

TEACHING FEARLESS CHURCH FUNDRAISING TO ADULTS



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As you take this material out into your dioceses, remember that adults learn differently than do youth or adolescents. You are primarily teachers of this material. At times your work will feel like consulting and it is. At other times you will feel like preachers or evangelists of this material and you are that too. But mostly, you are teachers.

Your job is to teach churches how to do a more effective job in financial development and membership growth so that the resulting resources fuel the needs of mission.

So here is a summary of things to remember about teaching adults. Please use this material to remind yourself to engage, rather than lecture, involve rather than talk and lead rather than command.

Adults learn best when their teachers tell them why:

Why are Fearless Church Fundraising topics important? Be prepared to explain why Fearless Church Fundraising is important to The Episcopal Church, to the churches in their diocese, to their parish, and to God's mission. Faculty members must be able to say why resource development is important and why each topic within the curriculum is essential.

Adults learn best when their teachers allow them to learn in their own way:

There are three adult learning styles: visual, auditory, tactile (see below).

1. Visual: Visual learners rely on images like graphs, diagrams, and illustrations. "Show me!" is their motto. Fearless Church Fundraising faculty members will need to be able and willing to teach using technology. Adult visual learners are best taught in a circle and not theater-style. What does the subject look like? They want to know. You can best communicate this with handouts, writing on the whiteboard, and asking questions like, "Do you see how this works?"
2. Auditory: These adults learn best by listening. "Tell me!" is their motto. Articulate, creative storytellers who can tack quickly from topic to topic are essential. Auditory learners will pay close

attention to the sound of your voice and its subtle messages. Expect them to participate actively in discussions. You can best communicate with them by speaking clearly, asking leading questions, and asking, “How does that sound to you?”

3. Tactile: Adult tactile learners need to be involved in the production of something physical in order to understand it. Their motto is “Let me do it.” Give the tactile learners tasks like writing up plans, arranging world café posters with an array of themes or notions, and problems for interactive solving on posters as a team. They trust their feelings and emotions about what they’re learning and how you’re teaching it. They want to touch the ideas that they’re mastering. They are the ones who will get up and help you with role-playing, a valuable assist with Fearless Church Fundraising materials. You can best communicate with tactile learners by involving volunteers, allowing them to practice what they’re learning, and using phrases like, “How do you feel about that?” Fearless Church Fundraising teachers need to be kind and outgoing.

Adults also prefer to see interaction between two faculty members. This interaction helps adults stay with the material. Solitary “talking heads” will produce only glazed eyes and a lost teaching opportunity. Because of this, Fearless Church Fundraising sets aside a study day, called the Bishops’ “Suite Session,” in which faculty-in-training discuss and analyze the teaching materials in private sessions. This session does not determine what material stays or goes. All the material is essential. The Fearless Church Fundraising Bishop’s Suite Session gives faculty members a daily setting in which they might, as a church team, imagine different ways to roll out Fearless Church Fundraising in their parishes and regions.

Adults also learn best when their teachers introduce experiential elements into their instruction:

Experiential teaching encourages adult learners to engage with the Fearless Church Fundraising material. Role-playing and exercises engage adults as they draw on and relate their life experiences to the Fearless Church Fundraising material. Good faculty members maintain control of the classroom, however. Again, experiential conversations are designed to engage learners, not to derail the Fearless Church Fundraising curriculum. Mature and emotionally intelligent faculty will be able to lead a classroom comprising The Episcopal Church’s most gifted Bishops, clergy, and lay leaders.



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Adults learn best when they are ready to learn:

Adult learners need to be ready to learn or no learning will take place. The Buddhist proverb applies here: “When the student is ready, the teacher will appear.” The best teachers are flexible, constantly reading the room, and able to tack quickly to a new approach or topic when the class tells its teachers they’re embarking on a new learning trajectory. They may express this change of direction through a question or comment. So able Fearless Church Fundraising teachers will be able to speedily adapt part of the curriculum to the moment, and to re-engage the class. As you recruit your Fearless Church Fundraising faculty, look for people with agile brains, physical energy, and compassion for how adults learn.

Adults learn best when expectations are clear and when they are encouraged and respected:

Adult learners need to be taught with deep respect, encouragement, and clear expectations. Many of our students will not have been in a classroom for a number of years; some may be sensitive that the faculty member’s ecclesial title or experience may not match the student’s. Also, fear is not to be underestimated. Among Fearless Church Fundraising learners, there may be anxiety, fatigue from demanding lives, and resistance around issues of raising money and welcoming new members as churches weaken and close around the nation and the world. As membership drops in many churches and financial resources dwindle with the passing of the Great and Silent Generations, we are seeing heightened anxiety around money and membership. So you will need to recruit resilient and courageous leaders who are able to address resistance and anxiety in the classroom.

