

## How To Increase Annual Giving While Conducting A Capital Campaign ICSC Handout 2019

### Agenda

1. Prayer
2. Introductions: Desired outcomes, failures, pain points
3. Causes of failure in general
  - a. 1.2% norm vs. 2% in other denominations
  - b. Lack of understanding of stewardship
  - c. Lack of responsibility for stewardship
  - d. Get the book "[Why Catholics Don't Give](#)"

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4. Causes of annual giving failure:
  - a. Not asking: half of all parishes do not conduct an annual campaign
  - b. The fundraising approach vs the stewardship approach (Get the free book on Stewardship Based Church Capital Campaigns)  
<https://www.church-development.com/free-stewardship-system-account-and-re-sources>
  - c. Case Study in failure
  - d. Other

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5. Causes of success: increase in annual giving
    - a. Case study: Jeremy Heinen, Director of Stewardship, Holy Trinity Parish
    - b. Stewardship paradigm shift
    - c. Engagement in decision making
    - d. Involvement as volunteers
    - e. Connecting socially
    - f. Asking four times per year
    - g. Thanking
    - h. ([Get the free book The Stewardship System](#))
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6. Opportunities to meet the cashless/checkless parishioners where they are: Venmo, Dipjar, website, text-to-give (watch this instructional video [Using Technology to Facilitate Giving](#) (<https://youtu.be/prLi8Oa5N3U>))
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7. Final thoughts
8. Your presenter: Denis Greene, President, Church Development Fund, [Denis@Church-Development.com](mailto:Denis@Church-Development.com) 816-560-3641 Has conducted over 200 parish capital campaigns and has raised over \$1,000,000,000 in the past 40 years.