



CONGREGATIONAL GIVING OPPORTUNITIES

Adapted from a description of giving opportunities in Kennon Callahan's, "Giving and Stewardship in an Effective Congregation". This resource describes six giving opportunities available to congregations. The author also notes that offering more opportunities will increase giving, some options even complement each other.

1. **Weekly Offerings** - Typically funds the annual operations and ministry budget, offered during worship, at least weekly!
2. **Special Offerings** - Responding to special needs (burned out family, medical crisis) and often initiated by the pastor, congregations typically experience 3-6 per year
3. **Missional Offerings** - Missions the church plans to support annually, such as Habitat, Heifer Project, typically 2-4 per year
4. **Community Worship** - Including Christmas and Easter, congregations could conduct 8 community events annually
5. **Special Projects/Capital Campaigns** - Often facilitated by an outside consultant with the goal of funding building or capital needs. Campaigns typically run 3-6 months with gifts spread out over 1-5 years. Successful campaigns generate 2.5 to 3 times the annual budget. Debt reduction typically generates 1.5 times the budget. Flat fees for services preferable to percentage fees. Within 3-9 months of the conclusion of one campaign, another can begin.
6. **Enduring Giving - Planned Gifts, Endowments, Bequests, Gift Annuities**
A variety of enduring giving avenues exist. An organization should consider all the vehicles and develop a plan to educate and market over a period of time. While some churches assign this task to the Trustees, creation of an Endowment Committee supports this type of giving. See Managing Current Assets Workshop for more information.

Endowment Fund – Is an organized ministry recognizing and encouraging gifts from donor's assets or estate. The organization defines categories in which gifts can be designated, determines whether proposed gifts are appropriate, decides how funds are invested and managed and publicizes and promotes such funds. For example, an endowed Music Fund could be established with disburseable earnings after the funds value reaches \$1,000.00. An Endowment Ministry can be developed and managed by the Trustees or a Planned Giving or Endowment Committee appointed at a Charge Conference. The United Methodist Foundation of New England offers a variety of investment options; ensures investment compliance with United Methodist Social Principles; and releases a congregation from individual's influence, some management tasks and some liability risks. UMFNE Growth Models can protect a gift and prevent inflationary erosion of principal.

Bequests - Trustees, Finance Committee or a Planned Giving Committee can educate and encourage members to consider ways to designate a portion of their estate to a charitable organization. Bequests can include wills and deferred gifts.

Gift Annuities/Trusts - Through planned giving education, some individuals may emerge as candidates for gift annuities providing income for life and significant gifts to a charity from their estate. These vehicles offer investment earnings well above market value and can enable persons to avoid certain tax costs while maintaining donor's gifts to family and charities. Every donor should consult planned giving and personal tax or estate advisors.