

Effective Mission Outreach Strategy Structure, Implementation & Evaluation

Episcopal Parish Network

Webinar

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Episcopal Parish
Network

Presenters

- ▶ Facilitator

- ▶ Marshall H. Ginn, Principal of Capital Philanthropy
 - ▶ Parishioner at Christ Church Georgetown, Washington, DC

- ▶ Panelists

- ▶ Rev. Phil Hooper, Rector, St. Anne, West Chester, OH
- ▶ Laura Konitzer, Director of Mission & Outreach, Christ Church, Charlotte, NC

- ▶ Special note: (for this presentation) “*Mission Committee*” means any committee, commission, or body responsible for taking the lead on engaging with, advocating for, or supporting a parish’s community partners.

Why is this important?

- ▶ Mission and outreach are central to being good stewards of resources (people and financial,) serving those in need.
- ▶ It is about more than money.
 - ▶ Meeting the needs of the community.
 - ▶ Providing ways through which parishioners can participate.
- ▶ All parishes can (and should) do this.
 - ▶ This is not solely for large and/or deeply endowed parishes.



What is your parish doing?

- ▶ Have clear objectives. They should be particular to your parish, but objectives should be defined.
- ▶ Discern how outreach will be achieved:
 - ▶ Volunteers, hands-on support
 - ▶ Partnerships with community organizations
 - ▶ Collaboration with other Church or diocesan outreach programs
 - ▶ Financial support for partner organizations
- ▶ Consider using a mission outreach “statement” to guide your work or using an established framework such as the “Marks of Mission.”

For example, your parish might be focused on:

- *Caring for community members facing food insecurity or loss of housing*
- *Addressing social justice or speaking out about societal challenges*
- *Supporting a nonprofit that your parish helped to get started*



How organized do you need to be?

- ▶ You should have some structure in place
 - ▶ Clearly describe relationships, processes, team activities, operating principles, etc.
- ▶ Structure does enable you to:
 - ▶ Ensure everyone knows who's doing what.
 - ▶ Scale up/down as community or parish change.
 - ▶ Find ways to plug parishioners in.
 - ▶ Guide interaction between other parish committees and activities.
- ▶ Structure does not mean rigid or without passion.
 - ▶ There is plenty of space for the Holy Spirit to be present even within a structure.



Equip your Mission Committee for success!

Their Role

- ▶ Champions for mission in your parish.
- ▶ Assess potential partners, coordinate interactions with partners, including volunteers.
- ▶ Evaluate requests for funding, monitor process and refine as needed, with feedback from the vestry/clergy.
- ▶ Committee structure and composition:
 - ▶ Liaison to the vestry or other leadership/governing body
 - ▶ Primary parish contacts with community partners
 - ▶ If your program is complex, perhaps you have multiple committees

Support They Will Need

- ▶ **Orientation** - Help them to understand
 - ▶ The parish's history with outreach and relationships with current partners
 - ▶ The needs of the broader community and your parish's outreach objectives
- ▶ **Training** - Build their knowledge
 - ▶ Reviewing and evaluating proposals
 - ▶ Learning how nonprofit organizations operate, especially in your home community
 - ▶ Assessing committee processes/procedures
- ▶ **Ongoing Support & Leadership Formation** - Empower them
 - ▶ To be effective disciples/ambassadors for the parish
 - ▶ To appreciate their own personal discernment regarding mission and outreach

Does your parish support the community with funding/grants?

- ▶ Have an easily understood and approachable application process:
 - ▶ Options: Open invitation, brought to committee by parishioners, vestry recommendation, etc.
 - ▶ Online or written application form
 - ▶ Tracking application materials, sharing applications with reviewers
 - ▶ Ensuring that process is equitable and transparent
- ▶ **Explore ways to fund grants made to community partners:**
 - ▶ Create a funding budget, determine what is available
 - ▶ Parish operating budget, draw from endowment, special gifts, or a combination, etc.
 - ▶ Disbursement process - All at once or over the course of a year
 - ▶ “Photo opp” - A check presentation could be a great way to support your partner’s work
 - ▶ Allocation “principles” - A lot to a few, or a little to a lot

Is your mission strategy working?

- ▶ Having a structure enables you to evaluate your program
 - ▶ Did you achieve the goals you set?
 - ▶ Did things go as planned, or did something unforeseen happen?
- ▶ Are mission grants, activities, etc. accomplishing what you're seeking to do?
 - ▶ What metrics can you use?
 - ▶ Total dollars distributed, number of volunteer hours, impact numbers provided by partners, etc.
 - ▶ What stories can help guide you in assessing your strategy?
- ▶ What is the quality of your relationships with community partners?
 - ▶ Take the time to check in and ask, "How are things?"
 - ▶ Are both your partners and your parish getting what they need out of the relationship?

Keep your parish connected!

