

# Welcome!

## Q and A

To ask the presenter a question, you will type that in the Q and A box.

## CHAT

If you'd like to interact with chat, click the chat box and select "**everyone**" from the dropdown menu.

## RECORDING

You will receive a recording of this webinar including a scrollable chat box.

## TOO MUCH?

If the chat and/or Q and A interactions are too distracting, please feel free to close them now or at any time during the webinar.

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# Practical Resources for Churches



PRC is a non-profit ecumenical resource center offering consultants, workshops, webinars, and resources to congregations and individuals.

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Presbytery of Susquehanna Valley  
Southwestern Pennsylvania Synod ELCA  
South Central District of the GA UMC  
Southern New England Conference UCC

Click to add text

# Finish Strong

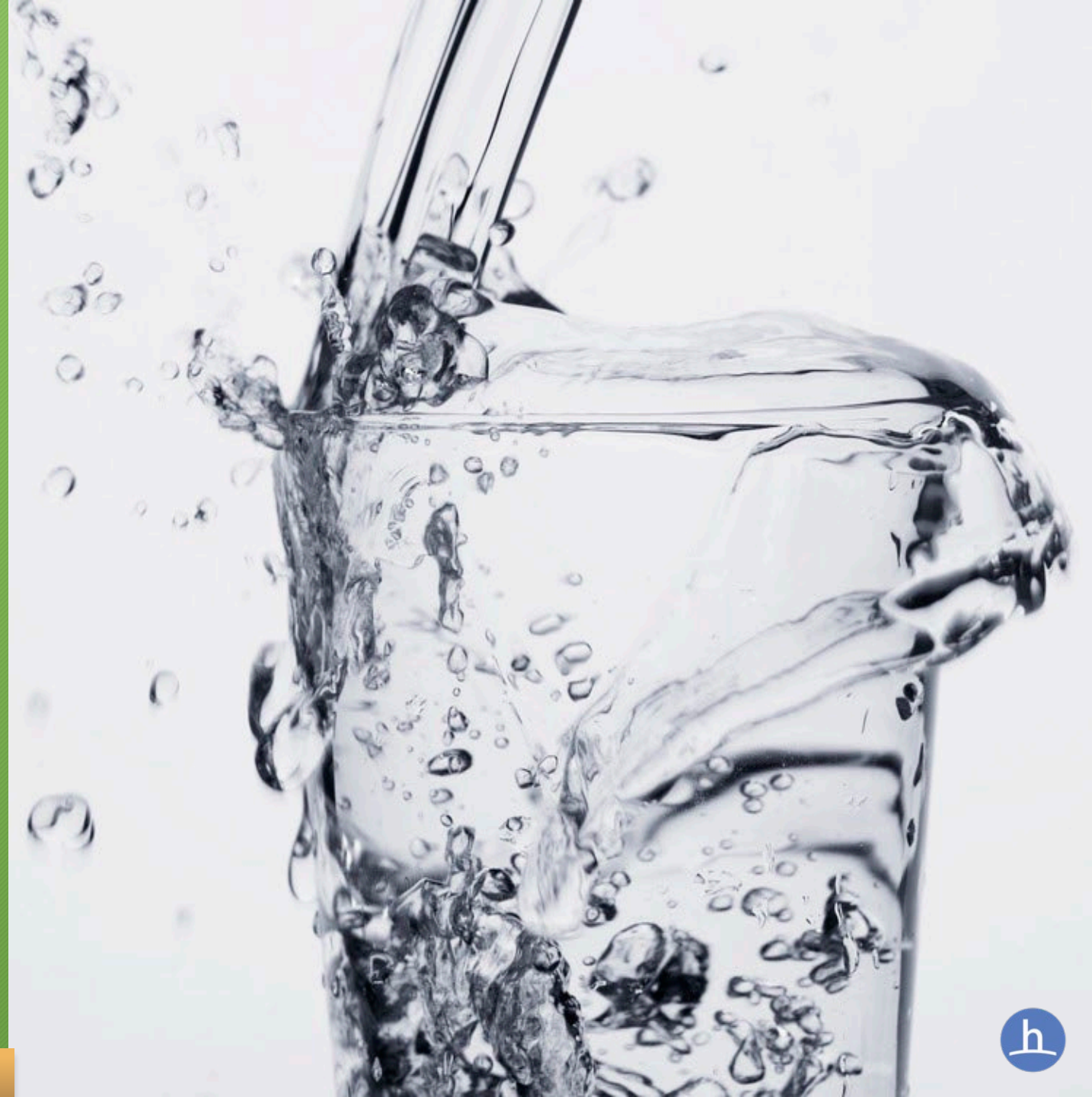
Year End 2022

Jen Williams-Lead Pastor Aldersgate UMC  
Scott McKenzie-Partner Horizons Stewardship



# Adopt an Abundance Mindset

- People are willing and able to contribute more.
- There is enough.
- Invitation to be a part of what God is doing through your church.





# Keys to Success

- Giving is about gratitude, prayer and faith rather than budgets.
- How will increased giving enable you to have a greater impact?
- Share your ministry story.
- Invite a variety of giving options.

# Say Thank You

Quarterly  
Letters

End of Year

Private  
Meetings

- personal note to top 10%
- Email to top 20% or 50%

- One on ones w/top 10
- Top 10% appetizers @ parsonage
- Top 20% Church Dinners

Remember....  
(just focus on  
thank you)

People like to be  
thanked!

Include the many  
diverse ways to  
give.  
(giving talk)

Everyone likes to  
give; don't give an  
out.

Target Thank You  
Notes

# 1 reason people  
give a second gift

Just thank—don't  
ask!

Thank for other  
than money

