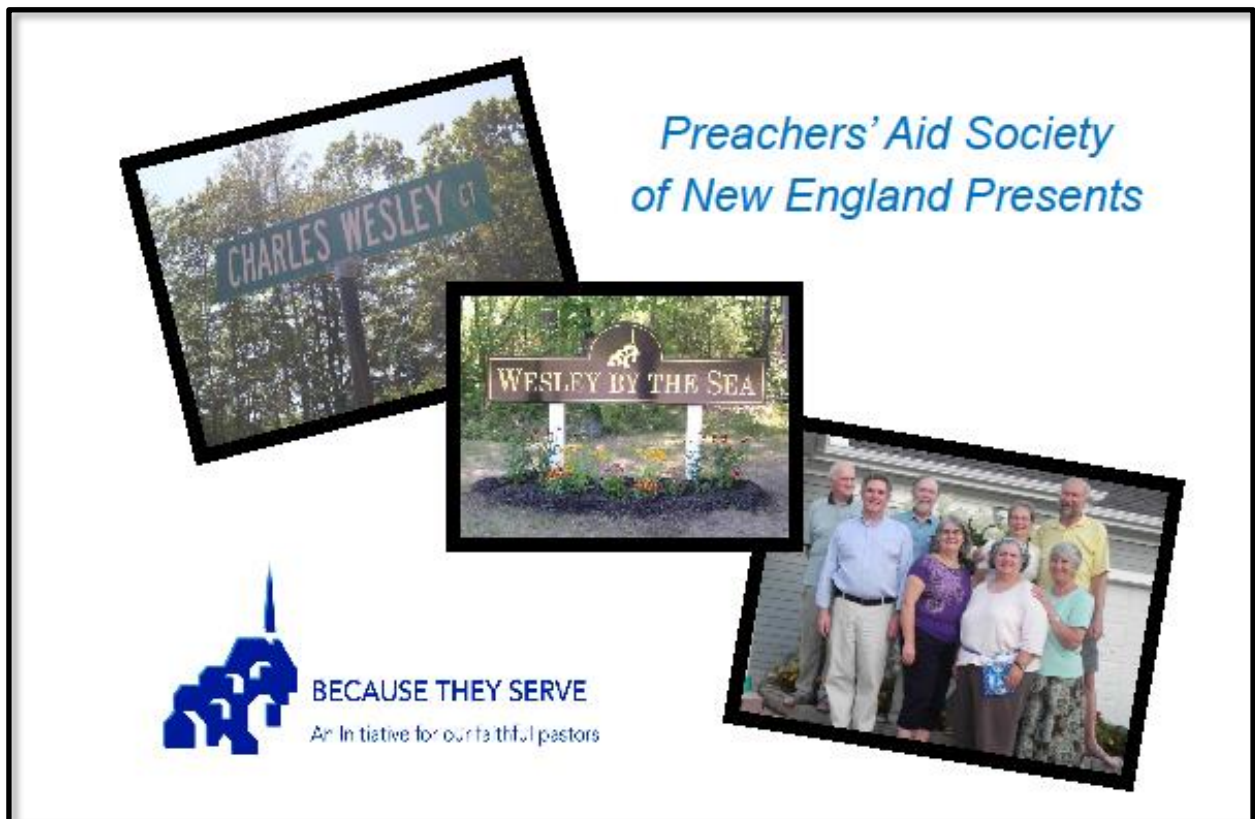
PAS will be glad to prepare, print, and mail invitation on behalf of the church if you choose to do something of this nature in connection with the Society.

Appendix F – Sample Bulletin Language and Insert

Sample Language for the Bulletin:

Over the next month our church will be praying for the mission and ministry of the Preachers' Aid Society of New England (PAS). A brochure is enclosed in the bulletin for you to learn a bit about their long-standing work with our active clergy, retired pastors, and their families. Please save the date: _____ and plan to join members of our congregation for a special ___(event title/description)___ and an opportunity to meet PAS staff. Here you will learn more about PAS's Because They Serve housing initiative and the associated capital campaign endorsed by our church council. This is a ministry our church council believes and has agreed to support with a special **prayer and mission campaign** of our own. Please support these efforts by adding the Preachers' Aid Society to your prayers this month. Contact _____ at (____) ____-_____ for additional information.

