



Endowment 202

2014 Stewardship Kaleidoscope

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Christian Commitment



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“A business has discharged its task when the customer buys the product, pays for it, and is satisfied with it. Government has discharged its function when its policies are effective. The ‘non-profit’ institution neither supplies goods or services nor controls. Its ‘product’ is neither a pair of shoes nor an effective regulation. Its product is a *changed human being*. The non-profit institutions are human-change agents. Their ‘product’ is a cured patient, a child that learns, a young man or woman grown into a self-respecting adult; **a changed human life altogether.**”

Peter F. Drucker
“Managing the Non-Profit Organization”

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2012 Tax Exempt Organizations

1,500,000
501(c)(3)



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Why do people give?

- Belief in the Mission
- Regard for leadership
- Fiscal responsibility

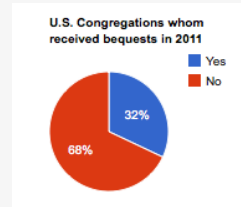


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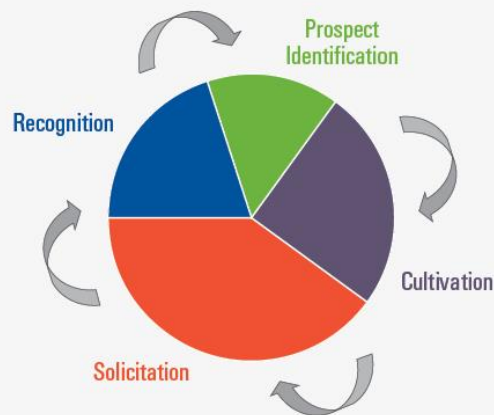
How do people give?

- Income Pocket
- Capital Pocket
- Estate Pocket



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The Funds Development Circle



Endowments 101

- Committee
- Policies
- Marketing Plan



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Endowment 202

- Donor Identification
- Directed Solicitation
- Recognition



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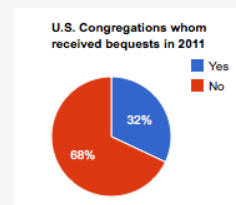
Cultivation

- Offering time
- Narrative budget/tell more stories
- Preaching once per quarter
- Annual report
- Vision Sunday / 6-month update
- Education sessions / town hall meeting, small gatherings
- Teach financial planning and debt management

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Planned Giving

- Develop program, develop PG prospects
- Develop Planned Giving Society
- Planned Giving information
- Presbyterian Foundation



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Recognition

- Relationship between donor and God
- Update on success of campaign
- Thank you letters
- Thank you calls to people who made a commitment
- Youth class generosity presentations
- Testimonials
- Better use of Offering time
- Celebration Sunday

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