



Emergency Funding Plan Workbook



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Background Information

In times of crisis, when the church doors remain closed for worship, the work of the church continues, and it is more important than ever to maintain giving so that vital mission and ministry will be supported. This can be a challenge but following this emergency funding plan will be a great start.

The Mid-Atlantic United Methodist Foundation is more than just a place to invest church funds. In addition to maintaining the highest fiduciary standards (we were the first United Methodist foundation in the country to receive the CEFEX Certificate of Excellence) we are committed to providing resources to help churches develop and maintain a culture of generosity. We see ourselves as partners in mission and ministry with all our clients as we seek to make disciples for the transformation of the world.

Our websites (www.midatlanticfoundation.org and www.maumflegacy.org) are regularly updated with timely information about our investment and stewardship resources. Our staff is available to consult with you about funding your mission and ministry today and into the future. We provide a wide range of education programs for clergy and laity, from webinars to day-long seminars and our innovative Financial Leadership Academy.

A list of key resources is provided in Appendix F.

The Culture of Generosity

Before getting to the plan itself, it is crucial to remember some of the central tenets of encouraging generosity in the church. Clif Christopher, the author of multiple books about church stewardship, has spent decades teaching pastors and church leaders how an understanding of what motivates people to give leads to more effective fundraising for mission and ministry.

Watch this video to learn more:

https://www.youtube.com/watch?v=y1_XdmbyREs

The reasons people give

- Belief in the mission
- Trust in the staff
- Fiscal responsibility

There are three pockets of giving in every church

- Annual
- Capital
- Planned (legacy)

Every church should create a narrative or missional budget

Stewardship (or generosity) should be part of your church culture year-round

What are the differences between a “rich” church and a “poor” church?

Poor churches operate from a place of scarcity

Rich churches operate from a place of abundance

Poor churches focus on survival

Rich churches focus on mission first

Poor churches focus on money needed

Rich churches focus on lives transformed

Poor churches use “factual” communication to share numbers, deficits and bills that need paying

Rich churches use compelling communication to share how God’s vision for the church is being lived out in the stories of its people

Poor churches dread “stewardship”, consign it to a couple of Sundays a year and avoid it all other times

Rich churches consider generosity to be life-giving and celebrate it year-round

Poor churches do not have a clear picture of who the most generous givers are in the church

Rich churches know exactly where funds are coming from and take care to cultivate relationships with all who give

The 4 Disciplines of Execution

In the book “*The 4 Disciplines of Execution*” by McChesney, Covey and Huling, a very clear methodology to achieve your “wildly important goals” is laid out that can be used by any organization. By identifying clear “lead” and “lag” measures and creating a cadence of accountability, church leaders can focus on the task in hand without getting distracted by the “whirlwind” of everyday ministry.

Watch this video to learn more:

<https://www.youtube.com/watch?v=aEJDIiThj7g>

Before implementing the Emergency Funding Plan, make sure you have done the following things:

- a. Created a core team to help you implement the plan
 - b. Identified your wildly important goal(s)
 - c. Determined lead and lag measures and created a scoreboard
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- a. Your core team should be a small group of people who understand the urgency of the situation and who are committed to supporting the mission and ministry of the church. It helps if they are people who many in your congregation know, whether they are staff, Sunday School teachers, ministry leaders etc.
 - b. For most, the WIG for your church will be to increase giving to pre-crisis levels or even beyond, but you can determine best what you need to focus on.
 - c. Most of your lead measures will relate to numbers of calls being made, emails being sent, letters being written etc. A scoreboard could be as simple as a chart such as the one provided in Appendix D.

Nuts and Bolts of the Emergency Funding Plan

There are three components:

1. Connect with key donors
2. Get in touch with the middle givers
3. Reach out to members on the margins

1. Connect with Key Donors

- Identify the key donors
If the pastor does not already have access to the giving records of the congregation it is vital that they are given this information immediately.
- Make a personal call to the key donors
This call should be from the pastor (a script template is provided in Appendix A - it should be personalized as much as possible, but this is a good starting point).
- Follow up with a hand-written note of thanks (a template is provided in Appendix B).

When calling key donors, it is essential to keep track of who you have called and when (a template is provided in Appendix C), as well as the outcome of the call and any required follow-up.

2. Get in Touch with the Middle Givers

- Send an email blast to the whole congregation (a template is provided in Appendix E)
- Contact all your ministry leaders and ask them to connect with all their volunteers, both to check in on them and to give them ways to contribute in that ministry area.
- If new ministries are needed specifically to address the current crisis, put teams together to fill those needs.

3. Reach out to the Members on the Margins

- Set up a phone tree to check in on your vulnerable members
- Check to see if they are food insecure and let them know how you can help
- Help them take advantage of technology to stay connected with the church

Appendix A

Personal Call to Key Donors (Pastor)

“Hi Jim,

I hope you and June are keeping well during this time of uncertainty. Please let me know if there is anything the church can do for you at the moment – we have lots of folks who are anxious to help.