Sample Bulletin Insert Front:




Sample Bulletin Insert Back:

Because They Serve—A retirement housing initiative for our beloved pastors

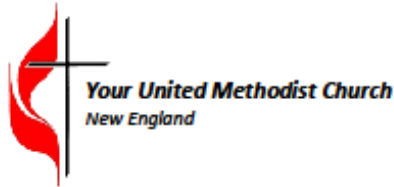
Imagine: You are a 60 year old United Methodist pastor considering retirement within the next 2-8 years. You will have a modest pension and Medicare to sustain you in your senior years, but you have no home. Church polity has required you to live in parsonages, homes owned by local congregations, throughout your career. You are grateful for these homes; however with no equity and a salary that has been *adjusted* to account for the fact that your housing has been provided, the parsonage system presents some challenges for your retirement plans. What do you think you would do?

If you are like most retiring pastors, you have two basic options: Seek an *extremely affordable* rental home for your retirement years, or buy a home by drawing down a significant portion of your pension monies for the down payment, closing costs, and needed repairs. The later choice will give you your own place for the first time ever, but it will also substantially reduce your monthly income as the remaining money is annuitized into your monthly pension check. This is a difficult decision and many pastors simply do not have the resources or the luxury to choose a comfortable home for retirement.

The Preachers' Aid Society of New England, a 182 year old foundation dedicated to enriching the lives of retired and active pastors, has begun a program to offer a **third choice**. We have two communities for pastors and spouses beginning their active retirement years – **Wesley Woods** (Gilford, NH) and **Wesley by the Sea** (Wells, ME). These homes offer a secure and affordable opportunity to enjoy retirement in a stable residential community provided by our Society. **We have begun building this vision in ministry, but to complete it we need the help of those of you who have known and loved your pastors throughout your lives.** Please consider making your own commitment toward our goal of \$3,000,000 to support this work of love and appreciation for our clergy families. Additional details can be found in brochures located in your church or on our website at www.preachersaid.org. **We encourage you to give joyfully to this effort in celebration of your most beloved pastors.** Our Development staff welcome any questions you have and/or the opportunity to speak with you regarding your interest in gifts of appreciated securities. Thank you and please say a prayer for your pastor today!



Appendix G – Sample Letter



BECAUSE THEY SERVE
An Initiative for our faithful Pastors
By the Preachers' Aid Society of New England



Mr. & Mrs. Charles Wesley
123 Methodist Way
Wells, ME 04090

Dear Charles and Sarah,

Today, I am writing to introduce you to the mission of our friends at the Preachers' Aid Society of New England (PAS). PAS has been serving Methodist pastors for over 180 years, and cares for pastors and their surviving spouses through emergency financial assistance, retiree health care support, educational opportunities, retiree visitation, and now affordable housing. By addressing emerging needs and equipping clergy with the knowledge and resources they need to prepare for the future, PAS empowers pastors to live full and healthy lives of service within the church and beyond.

For the past month, a small team of church leaders and I have been planning a special mission campaign to support PAS's *Because They Serve Housing Initiative*. We believe that individuals, churches, and organizations can become better reflections of God's love when we work in connection with each other. With that in mind, we began this journey with prayer and an intensive look at the mission and needs of PAS as it relates to our congregation's call. During this process it became clear that we have a great opportunity to partner with PAS and support one another in our faith journeys.

