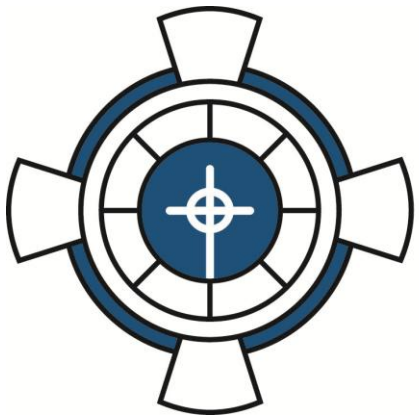


CHURCH OF THE
HOLY COMMUNION

EPISCOPAL

The Reverend Sandy Webb, *Rector*
Church of the Holy Communion
Memphis, Tennessee



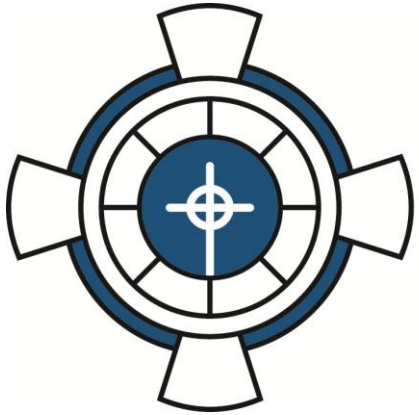
CHURCH OF THE
HOLY COMMUNION

EPISCOPAL

The Reverend Sandy Webb
Rector

Since 2013...

- Reversed Trend of Congregational Decline
- Increased annual giving by a sustained 49.2%
- Three-Phase Capital Campaign: \$11.5 million
- Directed Project Giving: \$600,000 (-ish)
- Utilized then Eliminated Debt



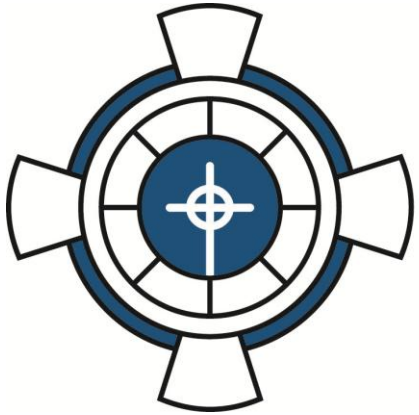
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Relationship is the Coin of the Realm

- People give to people they know.
- People give to a vision that they see and support.
- Each success is the foundation for the next.
- Momentum builds.



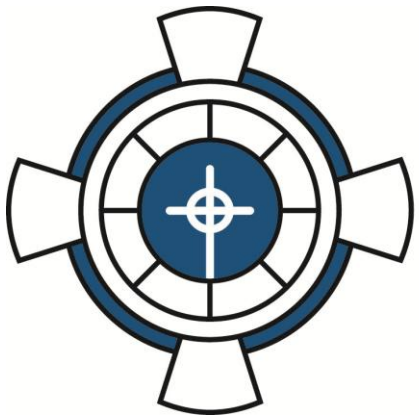
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Relational Strategies for Fundraising

- Focus on the other person.
- Realize that you are the only one feeling awkward.
- Meet your parishioners where they are.
- Believe in God and in the Church.



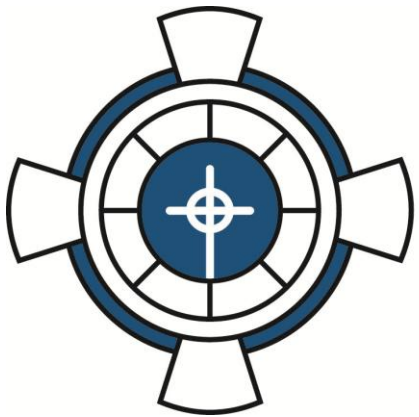
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Speaking Your Donor's Language

- Tithers – Give as a spiritual discipline.
- Institutionalists – Give to sustain the church.
- Impactors – Give to achieve tangible results.
- Participants – Give as a sign of participation.



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The Audacity Fund (2013-2015)

- \$7,500 for special projects.
- Projects needed to be new, relational, and big.
- Replenished itself without fundraising.
- Changed our Spirit: Abundance, not Scarcity.
- Accomplished its goal, then faded away.

Further reading...

Four Principles of Pastoral Fundraising

Vital Practices Blog – March 9, 2023

<https://www.ecfvp.org/blogs/4027/four-principles-of-pastoral-fundraising>

Generations of Givers

Vital Practices Blog – September 13, 2021

<https://www.ecfvp.org/blogs/3899/generations-of-givers>

An Audacious Spirit of Abundance

Vital Practices – September 2019

<https://www.ecfvp.org/vestry-papers/article/796/an-audacious-spirit-of-abundance>