You have been such a faithful supporter of the church and I’d like to take this opportunity to thank you for your generosity. As I am sure you know, tithers are not a majority but very much a minority in the Christian world. You are one of the few who regularly practice this biblical model of giving. Years ago, I too became a tither, and it has been one of the great joys of my life. Knowing you are with me is a wonderful feeling. Together I hope we can lead more and more people to understand the blessing of this spiritual discipline.

As you can imagine, giving is down at the moment, since we have not been able to collect our weekly offering. I am starting to worry that we may have to cut back on some of our outreach, and it is at times like this when the church is more important than ever to our community. I wonder if you might be able to help out at all? Could you possibly front-load your annual giving or even increase your pledge by even a small amount? We are committed to keeping our mission and ministry going through this crisis and your help would be invaluable.

(If yes, then respond with extreme gratitude. If no, also respond with extreme gratitude and understanding).

Thanks again for your support, Jim. You and June are very important to our church and I am so grateful for your commitment to our ministry.”

Appendix B

Follow-up note (hand-written from the Pastor)

Dear Jim & June,

It was so good to speak with you earlier today.

I just wanted to let you know how very grateful I am for your support.

As a church I am confident that we are going to come through this crisis stronger than ever, having helped many folks both from within our church family and out in the wider community.

Your continued support means the world to me and I look forward to seeing you back in church when this is over.

God bless you both.

Pastor

First Church, Anytown

Appendix E

E-mail to middle givers

From: pastor@firstchurchantown.org

To: congregation@anytown.com

Friends,

We are in the midst of trying times. There are people who are sick or caring for the sick, people who are afraid, people who have lost jobs, people who are working in difficult circumstances. It can leave any of us a bit wobbly and unsteady at the best of times, and yet it is doubly hard now since we cannot meet at church for worship.

During these troubles your church has sought to be a bulwark never failing, reminding folks of Easter faith and a hope that is always present. We know that this still is our Father's world.

At First Church, we are continuing to do mission and ministry through this crisis. We are preparing meals for the homeless, we are delivering groceries to the homebound, we are conducting small groups online and preparing a weekly online worship service. We are providing daily devotionals and prayer time. It was in times like these that the church was born, and it is in times like these when people look away from idols and come to Christ. We will continue to offer Good News every day.

You should know that as these ministry needs have been pressed upon us, many of our members have been unable to fulfill their financial commitments to the church. We are committed to not reducing our outreach or ministry plans, if at all possible, but we need your help.

If you are able and have been blessed, even as others have suffered, I hope you will consider a special gift to your church to help us get through these days effectively. You can make a one-time offering by visiting our website at www.firstchurchantown.org or let us know that you are increasing your pledge for this year. Either way will help us ensure we continue to serve those who need us without interruption.

If you would like to help with our outreach efforts visit our website at www.firstchurchantown.org or call the church office and we will gladly put you in touch with our ministry leaders. Thank you for continuing to BE the church in our time of need.

Blessings,
Pastor
First Church, Anytown

Appendix F

Websites

Mid-Atlantic United Methodist Foundation

www.midatlanticfoundation.org

Mid-Atlantic United Methodist Foundation Planned Giving/Legacy

www.maumf.legacy.org

Horizons Stewardship

www.horizons.net

Discipleship Ministries

www.umcdiscipleship.org

Books

Christopher, J. Clif. *God Vs Money*. Nashville: Abingdon, 2018.

_____. *The Church Money Manual*. Nashville: Abingdon, 2014.

_____. *Rich Church, Poor Church*. Nashville: Abingdon, 2012.

_____. *Whose Offering Plate Is It?* Nashville: Abingdon, 2010.

_____. *Not Your Parents' Offering Plate*. Nashville: Abingdon, 2008.

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Heetland, David. *Fundamentals of Fund Raising*. Nashville: Abingdon, 1989.

McChesney, Chris, Sean Covey and Jim Huling. *The 4 Disciplines of Execution*.
London: Simon & Schuster, 2012

Miller, Herb. *Full Disclosure*. Nashville: Discipleship Resources, 2006.

Nouwen, Henri. *A Spirituality of Fundraising*. Nashville: Upper Room Books,
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Panas, Jerold. *Asking*. Medfield, MA: Emerson & Church, 2009.

Reeves, Michael, Rob Fairly, and Sanford Coon. *Creative Giving: Understanding Planned Giving and Endowments in Church*. Nashville: Discipleship Resources, 2005.

Rendle, Gil. *Quietly Courageous*. Lanham: Rowman & Littlefield, 2019

Searcy, Nelson. *Maximize: How to Develop Extravagant Givers in Your Church*. With Jennifer Dykes Henson. Grand Rapids: Baker Books, 2010.

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Stanley, Andy. *Fields of Gold*. Carol Stream, IL: Tyndale, 2004.