Because They Serve focuses on providing affordable housing options for retired United Methodist clergy in New England. Many of our pastors retire with a modest income and no equity in a home since they have lived in church owned houses for their entire careers. Our pastors are grateful for these homes; however with no equity and a salary that has been adjusted to account for the fact that one's housing has been provided, some clergy find themselves in difficult situations as they seek affordable homes to retire in. PAS has begun to address this demonstrated need by developing two mixed income communities intended to be a safety net for retirees in need of affordable housing - Wesley Woods (Gilford, NH) and Wesley by the Sea (Wells, ME). A successful *Because They Serve* campaign will help grant PAS the flexibility to further supplement the cost of living for those retirees most in need. In addition, PAS is tithing all funds raised for *Because They Serve* to the Central Conference Pension Initiative to start a pension program for pastors serving in parts of Africa, Asia, and Eastern Europe where there has traditionally been no funding for pension programs. With our help, PAS will be able to better respond to the needs of retirees and in New England and support clergy around the world.

We have already received \$2,500 toward our goal of \$5,000! As you look over the information enclosed, I invite you to join me and my spouse in making a special gift to support this ministry. Will you prayerfully consider making a gift of as much as \$10 per month over the next 3 years for a total *Mission Support Pledge* of \$360? All gifts, prayers, and questions are welcome!

Your friend in faith,

Pastor Smith
Your United Methodist Church
617-123-4567

For bookkeeping purposes, please make checks payable to the Preachers' Aid Society

51 Charles Wesley Ct. Wells, ME 04090. Phone: (508) 830-9500

PAS is a 501(c)3 non-profit corporation, all donations made to this campaign are tax deductible to the fullest extent allowed by law.

Appendix H – Sample Call Script

Mission Support Campaign

Sample Call Script for Hosted Gathering / Event Invitations

Hi _____, this is _____ calling from Your United Methodist Church. Do you have a few minutes to talk?

If no...

Is there a time later tonight that I could call you back?

Okay, we'll try back another time. Have a great night!

If yes...

Great! I wanted to invite you (and your husband/wife/partner) over for a little gathering at my home / the church on _____ to talk about the mission support effort the church is working on with the Preachers' Aid Society. Are you available that night/day?

If yes...

*Oh good! Pastor _____ wants to make sure that everyone has an opportunity to hear about the details of the campaign and our partnership with the Preachers' Aid Society. More importantly, s/he wants to ensure that everyone has an opportunity to **ask questions**.*

There will be dessert, time for fellowship, and a brief presentation by _____.

Can I count you in?

Here are the details: Time _____, Address: _____.

Do you need directions?

If they ask, "Are you asking me for money?"

Well, this is essentially an informational meeting. You will hear a presentation about the mission campaign and will be asked to consider what you can do to support the special project that the church has endorsed, but we do not expect anyone to make a

pledge or even a decision at the party. We want to give everyone time to let things sink in and pray about their decision. Regardless of your thoughts on making a gift or pledge, we would love to have you for the fellowship!

If no...

*Oh, no problem. There is another of event on **Sunday**, _____ after worship. These are all church socials. We will provide food and lead a discussion about the campaign. Pastor _____ really wants to make sure that **everyone** has an opportunity to hear the full details of the mission campaign and learn about our partnership with the Preachers' Aid Society. More importantly, s/he wants to ensure that everyone has an opportunity to **ask questions**. I hope you can make it to the social!*

If not, feel free to ask me or Pastor _____ any questions you may have. We'll be happy to go over it with you.

Here is a brief summary of the mission campaign in case you need it:

- *The campaign is entitled "Because They Serve" is a mission campaign in support of the Preachers' Aid Society of New England.*
- *A successful campaign will...*
 1. *Support missions regionally through the **Preachers' Aid Society (PAS)** who is building **affordable-mixed-income housing for retired United Methodist pastors** in the New England conference.*
 2. *Support missions globally as PAS will tithe (donate 10%) of what they receive to the **Central Conference Pension Initiative** to start a pension fund for pastors serving in parts of Africa, South East Asia, and Eastern Europe where the resources for pensions have not traditionally been available.*
- *We launched the campaign in support of PAS because we found their work inspiring, and we believe that we are better together. That is, when we connect with and support our United Methodist partners in ministry, we all become better reflections of God's love and grace.*
- *So far, we have raised nearly \$_____! Our goal is to gain a total of \$_____ in commitments by _____.*

I look forward to seeing you soon! Have a great night.

