PLATE & PLEDGE RECOVERY & GROWTH FOR THE EPISCOPAL CHURCH IN CONNECTICUT DURING COVID-19 CRISIS
1. Opening Prayer
2. The Philanthropic Landscape
3. Update on Our COVID-19 Response
4. SECURE Plate & Pledge Partnership
5. Immediate Resources Available
6. Action Steps
Before completing, please let us know from which parish you are joining us!

Question 1: Who is on the phone with us today?
- Clergy
- Warden
- Treasurer
- Other / Parish Staff or Parishioner

Question 2: How are you feeling about your parish’s financial status as a result of this crisis?
- We are in crisis and need to find solutions immediately
- We have real concerns, but we are figuring it out as we go
- We feel good! We feel ahead of the curve despite the challenges

Question 3: What aspect of parish revenue is most in need at this time?
- Pledge fulfillment
- Making up for lost plate revenue
- Special Revenue (rentals, etc.)
- Other / Something Else
Fundraising in Challenging Times

While the implications of COVID-19 cannot be directly compared to any other recent major crisis, it is helpful to look back at how faith-based philanthropy has been impacted by other major crises.

Sources: Giving USA 2019
The Philanthropic Landscape

In 2018, Americans gave $427.71 billion to charitable causes.

Although giving to religion declined from the previous year, religious organizations continue to receive the largest share (29%) of charitable dollars ($124.52 billion).

Sources: Giving USA 2019
Online giving is growing in popularity for religious organizations, and online gifts to religious organizations were larger than average online gifts across sectors.

Giving by individuals continues to make up the largest portion of overall giving (68%), and individual contributions make up even larger percentages of giving to congregations than nonprofits overall (81%).

**WAYS CONGREGATIONS GIVE**

- PASS THE PLATE: 92%
- ONLINE GIVING: 55%
- OFFERING BOX: 26%
- SMART PHONE: 21%
- TEXT TO GIVE: 14%
- GIVING KIOSK: 5%

Sources: National Study of Congregations’ Economic Practices - Lake Institute on Faith & Giving 2019
Principles of Fundraising in Times of Crisis

- Show empathy and concern
- Increase communication
- Leverage technology
- Develop a short-term action plan
- Reaffirm mission and impact
- Share philanthropic information
- Consider special gatherings
- Communicate financial impact
- Motivate key stakeholders
Good News in ECCT

Episcopalians across the state are finding new ways to connect with one another.

Virtual requests for support are being met with enthusiasm.

People are responding to requests for financial and volunteer help, even though it looks differently than pre-COVID.

Parishioners are gathering virtually to share good news with one another.

The *Joining Jesus* fundraising initiative has received financial commitments, large and small, during physical distancing, totaling more than $500,000.
Our COVID-19 Response

- Dedicated COVID-19 resource section on the Diocesan website
- Weekly meetings with the Bishops for clergy and lay leaders
- A wide range of online gathering opportunities for those who want to share celebrations, challenges, and resources around particular ministry areas
- Parish Relief Resources
Most... have an updated newsletter  
    have a Facebook page  
    are providing online COVID-19 updates  
    are looking for new ways to engage committees, volunteers, and parishioners, and ways to maintain plate and pledge revenue

Some... of parishes have an online giving platform

Few... are addressing plate and pledge giving methods
Question 1: Has your parish utilized any of the following?

- Frequent updating website
- Facebook
- Sending regular (weekly or biweekly) e-newsletters
- Personal phone calls
- Live-streaming services
- Virtual prayer group / Bible studies / Sunday School or other programming

Question 2: Does your parish have an easy to access online giving portal? (such as Vanco, Breeze, etc.)

- Yes
- No
- Unsure
What Is This? A partnership to help you:
- Increase communication with your congregation
- Recover and secure lost plate and pledge income
- This program is not a campaign

How?

Support from the CCS team and ECCT
- Strategize together; lean on one another; share ideas.

Evaluate parish capabilities and pledging needs
- What are we doing now? What could we be doing?

Connect with parishioners
- Maintain strong connections with parishioners. Explain how to celebrate liturgy and giving opportunities.

Utilize Resources
- CCS team and ECCT Communications Guides

Engage Your Community
- Stay connected as one body of Christ, social-distanced only physically
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<th><strong>SECURE Program Goals</strong></th>
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How it works?

1. Quantify impact of COVID-19
2. Establish plan to strengthen communication and share needs
3. Initiate engagement strategy
4. Continue to use new communications and stewardship strategies to strengthen your parish now and into the future
What Can We Expect?

- 2 – 3 things you can do weekly to strengthen communication and pledging
- Regular progress reports
- Hands-on assistance with communication plans, virtual visits, e-blasts, phone calls, mailings
- Guidance in pledge tracking and benchmarking
- Assistance in virtual set-up (live-streaming, Facebook, Zoom, etc.)
- Weekly webinars

Each participating parish will work with one of our CCS team members for immediate assistance.
Next Steps

1. Familiarize yourself with your parish’s capabilities via parish inventory of existing strategies and activities that you are currently using with respect to communication and plate and pledge generation.

2. Schedule a time to meet one-on-one and develop a customized strategy.

Questions? Ready to get started?

Contact Tiffany Reed
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215-531-0500
Parish Inventory
Does your parish...

- Maintain a parish website (easily-discoverable via google search)
- Maintain a parish facebook (or social media) linked to website
- Call every parishioner
- Develop a regular, personalized COVID-19 update to parishioners
- Post regular e-bulletin with mention of pledge fulfillment
- Post a highly-visible e-giving link on website via a trusted provider
- Live stream service
- Mention pledging during every service
- Identify estimated revenue loss March 1 – May 1 and share regularly
- Convene the vestry virtually to generate support
- Gather for small group ministries/Bible study/Sunday school/other programming
- Build weekly communications with parishioners, including: email, newsletter, social media, video
- Share regular success stories & meaningful scripture with parish