



Telling Stories: ***Exciting Congregations***

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Goal of Communication

- Define the goal of every piece of communication, as well as your audience
- Communication should inspire your members to the work of your ministry
- **Headlines matter.** Most won't read beyond them.
- If you inspire, people will pay attention. They will also pay attention if some response is needed (verbal, written, with a gift, etc.)

Deposits vs. Withdrawals

- ***Relationship deposits***: listen to your donors, inspire them, show how their generosity changed lives, show gratitude.
- ***Relationship withdrawals***: we need, we don't have enough of, if more people would... Looks like a basic form letter with no personal touch.

Needs-based Marketing and Communication

- Focus LESS on what you are offering
- Focus MORE on why people would want to participate



Reinforcing Scarcity

“ALTAR FLOWERS: The Flower Chart for 2019 has been posted at the north end of the fellowship hall but it is EMPTY! Please consider signing up to provide flowers for the worship services. The cost of one vase is \$30, and \$60 for both vases. Flowers may be made in memory of people or events such as an anniversary, birthday or baptism. Payment may be placed in the offering plate or mailed to the church office. Please indicate that it is for altar flowers, the date, and your name. You may enjoy the flowers in your home or take them to a friend after the 11am service. Thank you.”



Outcome/Impact Stories

BIENVENIDOS FOOD BANK

On May 12, the Bienvenidos Food Bank turned 47. It began as an outreach program in a church basement, and now, nearly, 5 decades later, it has grown into a strong, community-based non-profit serving North Denver families. In 2022, Bienvenidos served more than 25,000 people. In 2023, the Food Bank has seen a 50% increase in families who need a emergency and supplemental food. That includes many first-timers - first-time visits have almost doubled.

We need your help. When you do your grocery shopping, please consider picking up one or two nonperishable items. Items most needed are cooking oil, tuna, honey, pasta sauce, and peanut butter. We also need volunteers to empty the orange box and check "best-by" dates. You can sign up below.

Inviting

“Financial Donations: We have many families who have financial difficulty sending their child to our preschool but would like the educational opportunities and Christian environment of our Lutheran school. Please contact me if you are interested in donating any amount of money to this worthy cause. Thanks again for all of your support of our preschool!”

- No outcomes
- Does not share how much a day/week/month costs
- Contact information-email? Phone?

Dead Links

- What do visitors or potential first time visitors think?
- What is on your home page?
 - Worship times, address?
 - Link to online worship?

Know Your Audience

Epiphany Vespers: Sunday, January 6 at 6:30pm (following the chili cook-off)

“...and they knelt down and paid him homage. Then, opening their treasure chest, they offered him gifts of gold, frankincense and myrrh.” Matthew 2:11b

Join us as we read and sing about the revelation of Jesus Christ to the Gentiles and all nations. Music will be led by Adult Choir II and Jubilate Choir. Nursery care will be provided.

- Who is this notice for?
- What is “Epiphany?” What is “Vespers?”
- Is this the best title?

Fundraising Steps

- *Inform*: Tell donors what you do and how you do it. Tell them how many lives you change every year.
- *Inspire*: Tell donors the story of specific lives you are changing. Connect their generosity to the impact it is making.
- *Invite*: Ask donors to partner with you by asking for impact, in a way that is personal to them.
- *Thank*: Share your gratitude in personal ways, so they know their generosity is valued.

Evaluate Your Church's Communications

- Step 1: Grab 4 colors of highlighters, and assign a color to a) inform, b) inspire, c) invite, and d) thank.
- Step 2: Print the last 4 emails you sent out to your subscriber list. Highlight what in the email was informational, inspirational, invitational, or showing gratitude. Don't overthink this—base it on your feelings as you read the emails.

Evaluate Your Church's Communications

- Step 3: Print your last 8 social media posts and do the same.
- Step 4: Print the last 3 letters you sent out and do the same. Last three newsletters? Same thing.
- Step 5: Lay them all out on a large table and try to absorb the colors. How do they make you feel?

Evaluate Your Church's Communications

- Assign a percentage to each of the fundraising steps so they equal 100%:

Inform: _____%

Inspire: _____%

Invite: _____%

Thank: _____%



Evaluate Your Church's Communications

Are you making relationship deposits into your donors, or are you just making relationship withdrawals?

Are you sharing the impact of your donors' generosity?



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