

# WHERE TO GO FROM HERE: LAUNCHING FEARLESS CHURCH



## Notes:

Fearless Church Fundraising exists as an agent of change. Trained teams engage the Fearless Church Fundraising model documents, collections, and consider the notes, instruction, and discussion as a way to learn about effective resource development in churches and religious institutions. Trained teams then return home with the strategic plans developed when in conversation during the evening Bishops' Suites Discussions.

We are seeking to change a culture. This work will take years and will, occasionally, meet with resistance—especially when it comes to measuring effectiveness and adding effective financial development and membership growth functions to existing workloads. Change will happen conversation by conversation, meeting by meeting, workshop by workshop, and church by church. If we proceed with Fearless Church Fundraising, over seven years, Fearless Church Fundraising will train 15 teams annually in regions around the nation and around the world until each diocese has a team of residential consultants, deployable by the Bishop alongside other teaching resources of a diocese to increase capacity in financial and membership resources throughout each diocese. The vision of Fearless Church Fundraising is that 500 alumni teachers are working in the field as free church teaching consultants with ready access, on any computer or mobile device, to an online library of resource documents so that churches need not re-invent the wheel every time a financial development or membership growth initiative needs to be engaged in the strengthening of a church's mission.

A new rector, never really trained in financial development or membership growth, will have a place to turn to get training for her new pledge campaign committee, major gifts committee or planned giving leadership. A Bishop will be able to deploy Fearless Church Fundraising-trained teachers so that under-producing churches may get the help they need and the model documents which make it possible for them to fund robust mission. A region will simply call the Bishop to request a Fearless Church Fundraising teacher who will develop a custom-designed new workshop on major gifts solicitation, a new seminar on hosting a Come and See campaign or a new church summit on pledge campaign case development; to name a few examples. All they need to do is assemble some slides, re-read their notes and assemble some model documents and—voilà!—they are ready to teach a group of lay leaders and clergy how to do any number or collection of financial development tasks.

Over time, the churches will begin to raise more members and more dollars. As more funds are raised in churches, more funds are contributed



by churches to dioceses; and all boats in the ecclesial harbor rise together.

Here is what you may want to consider as you leave this training:

1. Will the Bishop be willing and able to continue to lead this team and deploy it to churches, regions, and initiatives that need teaching? What is your plan in the event of a Bishop's departure? Will a new Bishop be trained so that they may effectively lead an existing, trained team of church Fearless Church Fundraising teachers? Who will be the "canary in the mine" to raise an alarm if this material is not engaged?
2. Will Fearless Church Fundraising teachers write monthly columns in newsletters or newspapers of the diocese or create teaching videos to share with other Fearless Church Fundraising dioceses, providing on-going teaching from Fearless Church Fundraising materials? What role will conversation and metrics in financial development and membership growth take in assemblies of a diocese?
3. What is the contract between the Bishop and their teachers trained at Fearless Church Fundraising? How often may they be deployed? How much time in a month or year will they teach and lead in this work? How will they be thanked and recognized?
4. If one of the lay leaders or clergy on your team departs the diocese, what is your plan to get a replacement trained at another Fearless Church Fundraising team by invitation of another Bishop and by adding them into the other Bishop's team for training, then returning them to their home-diocese to be absorbed into the residential Fearless Church Fundraising team of teachers?
5. How and when will the Bishop and Fearless Church Fundraising team of teachers meet to support each other, compare notes, commiserate, and revise teaching and visitation plans in the



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1. What metrics tools will be used to establish benchmarks and note successive metrics in financial development and membership growth in the diocese? Generally, what gets measured, gets done. What will you want done? What will you measure? How will the entire diocese have conversations at conventions that show metrics, by church, so that there are not secrets kept about plummeting pledging or membership? In the event of dramatic decreases (or not so dramatic decreases), do you want to intervene with additional Fearless Church Fundraising teaching? If so, who is keeping an eye on metrics so that the Bishop and Fearless Church Fundraising teaching team know that they need to be deployed?
2. How do you want to use Fearless Church Fundraising teaching teams in an interim period?
3. How will your Fearless Church Fundraising team re-assemble annually for additional training and to encounter new Fearless Church Fundraising training materials and model documents?