

STEWARDSHIP LEADERSHIP & OVERSIGHT



Notes:

Incorporating Resource Development into the Bishops' Ministry (cont'd.)

Raising people and raising money are realities in our work, and the materials of Fearless Church Fundraising are packaged so that my church teaching team can easily introduce them to clergy and lay leaders across the diocese, weaving them into existing gatherings. I see Fearless Church Fundraising as an essential tool provided by the House of Bishops and the Episcopal Church Development Office, and I am thrilled that this timely gift is being assembled for our Church leadership.

Participating effectively and substantively in God's mission is our life's work, and we need resources to be able to respond to it.

The Right Reverend Rob O'Neill, Bishop of Colorado

Incorporating Resource Development into Visitations

Measurable objectives need to be established by the Bishop for effective growth and management of financial development or else each congregation is at the mercy of the fears and limitations of the clergy leading them—a clergy group not trained in financial development.

The Bishop or leader needs to know key indicators of success or failure at each of their churches and needs to be able and willing to name them and lead by working with them to effect change.

The Bishop should be able to see what is happening to these numbers in each parish and needs to engage the vestry or Bishop's Committee in direct and kind conversation about the real metrics that are evident of the situation:

1. What is happening to the average pledge amount?
2. What is happening to the pledge over the last three years?
3. What is happening to engagement (the average Sunday and weekday attendance?)
4. What major gifts have been asked for in the past year?
5. What materials have been produced which show the case for support? Is it convincing and compelling?
6. What plans for capital development are being engaged?
7. How many new members of planned givers have been received through written pledges of planned gift management on the part of the donor in the past year?



Notes:



FEARLESS TIP: For other material on leadership, see *Fearless Church Fundraising*, Pages 29-33.