Involve Others

# End of Year Opportunities



## #Giving Tuesday

November 29, 2022

Use Your Social Media

Digital Giving ... special text appeal

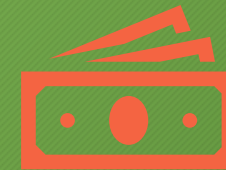
Email reminder that day w/easy link



## Christmas Offering

Christmas Letter tied to Christmas Eve

Christmas Campaign



## End of Year Giving

Tax purposes

Budgeting

Reminder of tithe first & did you meet your goal

Support Christmas Offering



# Participate in GivingTuesday Nov. 29, 2022

- 35 million people participated in 2021.
- Choose a project.
- It is easy and costs nothing to participate.



**#GivingTuesday**  
11.29.16

# #Giving Tuesday



- Focus upon electronic giving
- Create QR code
- Optimize all digital platforms - website, FB, Twitter & Insta (bare minimum)
- # is key. It's not a pencil number
- Plan ahead ... plant the seeds ... share the story ... ASK



# End of Year Letter

Tell the  
Story—Wins  
and Dreams

Demographic  
Specific

A picture is  
worth 1,000  
words

# Look what you've done!



Largest attendance for Easter Sunrise Worship  
Sent nearly 1000 mailers inviting our neighbors



Saturday Work Day at Milk & Honey Farms. 8 weekends of work completed in 1 day.

Over 40% attendance at our weekend retreat, Future Search, planning for 2025



Served nearly 100 at Thanksgiving Meal with 12 on-site volunteers and many providing food



Hosted the Youth Mission Trip and visited 5 Work sites



Sunday morning Worship Zone & Sunday School with average of 8 each hour

# Christmas Campaign

## Entire Series Around Giving at Christmas

- It's Not Your Birthday - Mike Slaughter

## Christmas Offering System

- based upon The Rocket Company
- Double and Triple your normal Christmas Eve Offering

# Christmas Letter

Branding - make it stand out

Envelope - make it easy

- SASE - make it even easier

Set a Date

Email Reminders



- **Vision!!!!**
  - Choose up to 3 Vision Initiatives
  - One Theological Push - We Give b/c...