Appendix I – Sample Chart of Gifts

A chart of gifts is a tool used to demonstrate to individuals how a goal might be achieved. This tool is great for making personal asks and helping people see how their gift will impact the big picture. The example below depicts what a chart of gifts might look like for a church with about 70 giving units and a goal of \$5,004 for mission over three years.

PAS will be happy to help you develop a chart of gifts, but here is a rule of thumb that will help you get started – About 1/3 of current givers will give to a special campaign.

**In Support of Prachers' Aid Society's
Because They Serve Housing Initiative
Chart of Gifts with Pledges Over 3 Years**

Pledge	Annual Amount	Monthly Amount	# Needed This Level	\$ This Level	Cumulative Total
\$1,800	\$600.00	\$50.00	1	\$1,800	\$1,800
\$900	\$300	\$25.00	1	\$900	\$2,700
\$360	\$120.00	\$10.00	3	\$1,080	\$3,780
\$180	\$60.00	\$5.00	4	\$720	\$4,500
\$36	\$12.00	\$1.00	14	\$504	\$5,004

Appendix J – Sample Pledge Card

Preachers’ Aid has pledge envelopes available for you to use in connection with the Because They Serve housing initiative. Please contact us, let us know how many you need, and we will be happy to send you brochures and pledge envelopes for your mission support efforts. Alternately you can use pledge forms like this:


Sample Pledge Card Front:

Because They Serve
*A Mission Support Campaign for Our Friends at
The Preachers’ Aid Society of New England*
Here are some examples of 3 year pledges:


Total 3-Year Pledge	Annual Contribution Amount	Monthly Contribution Amount
\$ 1,800	\$ 600	\$ 50
\$ 900	\$ 300	\$ 25
\$ 360	\$ 120	\$ 10
\$ 180	\$ 60	\$ 5

Gifts so far range from \$5 to \$2,000, with an average gift of about \$25 that can be paid over the next 3 years. **Nearly \$3,000 has already been committed and our mission support goal is \$5,000!** We celebrate every gift that comes in while we work together to support our friends at PAS. Will you prayerfully consider making a commitment to celebrate your pastors past and present who have impacted your life?

All gifts and pledges are welcome!

 **Your United Methodist Church**
New England

BECAUSE THEY SERVE
An Initiative for our faithful pastors
By the Preachers’ Aid Society



Sample Pledge Card Back:

Because They Serve
A Three Year Mission Support Campaign

Name(s): _____

Address: _____

City / Zip: _____

Phone: _____

E-mail: _____

Please contact me about planned giving—wills, annuities, etc.

Yes... I will pledge today—see my pledge below.

Amen! I have already made my commitment.

Praying... I am thinking about my decision.
Please contact me at: _____

No... I am unable to make a pledge today, but I will keep these efforts my prayers.

*In support of the Preachers' Aid Society's
housing initiative—Because They Serve...*

I We PLEDGE a TOTAL of \$ _____ to be paid over _____ years

My pledge will begin (Month/Day/Year): _____

Please send me reminders (circle one):
Monthly Quarterly Semi-annually Annually

Signature _____ Date _____

*For bookkeeping purposes, please make gifts payable to
Preachers' Aid Society, write Your UMC in the notes section of the
check, and send gifts to 51 Charles Wesley Ct. Wells, ME 04090*

Or give online at www.preachersaid.org

Appendix K – Effective Fundraising Tips

Fourteen Steps to Effective Fund Raising for Pastors

By: Thomas J. Gallen, Executive Director - The Preachers' Aid Society of New England

None of us really like the thought of asking for money. For some of us, it feels like we are creating an imposition, cultivating guilt, or admitting an institutional weakness. But, none of us should feel badly about asking our friends and church members to step up to a real human need. Sharing the wealth that God has given to us is rock solid basic to the path of Christian Discipleship. We are not called by God to a faith of singularity but of community. This is a consistent teaching of the Bible from Genesis to Revelations! With that in mind, here are some principles that have guided me in fund raising for over 50 years.

