

Generosity Committee Meeting

May 20, 2021 6 p.m. via Zoom

Attending: *Ronda Beggs (Chair), *Bob Beggs (Board), *Rick Blum (staff), Lars Haskins,
*Scott Rogers, Sarah Schaettle Not Attending: Steve Kelley

The meeting began at 6 p.m. with a prayer from Ronda and introductions of all the members of the group.

Giving History

Rick then went into a slide show presentation talking about giving patterns the past few years, and some goals he hopes this group can achieve this year.

This is the amount of money pledged to the General Fund over the past 4 campaigns.

2018 - \$1,154,288

2019 - \$1,384,858 (no Capital Campaign that year)

2020 - \$1,175,915

2021 - \$1,056,629

Rick then talked about the budget plans for this upcoming Fiscal year (July 2021-June 2022), based on the giving we received during the pandemic.

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| Contributions Estimate: | \$1,470,000 |
| (May 2020-April 2021 Actual) | \$1,441,908 |
| Total Est. Expenses | \$1,913,132 |
| Total Est. Income | \$1,759,348 |
| (includes Holiday, Loose, Little Blessings, etc.) | |

- \$ 153,784

He also explained that thanks to a generous donation from the Dewey family, we have extra money to use for next year's budget of \$188,496, which changes the result.

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|---------------|------------|
| Dewey money | \$ 188,496 |
| (Fiscal 2022) | |
| \$ | 34,712 |

When this was presented to the Finance Committee, they determined we have a revenue problem, not a spending problem.

The money from the Dewey grant runs out in Sept. 2022. That means we have a potential \$100,000 deficit next year if we just break even in this year's campaign. Rick says we need to be more intentional talking about giving.

Rick then outlined four proposals for the committee to consider.

#1 Hire a consultant

Cost: Appx. \$5000

Consultant: Mike Ward (GSB) – who was our consultant for the Beyond campaign

Pros: Familiar person, well liked, has relationship with the Beggs and Rick

Has history with other churches of increasing giving by 15% through consulting. For us, that's \$150,000.

Combination of group meetings and 1 on 1 (group meetings start May 24)

Cons:

Cost

Uncertain Value "Development Math"

We have some of the skills he's offering (graphic design)

Not a lot of experience with video

Sarah thought maybe a year-round video campaign focusing on a ministry a month would be good. She also believes Mike's video skills may have improved since 2019 because of the pandemic.

#2 Start year-round Generosity Video campaign

Cost: Manpower (10 hours a week est. for video production \$8000?)

Consultant: None – Use Model Plan from Good Shepherd, Naperville

Pros: Church in Naperville saw major change in giving through process (-20% 2nd quarter, +13% 3rd Quarter)

Would follow pattern of video campaigns already done (focus on Ministry, Personal Testimonies, Missions, talk from the pulpit.)

We have the technology to pull this off

Cons:

Manpower time and effort

Sustainability

Would eliminate offertory indefinitely.

Need to hire extra staff for Communications.

#3 Hire a development director

Cost: Anywhere from \$25,000 - \$50,000

Consultant: Could outsource position

Pros:

Need for a focus on giving isn't going away

Dedicated staff could do more than volunteer effort

Would provide lead for Capital Campaign in Fall 2022

Cons:

Cost

Does it fit in with our strategic plan?

May still need to hire extra staff for Communications

#4 Stick with traditional campaign

Cost: No extra cost (budget \$4000 for Fiscal 2022)

Consultant: None

Pros:

Keeps costs down

Expect bounce back following pandemic

Would involve elements done in the past (videos in Sept.)

Cons:

Really need success for Fiscal 2023

Brand new team

*Rick ended his presentation with a simple goal: **Increase intents by \$100,000 in 2022.** Rick said the average Intent in 2021 was \$2502/year, which means we would need 40 New Intents at that rate.*

Scott asked whether the church uses grants or efforts to reach out for estate gifts. Rick explained that the Good Shepherd Foundation works with families on estate gifts, and they got leads from the Beyond campaign in 2019 they plan to pursue. However, the last two major estate gifts came directly to the church, not the foundation.

Rick then asked the group which of these plans we should pursue, or whether there should be a combination of strategies.

Sarah S. thought hiring Mike (#1) would be a good idea. She did not think \$5000 was too much to pay for his services and his playbook was well thought out. She thought the observation that Mike overpromised and underdelivered was not really fair. She said it was his idea to have a \$3.3 M goal for the Beyond campaign. She says if he did not do that, we would never have raised \$2.06 M; we probably would've raised something closer to \$1 M. Rick agreed.

Scott also thought bringing Mike back was a good idea. He really thought Beyond did a lot for the congregation in bringing home the message, specifically the joint service in November. He also thought the return we got in Beyond was fantastic. He thought the campaign also showed a vote of confidence in and a dollar buy-in for Pr. Chris's leadership. He also thought it set us up for tremendous buy-in for the next campaign. He said his assistance in project management made a lot of sense

Lars also agreed that having Mike along side us seemed like a good plan. He said if we could increase giving by 5-10%, it would be worth it.

Ronda said she was on the fence. She liked working with Mike and feels he would give us structure but wondered whether he would bring anything new to the table that we didn't already learn from him back in 2019. She said it feels like we know his recipe already. I would hate to spend this money with him and not get results.

Bob also said he would like to know what Mike is going to do for \$5000.

Rick said the timing was a bit of problem, because a lot of Mike's group coaching starts next week. Mike does two types of work for general campaigns: group coaching via Zoom, and one on one coaching, which costs more. His first "groups" start Monday, May 24. Rick wondered whether he or Ronda could attend one of those group meetings before deciding. Scott said given our previous relationship with him, he would be surprised if he did not. If he did not, he said that would be a red flag.

The group decided should pursue Mike's services and see if Mike would let Ronda or him attend a group session before deciding.

Rick said he would send out the calendar made by former chair Phyllis Wiederhoeft to give everyone an idea of what will need to be done over the next 6 months. He said that last year at this time, the committee had already decided a theme. He asked whether anyone had any ideas?

Ronda said she wanted to get people in the mindset that it is a gift to give.

Scott said people are going to want to come home again.

Ronda mentioned the word "Within" as the next step after going "Beyond." Scott threw out the concept of "come together."

The group agreed to meet again Thursday, June 10 at 6 p.m. at the Beggs's house.

The meeting ended with the Lord's Prayer at 7 p.m.

Respectfully submitted,

*Rick Blum
Clerk*