# Christmas Offering System

# Christmas System - Action Steps

Set the Vision and Goals



Choose the Date



Timeline

4-6 weeks before -  
Initial letter to the  
congregation

Weekly Emails - Why  
the offering &  
explaining the 3 goals

1 week before -  
Follow up letter with  
envelope included

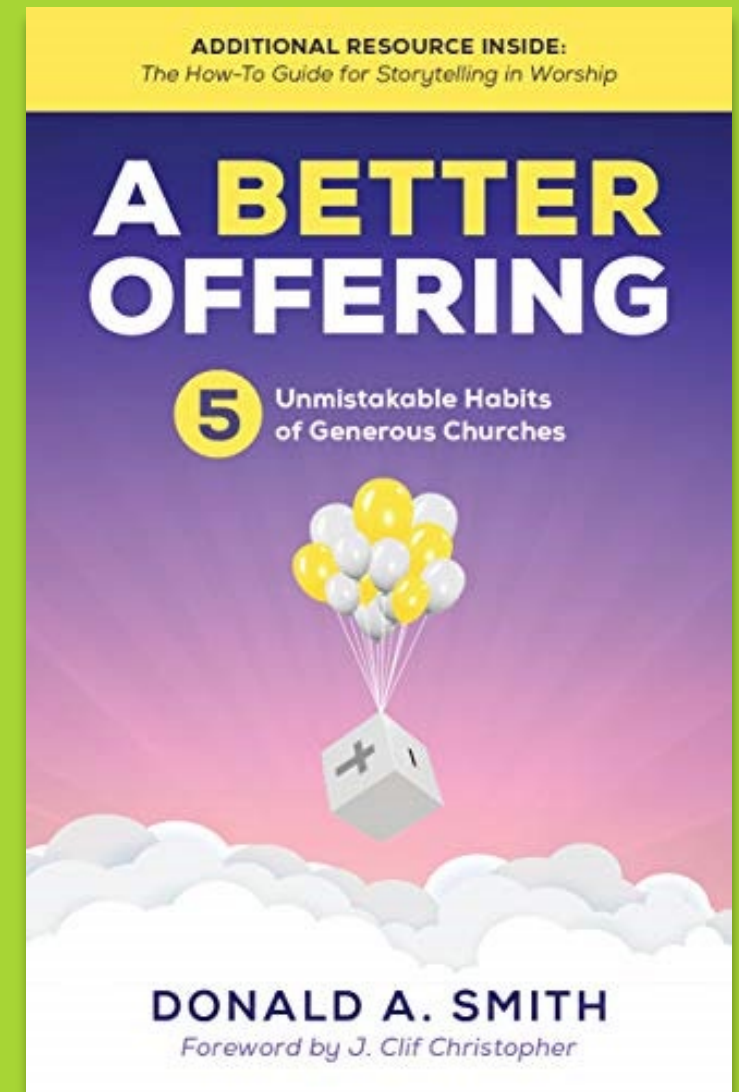


- 10% of all giving happens in the last 3 days of the year
- Letter targeted to end of the year if choosing not to focus on Christmas
- Reminding givers of tax opportunities
- Set it apart from the End of Year Letter to go out in 2022 with tax statements
- Focus upon the new year and what's to come

# End of Year Giving

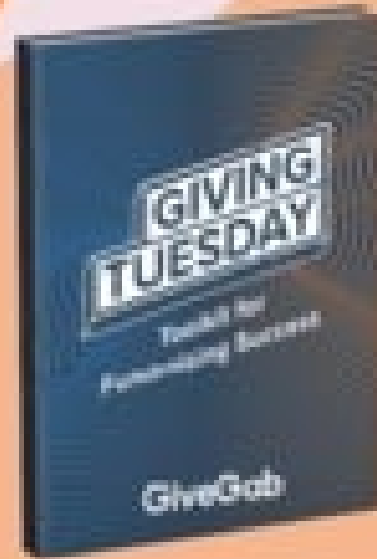
# And Remember—Impact Impact Impact Story Story Story

Offering Talks/Giving Talks -Connect Dollars to Impact



# Your Toolkit for *GivingTuesday* Success

GiveGab



<https://www.umcdiscipleship.org>

YEAR-END IS A  
**Time for Giving**

**CASH GIFTS**  
A cash gift in any amount is a convenient way to show your support for the church or other ministries. If your gift qualifies for a 2022 charitable income tax deduction, your gift must be in the form of a check dated 2022 and received or postmarked 2022, to receive a deduction this year.

