

Lessons Learned from the Campaign Trail

PREPARED FOR THE EPISCOPAL PARISH NETWORK
SEPTEMBER 26, 2023



TODAY'S CONVERSATION

01

INTRODUCTIONS

02

CAMPAIGN
FUNDAMENTALS

03

LESSONS
LEARNED

04

Q & A

TODAY'S SPEAKERS



THE REV. JIMMY GRACE

Rector

St. Andrew's Episcopal Church

Houston, TX



LUKE DRISCOLL

Managing Director

CCS Fundraising



ABOUT CCS

350+

Professional
Fundraising
Staff

600+

Nonprofit
Partners Each
Year

\$15+ Billion

In Campaign
Goals At a Time

42

Years Partnered
With Episcopal
Sector

8

Years Partnered
with Episcopal
Parish Network

3

Years of Devoted
Internal Episcopal
Content Cabinet

FUNDRAISING AT THIS MOMENT

Prompt: *Enter in the chat one word or phrase that describes your outlook on fundraising potential for 2023*

TODAY'S PHILANTHROPIC LANDSCAPE



Total giving in
2022 reached
\$499.33
billion

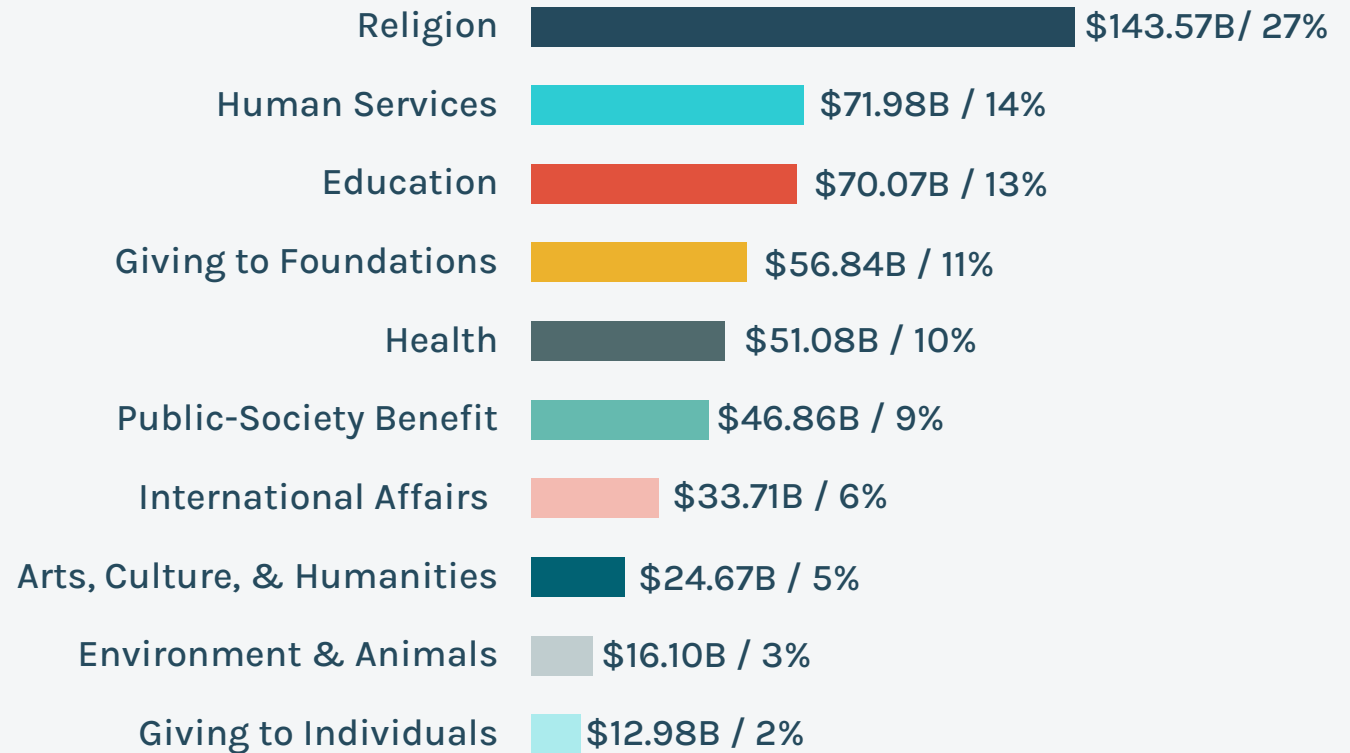


Attendance has
yet to recover to
pre-pandemic
levels



Number of
individual donors
has declined
across nonprofits

GIVING BY RECIPIENT TYPE



CAPITAL CAMPAIGN FUNDAMENTALS

FOUR PILLARS OF FUNDRAISING SUCCESS



SETTING THE CAMPAIGN GOAL



Requires research
and analysis



Challenging,
yet achievable



It is about the need, but
not the need alone



Not dependent on one
lead gift or a handful of
gift indications

CAMPAIGN MATERIALS



Case for Support



Brochures and newsletters



Website content and messaging



Frequently Asked Questions (FAQs)



Orientation and training manuals



Tailored presentations for meetings and events



Donor Recognition Opportunities



