

# *Generosity Committee Meeting*

*February 10, 2022*

*Attending: Ronda Beggs (Chair), Bob Beggs, Scott Rogers, Nikki Watson, Lars Haskins, Jen Holmer*

*Not attending: Heather Allen*

The meeting began at 6:32 p.m. with a prayer from Ronda Beggs.

## **Review of the campaign:**

### ***Things that worked:***

Rick - Adding the number to the ask letter was huge.

Rick asked whether we should continue using Weekly giving or Monthly giving numbers? The groups said if it works (weeklies were used this year), we should keep doing it.

Rick noted the economy was doing well at the time of the campaign.

Ronda – the energy of the team was important. Everyone was all in. It felt very spirit driven.

Scott - Goals were very clear.

Rick said the Campaign name was very good and thanked Ronda for the idea.

Rick thought the dinner went well. Ronda said we got to meet with people we hadn't seen before. I'd like to see us do more of these events year-round.

Rick said the quality of the mailings from the company GSB provided was very good.

### ***Things that didn't go right:***

Ronda - too much fell to Rick. It's way more involved than it seems. We needed someone to steer us.

Rick - said the first dinner, which was supposed to be for big donors and attract a matching gift, fell apart.

No matching gift.

No all-congregation service.

COVID.

Didn't do focus groups with other committees. It went focus group – dinner – nothing.

### ***This led to a discussion of what to do about people that planned to stop giving in 2022***

Ronda – what are we doing to follow up? Giving is so tied to their attitude to this place. I think deeper follow up needs to be done.

Rick - who should do the follow up?

Nikki – We need to be mindful when we call that we’re asking about money, or about their care?

Ronda - You can’t separate the pastoral from the money.

Scott – do we know whether there’s other reasons besides money? Rick said the top 5 givers that dropped left for a variety of reasons, from being too conservative to too liberal to other reasons.

Scott asked how many people left? Rick guessed 40 left v. 25 new donors.

Scott – Positive - It wasn’t the specificity of the ask. It was the specificity of the framing.

Please review the list.

Jen - If it was me doing it, I’d want a pastor to call me.

It’s great to get the gain, but we need to know what caused the drop.

Nikki – does it have to be a pastor?

Who knows who gives? Rick, Pr. Chris, Diane Wenzel (accountant) and Ronda (although Ronda hasn’t asked to know as of yet.)

**Motion: The Generosity Team has found that significant negative changes in giving commitment may be an early warning or a red flag for deeper disaffection or alienation with the life of the church. Therefore, we recommend pastoral and ministry staff recognize that significant negative changes in giving commitment as a sign of potential need for follow up and outreach. Ronda moves, Nikki seconds. Rick abstained. The rest of the committee approved the motion unanimously.**

Scott - I think it can be a follow-up. We’re not trying to get a check from them, we’re trying to check in on them.

I’m interested in the psychology of the problem. The goal is to grow disciples.

Scott - I don’t think anyone realized we were putting preparatory communication to ask for money.

Ronda – you only agreed to do it if we didn’t do it from a position of scarcity.

Bob – I thought it was good we were very intentional we needed the money for something for.  
(Music director)

Nikki – felt Videos and communication was very helpful. It was good to see how the church fits in other people’s lives.

Jen – I love the deposits. People want to be a part of transformation. Keeping them going creates a culture of generosity. But if this is just what we do, it becomes a part of our DNA.

**2022 –**

Is everyone on the committee staying with the group? All said yes.

## Things to do in 22:

All-congregation service.

Holy COW outreach.

Scott – mirroring the dinner in the spring, celebrating Generosity. Probably May.

Finding a matching gift sooner. Identify candidates or early pledgers. Scott says that should happen before the campaign starts.

Afternoon retreat with Finance and Strategic Planning, foundation.

Ronda – we need to sit down as a team and collaboratively figure out what we've delivered on on people's giving. Define tangible things that got done with their money.

## Capital Campaign –

Rick did say it was likely that we would have another Capital Campaign in 2022, which might alter the campaign somewhat.

A lot of thank you's were said both to Rick B. for his coordination, Ronda for her leadership, and everyone else for their participation.

Having been through one, now we know what we're doing.

The meeting ended at 7:38 p.m. with a prayer from Rick.

*The meeting was used as a background for a video about committee participation, which was shown to the congregation at the Annual Meeting on Sunday, February 13.*

## Executive Summary:

The Generosity Committee (a/k/a G-Force) met on Thursday, February 10 to review the recent campaign. They learned they were able to reach their goal of increasing giving by \$100,000 as of December 31. The committee discussed what went right during the campaign (theme, goals, GSB participation, personalizing the ask on the letters to donors) and what didn't (no matching gift, no all-congregation service as planned, no separate dinner for matching donors.) The committee also strongly felt it was important to follow up with donors who stopped giving in 2022. They sent a motion to the board: **The Generosity Team has found that significant negative changes in giving commitment may be an early warning or a red flag for deeper disaffection or alienation with the life of the church. Therefore, we recommend pastoral and ministry staff recognize that significant negative changes in giving commitment as a sign of potential need for follow up and outreach. Ronda moves, Nikki seconds. Rick abstained. The rest of the committee approved the motion unanimously.** All committee members plan to remain on the committee in 2022.