- ▶ Reporting back to the parish community is important.
 - ▶ Communication, messages, updates, etc. should be consistent and clear.
 - ▶ Make sure you are being transparent about the process, amounts, impact, etc.
- ▶ Many ways to share information:
 - ▶ Bulletin updates
 - ▶ Including mission updates in your prayer cycle/intercessions
 - ▶ Ministry “fairs” or in-person presentations at Adult Education
 - ▶ Formal presentation at annual meeting and/or in annual report
 - ▶ Social media posts
 - ▶ Website - both to inform parishioners about your work as well as to inform potential partners



“Case Studies”

- ▶ Christ Church, Charlotte, NC
 - ▶ <https://christchurchcharlotte.org/serve-the-world/>
- ▶ St. Anne, West Chester, OH (Cincinnati)
 - ▶ <https://www.saintanne-wc.org/about-outreach>



Christ Church Charlotte, NC



- ▶ **Outreach Team** - Clergy Director of Outreach, Program Assistant, and Commission
- ▶ **Framework** - Learn, Act, Advocate
- ▶ Organized around **Five Pillars**
 1. Housing Stability and Solutions to Homelessness
 2. Economic Opportunity and Stabilization
 3. Children, Youth and Educational Equity
 4. Reconciliation and Restorative Social Justice
 5. Care and Sustainment of God's Creation
- ▶ **Mission Funding**
 - ▶ Support for programs, initiatives, etc. beyond Charlotte (global)
- ▶ **Annual Outreach Funding**
 - ▶ Outreach & Mission Annual Budget - Grants
 - ▶ Christ Church Foundation
 - ▶ Good News Shop - nonprofit run by ECW
 - ▶ Special Gifts and Holiday Offerings



St. Anne, West Chester, OH

- ▶ Outreach tied to journey of **Becoming Beloved Community**
- ▶ Developing a **Through-Line** between Giving, Service, and Advocacy
 - ▶ Financial Support through Allocations
 - ▶ Service Ministry Opportunities
 - ▶ Advocacy for Social Justice and Outreach Policy to fulfill outreach mission
- ▶ Outreach Commission includes 1) Service & Advocacy Committee and 2) Allocation
- ▶ **Allocation program** makes grants to nonprofits throughout the year
 - ▶ Funds come from the parish's operating budget
 - ▶ Organizations can apply for grants through a form on the website

Other Examples - Christ Church Georgetown, Washington, DC

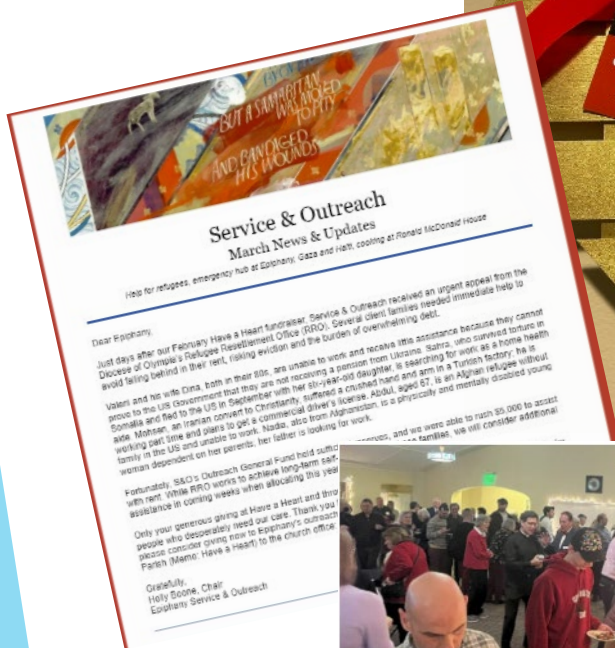
- ▶ Commits a tithe to outreach and community support
<https://www.christchurchgeorgetown.org/outreach>
- ▶ Includes prayers for partner congregations and nonprofit mission partners in the Prayers of the People
- ▶ Uses the “Marks of Mission” to guide its process
<https://www.anglicancommunion.org/mission/marks-of-mission.aspx>



“We pray, especially this week, for participants in Christ Church’s Feeding Ministries, that thou wilt receive their offering, revealing thyself through their love for thee and thy people; for the clergy and people of Georgetown Lutheran Church, that thy Holy Spirit will abide in them and they in you, enabling them to be a people marked by love; and for our mission partner, Humane Rescue Alliance, that through its work, they commandment to tend to the earth and its creatures may be kept.”



Other Examples - Church of the Epiphany, Seattle, WA



- ▶ Hosts annual “Have a Heart” fundraising event to raise resources for its nonprofit partners
- ▶ Each nonprofit partner must have a lead contact (parishioner) from the congregation who maintains ongoing contact with organization as well as represents the organization to the Service and Outreach Committee
- ▶ Monthly Service and Outreach newsletter
- ▶ <https://epiphanyseattle.org/gather/outreach/>



The image shows the interior of a Gothic cathedral, characterized by its high, vaulted ceiling with intricate ribbing. Tall, narrow stained glass windows with vibrant, multi-colored patterns are set within pointed Gothic arches. The light from these windows casts colorful reflections on the stone surfaces. In the lower right, several flags are displayed, including the flag of the Republic of Panama and a blue flag with a circular emblem. The overall atmosphere is one of grandeur and historical significance.

Conversation

Wrap-up

- ▶ Have clear objectives for your parish's outreach
- ▶ Have a structure in place, even if simple/basic
- ▶ Equip your Mission Committee for success
- ▶ Make sure your grant process is understandable
- ▶ Keep the parish informed
- ▶ Take the time to assess how your program is going



Thank you!

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