1. **Start out with a positive attitude.** If you don't personally believe that what you are asking folks to support is important – then don't go there. Adam Hamilton once said something to the effect of, "The energy you give out to your congregation is the energy that you get back." I wholeheartedly believe this to be true.
2. **Yes, you do have to actually ask!** This can be from the pulpit, in written letters to the congregation and/or in person. An old axiom in fundraising is that "If you never ask – then you know exactly how much you will receive." A gentle and sincere face-to-face request is the most effective way to make a request.
3. **Third Party Rule.** People give to causes in which they believe through people they trust. If you plan to ask for a significant gift then do some planning about how you are going to ask the prospective donor. In short, if you know a willing person who is a personal friend with the donor, then see if that third party will accompany you on the visit.
4. **Always let the donor know why you are asking for the appointment.** "We are planning to try to raise a significant gift from our Church to a United Methodist effort we call Imagine No Malaria and I would love the opportunity to come visit with you about this." Larger donors appreciate a heads up and generally do not respond well to an "ambush visit."
5. **The all-important case statement.** The case statement is a very simple document. It clearly and simply answers the question from the donor, "What are you going to do with my money?"
6. **Give folks plenty of lead time.** Congregations have to have time to let a need "sink in." They have been living with the old worn out sanctuary, for example, for a very long time. Members see it as a "new" space – 30 years ago. New visitors to your church see it as an "old" space and kind of tired the moment they walk through the door.
7. **Remember the "80/20" rule.** In almost every volunteer organization about 20 percent of the members will give about 80 percent of the long term support. About 80 percent (more or less) will provide only a minimum level of financial support. Your support in a capital

campaign will still come from the 20 percent! They need to be fully considered and involved.

8. **Major donors need more lead time.** People who are both able and willing to give larger donations to charitable causes often work out their giving (especially larger gifts) with their financial advisors years in advance. Their giving is part of their overall family wealth management program, often handled by professional financial advisors. When you ask for their commitment, remember that it may take a longer period of time to come to fruition.
9. **The “two Pocket” rule.** In our culture, donors make contributions most often in one or both of two ways. First, they give from their ordinary income. Most of us give this way to our Church – from our checking account as part of our regular monthly budgeting. In larger campaigns for specific purposes many people will give from their assets or investments. This “pocket” of funds may be appreciated stocks, retirement savings, insurance policies or even bequests. Do not overlook these longer-term gifts in your donor solicitations.
10. **The Donor as Customer.** People are becoming more and more selective and intentional in their charitable giving. It is not always true any longer that people give out of a sense of duty, responsibility or habit/conviction. In the back of many minds, donors are now asking the question, “What am I buying with this gift?” Be prepared to be specific and let your donors know why this is important and what the tangibles are being achieved through their donations.
11. **Present opportunities for donor advantage gifts.** More and more, the charitable giving world is being provided with tax-advantaged or income producing gifts for larger commitments. Things like Gift Annuities, Lead Trusts, Donor Advised Funds and bequests are giving donors the chance to help themselves (or others) while simultaneously helping their favorite charities. Know and use these planned giving tools.
12. **Thank you.** Did I mention Thank You? Say Thank You! Again, thank you! One more time, thank you! People give because they know that their gift is appreciated – so be frequent and generous with “Thank You.” A lot. Thank You. THANK YOU !!!
13. **The Ripple Effect.** A specific fund raising effort is like a pebble dropped into a pond. The leader has to step up and make his/her commitment. Then you move to the “lead” givers and make their support known. Following that, the “inner circle” (often a church council or campaign committee) makes their contributions. Finally, it spreads to the whole organization/congregation and the ripple moves across the pond. Be systematic and intentional and watch your success grow.
14. **Good Cop Bad Cop.** The rule is simple – those who see the need and call people to give to an extraordinary effort are the villains going in and the heroes coming out. Nobody likes the idea of asking or being asked for money. But in the end everyone celebrates together when the moment is won. Suck it up.....and do the job. And THANK YOU!!