Request Letters & Pledge Forms

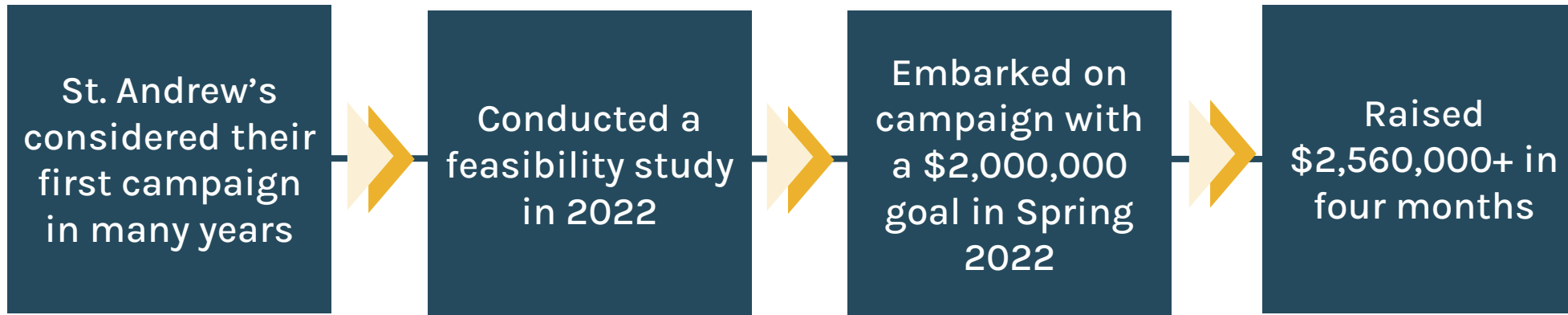


Campaign communications

ABOUT ST. ANDREW'S EPISCOPAL CHURCH

“Our Hope, Our Vision, Our Legacy” Campaign

St. Andrew's identified the need to replace their aging church organ, complete a variety of facility improvements, beautify the campus, make buildings more ADA compliant, and reimagine their public spaces.



THE CAMPAIGN FOR ST. ANDREW'S



Raised **\$2.56M** in pledges



Secured sacrificial gifts from **110 families**, including securing 100% staff support



Crafted strong, compelling **Case for Support**



Developed and followed clear campaign **timeline**



14 highly engaged **volunteers**



Set in motion a new **culture of philanthropy** at St. Andrew's

Challenges, Successes, and Lessons Learned

DISCUSSION

LESSONS LEARNED FOR ST. ANDREW'S

01

St. Andrew's is generous.

The campaign garnered unprecedented giving from the community, showing that when there is a need, parishioners will give.

02

Togetherness.

Parishioners were happy to gather together after months of social distancing. Centering the campaign around community ensured success.

03

Communication is key.

During the campaign, parishioners had many questions and were eager to learn more. In future campaigns, maintain transparency and clear communication.



The Rev. Jimmy Grace
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St. Andrew's Episcopal Church
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Luke Driscoll
Managing Director
CCS Fundraising
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Thank You!