**GIVING APPRECIATED PROPERTY**  
If you own investments that have increased in value (such as real estate, stocks, or mutual funds), you can donate them to your church and receive a charitable income tax deduction for the full value of the assets, plus a deduction for the capital gain of the assets, which is equivalent of a "double deduction."

SALE & GIFT	
Stock with Fair Market Value (Cost Basis \$200)	\$100
Taxable Gain on Sale	\$80
Capital Gain Tax at 15%	\$12
Net Sales after Tax	\$88
Charitable Tax Deduction	\$88
Tax Savings at 22%	\$19

**GIVING FROM Your IRA**  
MAY SAVE YOU MONEY!

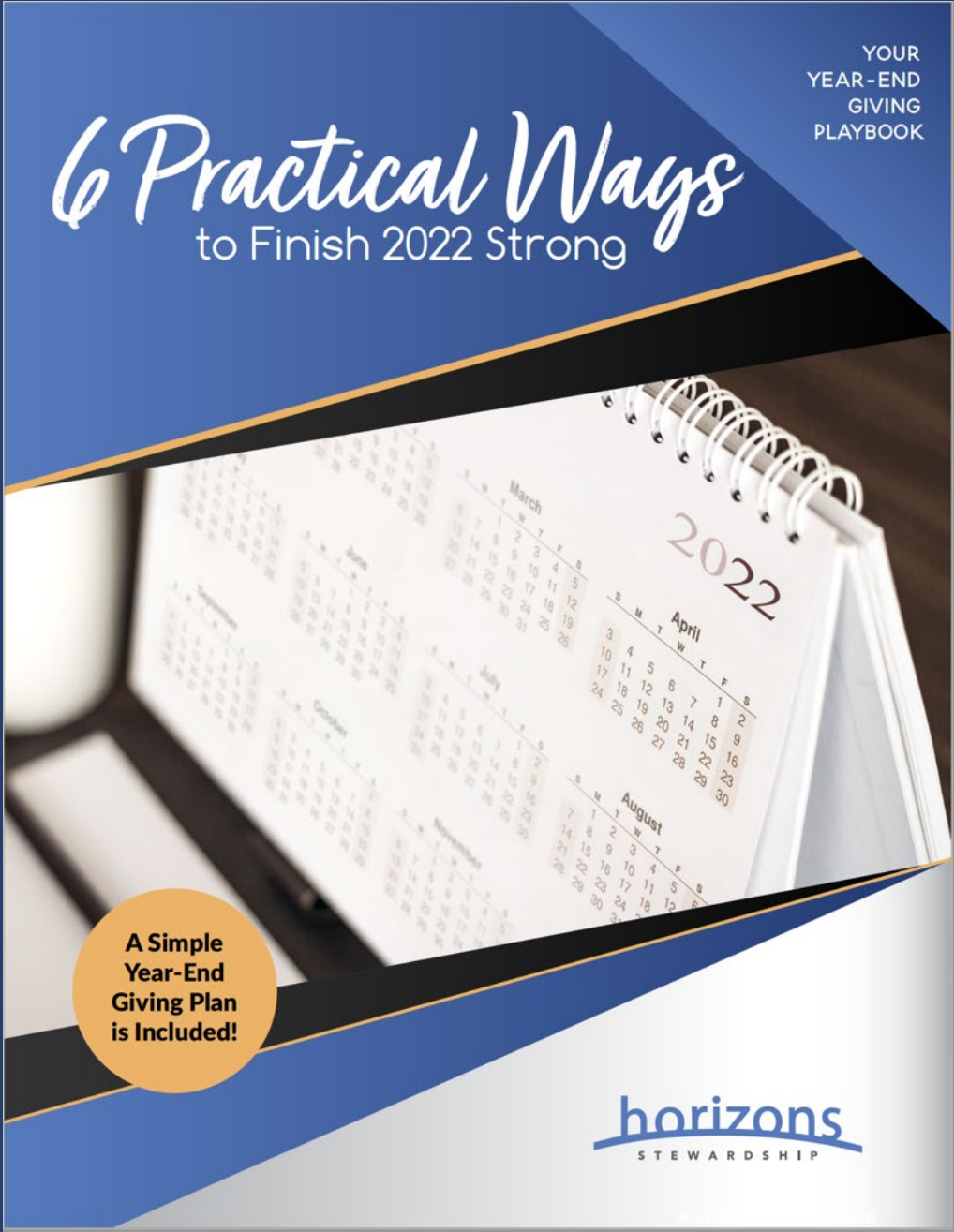
If you have an **Individual Retirement Account (IRA)** and are age seventy (or getting close), you should know about a way you can give to your local church that will strengthen the church's ministry and produce tax savings for you! Here are some important facts you should know.

