

ANNUAL PLEDGE CAMPAIGN: MEASURABLE DONOR INVOLVEMENT CULTIVATION



Essential to donor management is the strategic cultivation process in which a church finds ways to engage each member and visitor to determine what their membership-involvement is currently, and how best to draw them deeper into the life of the church. This deeper, physical involvement is the best way to cultivate giving and raise energy. People give to what they are physically involved in and are regularly attending. The worksheet above shows a sample of a very simple involvement tracking system used in a church of 40 people. It is simple, and can be done manually or, in a larger church, it can be managed by software. Either way, the important thing is that our churches find ways to regularly ask questions about each member:

1. Who are they? Do leaders (clergy, staff, vestry) know them? If not, how can we get to know them? Who needs to call them and make a visit? How shall notes be recorded after the visit is made?
2. What are they involved in? What events do they attend?
3. What is the logical next step for deeper involvement?
4. Who will accomplish that step and by what date? Who is the best person to ask in the best way, at the best time, for the best result?

This work will slowly and methodically track effective, measurable change in the lives of the congregation members. Their deeper involvement will make the pledge and the major gifts/planned gifts “ask” more fruitful as well. Each invitation to deeper involvement is a moves-management task towards increased philanthropy even if it takes years for a member of the congregation to appear on a major gifts list because they have capacity and interest.

It is essential that churches actively talk about, and pray publically about, the money they hope to raise, the mission they hope to achieve, and the people they hope to attract as new members. The church tends to be shy about these public discussions and these public prayers. It is essential that throughout the year, strategic insertions into liturgy, meetings, and publications focus clearly on the desire to raise money and people.



Notes:



FEARLESS TIP: For other material on case discernment, see *Fearless Church Fundraising*, Pages 76-83.