Adding new members to your Fearless Church Fundraising Consulting Team:

What is constant is change. We know only that things change and our desire for stability is constantly being upset by change. Your Fearless Church Fundraising team will change over time. Bishops have recruited carefully. And their team has been trained. But team members will move to new places, experience life changes and take new jobs. As we train Fearless Church Fundraising leaders they will, year after year, enter the life of the church and even if they move on, they will become leaders where the land, offering teaching and skillsets for financial development and membership growth in new places under new Bishops. Nothing is lost.

However, a Bishop who loses a team member will need to replace them. As you find new leaders, send them to new Fearless Church Fundraising trainings which have space availability as add-ons to the student group, folded into one of the new training teams as a guest of that diocese for that year's class.

When a Bishop has successfully recruited their Fearless Church Fundraising faculty, a volunteer contract will need to be sent and signed by both the Bishop and the prospective faculty member. The contract will note:

1. The required pre-seminar work and pre-conference meet-ups to take place.
2. The required attendance and attention at Fearless Church Fundraising training. For example, all participants, including the Bishop, will be asked to arrive on time and stay through the entire training session- taking non-essential pastoral calls and emails only at breaks. All participants, including the Bishop, will be asked to maintain diligent focus on Fearless Church Fundraising seminars and breakout sessions out of respect for the material, the mission, and the faculty.
3. The expectations (job description) for the Fearless Church Fundraising faculty member over the three-year, or more, period of leadership. (Bishops can estimate this based on their knowledge of the travel times in their diocese.)
4. Likely expenses the faculty member will incur and by Fearless Church Fundraising and by the recruiting Bishop.

Why invest time and people in Fearless Church Fundraising?

We are living in exciting and changing times for the world and for the Church. Many of the old assumptions about how we come together as the Body of Christ and how we support the ministry of the baptized are being reevaluated as the power and privilege afforded us by Christendom wanes. We need new models of leadership and support that will help the church live more fully its vocation to restore all people to unity with God and each other in Christ. Fearless Church Fundraising offers innovative opportunities to increase the Church's human and financial assets so that we may more faithfully participate in God's mission in the 21st century.



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Why are you asking lay and clergy leaders to join the Bishop's Fearless Church Fundraising faculty?

First, the Episcopal Church needs strong parishes to power and support God's mission. A church's strength rests largely on its resources—the money it gives and the energy and love it expends in service. We know Jesus invited people to join his movement, and join they did. We know that women, especially, were inspired to answer Jesus' invitation and that they supported his work with intrepid generosity, providing Jesus with resources to fund his earthly mission. Clergy today are rarely trained in financial development or in membership growth. The Bishops will therefore be asking a minimum of two lay and two clergy leaders to become his Fearless Church Fundraising faculty members. As Fearless Church Fundraising faculty, they will be trained in financial development and membership growth. They will also go out to teach all aspects Fearless Church Fundraising, both in the Episcopal Church in their diocese and farther afield, alongside the Bishop and as an extension of the Bishop's ministry.

Second, a Bishop's commitment (and of their Fearless Church Fundraising faculty) is to attend one four-day Fearless Church Fundraising seminar. This seminar involves some small but necessary pre-conference research, reading, and the study of church metrics an outline of which they will receive in late July. It also requires a commitment of time each month, over three years following the seminar, to train churches in financial development and membership growth as a teacher and church human resource. The Fearless Church Fundraising faculty commitment to teach and consult will be determined by the Bishop and the faculty during the four-day seminar on a daily basis around topics of study. A contract drafted and signed at the end of the seminar will formalize the commitment of faculty members.

Fearless Church Fundraising faculty members will be invited for annual follow-up seminars (from 2015 to 2020) consisting of one Friday of training and materials analysis.

Essential to this work is that Bishops choose the right Fearless Church Fundraising faculty members (two in each order). The Bishop may know a number of people who are well-versed in the practice of stewardship. But not everyone who is passionate about stewardship or mission is the right person for Fearless Church Fundraising, which is tasked with teaching

adult learners. This is a specialized teaching ministry. Bishops may be tempted to fill the four faculty positions with willing volunteers simply to assemble a team. This would be a mistake. Fearless Church Fundraising depends on the recruitment of the right faculty members. Fearless Church Fundraising faculty should possess:

- High emotional and intellectual intelligence
- The ability to teach adults in ways that adults best learn
- A capacity for the willing provision of volunteer teaching and consulting time for the Bishop in their diocese for the three years after Fearless Church Fundraising.
- The youth and vigor to fuel late-night and, in some dioceses, long-distance driving and teaching.
- Deep patience, kindness, and desire to help the Church increase its ability to change systems, raise money and increase membership
- Excellent boundaries. On the one hand, Fearless Church Fundraising faculty positions are not full-time jobs. On the other, good teachers will be repeatedly invited to return to provide yet more teaching. Faculty members therefore need to use discernment and discretion in saying yes and no. By the same token, the Bishop's Fearless Church Fundraising coordinator must see the big picture and weigh this against entreaties for teaching, ensuring that all regions are being fairly resourced with Fearless Church Fundraising faculty with the counsel of their bishop.



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