

# FUNDRAISING 101

**A CALL TO ALMS. A CALL TO ACTION.**

## **Do you have questions or concerns about fundraising in your parish?**

The Diocesan Stewardship Commission supports clergy and parishes in:

- ◆ Conducting annual commitment campaigns
- ◆ Developing a year-round stewardship strategy
- ◆ Planning and executing capital or special needs campaigns
- ◆ Understanding the importance of building a planned giving initiative - NOW
- ◆ Recognizing the value of building a parish endowment

## **To achieve those goals, the Stewardship Commission created Fundraising 101.**

The Fundraising 101 program offers a minimal-cost opportunity for clergy and parish leaders to better understand the principals, concepts and best practices that underlie a successful fundraising effort. Fundraising 101 is a basic “how to” and “hands on” experience with practical information and sources you can actually use!

## **How does Fundraising 101 work?**

Stewardship Commission members with professional fundraising experience and expertise meet with you for an intensive examination of your fundraising efforts. Before the meeting, you will be asked to complete a questionnaire about the current status of your fundraising efforts, to provide the facilitators a current and accurate basis for discussion. The conversation, which normally lasts 90 minutes (or as short/long as necessary), is based on this questionnaire and concerns of specific interest to the congregation. The program is designed to be a conversation, not a lecture.

Following the program, participants will prepare a brief report, summarizing highlights and opportunities for improvement. The goal is to achieve a common understanding of fundraising techniques and how to apply them in the parish. Fundraising 101 also charts a road map for additional steps that may be useful in creating an effective and permanent fundraising process in the parish.

Program facilitators are volunteers and are not paid. However, reimbursement for travel expenses may be requested.

## **For more information and to participate in Fundraising 101**

Contact either co-chair of the Stewardship Commission:

- ◆ Elise Balcom - 757-481-3268 or emblaw@aol.com
- ◆ Al Louer - 757-253-1209 or cnwry@verizon.net