

# FOCUS GROUP QUESTIONS

## RESOURCE 2.31

Hosting meaningful conversations is a way to involve donors before asking them to invest through philanthropy. The church must learn to ask for the opinions of its members before it asks for their money. Focus group conversations like the one below are a way to do that cultivation work.

### **Focus Group: a program of involvement and investment curating among parishioners**

Sample questions for a focus group to review the last campaign and prepare for the next campaign.

1. What is Christ Church doing in the lives of people which inspires your giving of money to fund the mission of Christ Church in 2014?
  
2. Write down three to four things that happen in the lives of congregants as a result of the church's ministry, so far as you know.
  - a. "A person will receive a visit in the hospital with communion"
  
  - b. "A person will be inspired by the beauty of the liturgy and music from which to draw strength during a difficult time."
  
3. Write down three to four things that happen in the lives of non-members of our church through the mission and resources of Christ Church.
  - c. "A homeless woman will receive good food, kindness, and a bed on Monday nights at the church."
  
  - d. "An abused person can come to Christ Church and speak to a priest who will connect him/her to a shelter for abused spouses."



4. Write down one word or phrase which conveys the mission of our church or an aspect of it.
5. Write down what you might use as a slogan for a stewardship campaign which conveys both the internal conversion of giving and the external need for financial resources. Ex: The Community of Jerusalem, a community of monks, has the slogan, “The heart of the city, the heart of God”
6. If a friend asked you why you pledge to Christ Church, what would you say?
7. If you were to use a photo on the website of the stewardship campaign to convey the power of what your church accomplishes in human lives, what image would you use?
8. When have you met Christ in the form of a member of the clergy, staff, or congregation? What was that encounter like?
9. Why do you give money to Christ Church?
10. What would you say to a congregant who was trying to decide if they could increase their pledge, but were aware that the decision would mean decreasing a gift to another charity?
11. What do we do at Christ Church which would thrill Jesus based on what we know of Him?
12. What does the Stewardship Committee need to know that it might not know?