- 1. INDIVIDUAL RETIREMENT ACCOUNTS HAVE COME OF AGE (MIDDLE-AGE).**  
IRAs have been around since 1974, though in the beginning, they were only for folks who didn't have any other pension coverage. A bill in 1981 made IRAs available to all workers and their spouses.

RESOURCE

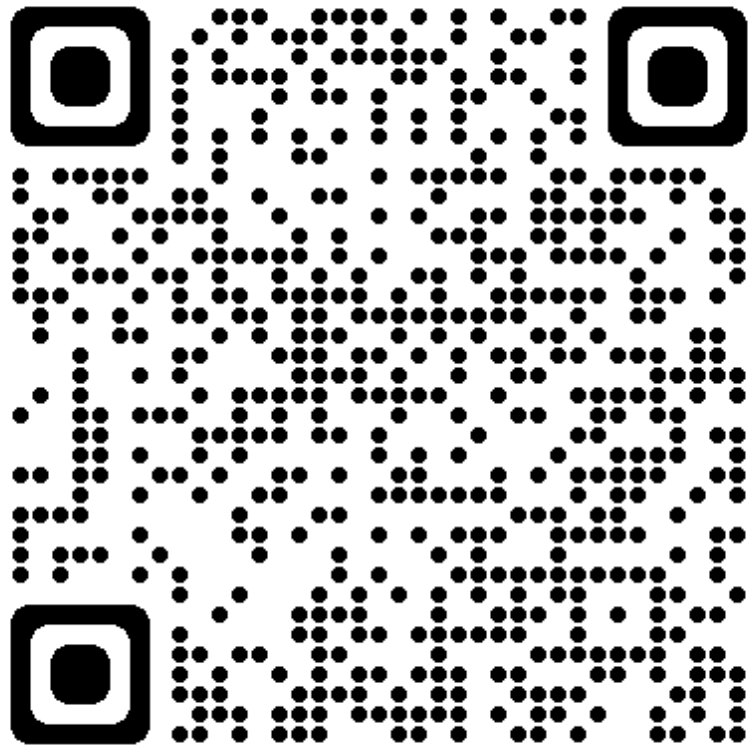


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**Giving365.com**



A screenshot of the Giving365 website interface. The top navigation bar is blue and contains the logo 'giving365' in white. To the right of the logo is an orange button labeled 'Your Account'. Below the logo, a list of resource types is shown: 'Webinars/Presentations', 'eBooks', 'eCourse', 'Books', 'Videos', 'Podcasts', 'Articles', 'Blogs', and 'Horizons'. The main content area features a photograph of a diverse group of people sitting around a table, looking at tablets and laptops. Overlaid on this image is the text 'Your On-Demand Resource Library to Help You Grow Disciples and Fund Ministry' in white. At the bottom of the image, there is another orange button labeled 'Your Account', which is circled in white. In the bottom right corner, there is a small blue circular logo with a white lowercase 'h'.

# Comments--Questions