



AT THE INTERSECTION
OF HERITAGE, FAITH,
& COMMUNITY

Partners for Sacred Places

Capital Fundraising in Times of Crisis

Webinar

March 27, 2020

WELCOME & INTRODUCTIONS



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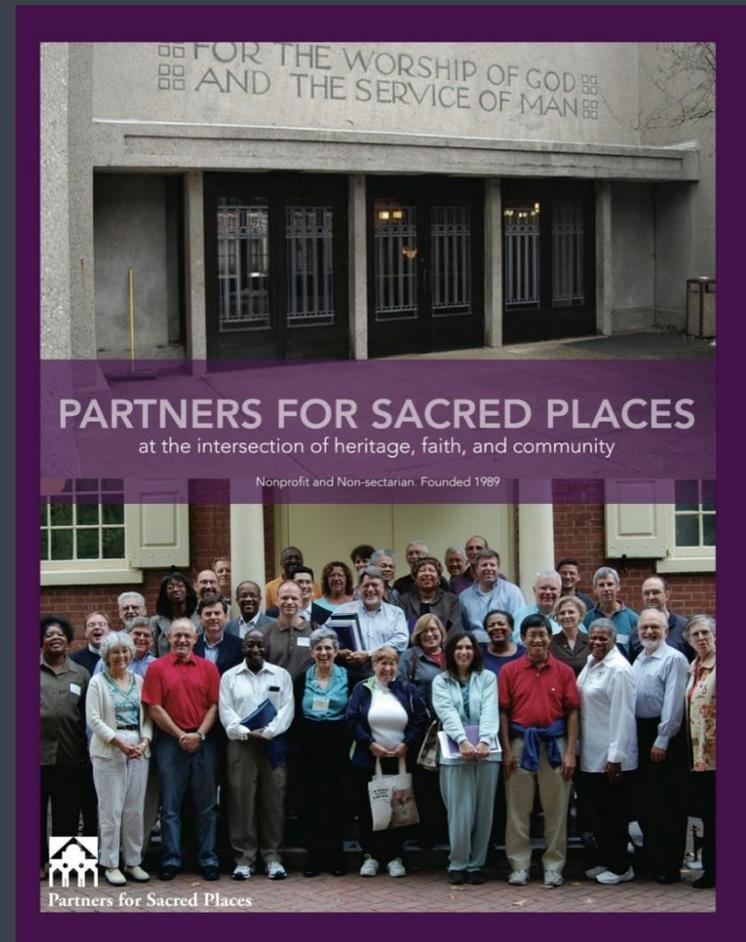
Today's Speakers

Today's moderator -

- **Sarah Jones**, *Project Manager and Consulting Service Coordinator*

Today's presenters --

- **Gianfranco Grande**, *Executive Vice President*
- **Joshua Castaño**, *Director, Community Engagement Services*



Partners for Sacred Places

Partners for Sacred Places was founded in 1989 as the only national, non-profit, nonsectarian organization devoted to supporting America's older religious properties and congregations and strengthening the communities they serve



Key Themes of Partners Work

- ✓ Building Care and Stewardship
- ✓ Community Engagement
- ✓ Training and Capacity Building
- ✓ Community-Wide Fundraising



*" We make a living
by what we get, but
we make a life by
what we give"*

Winston Churchill



TODAY'S CHALLENGES



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Today's Challenge

- ✓ *Will we lose touch with our pledgers and donors?*
- ✓ *Will donors make smaller gifts or be unable to fulfill their giving commitments?*
- ✓ *What does this mean for our current or upcoming capital campaign?*



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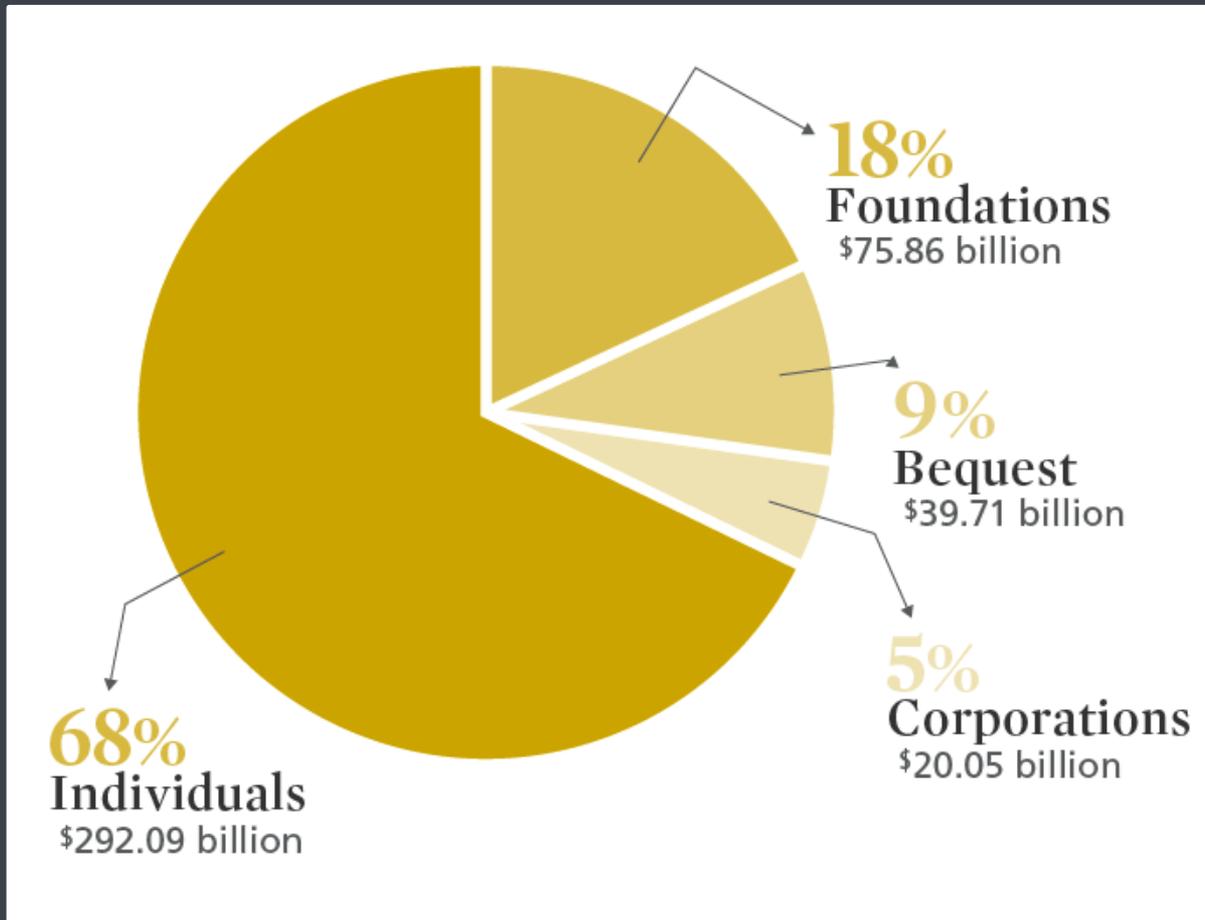
Times of Uncertainty and Crisis

There have been several recessions in the last 100 years

- Recession of 1945
- 1973-75
- Early 1990s Recession in the US
- Early 2000s Recession
- Great Recession



Times of Uncertainty and Crisis



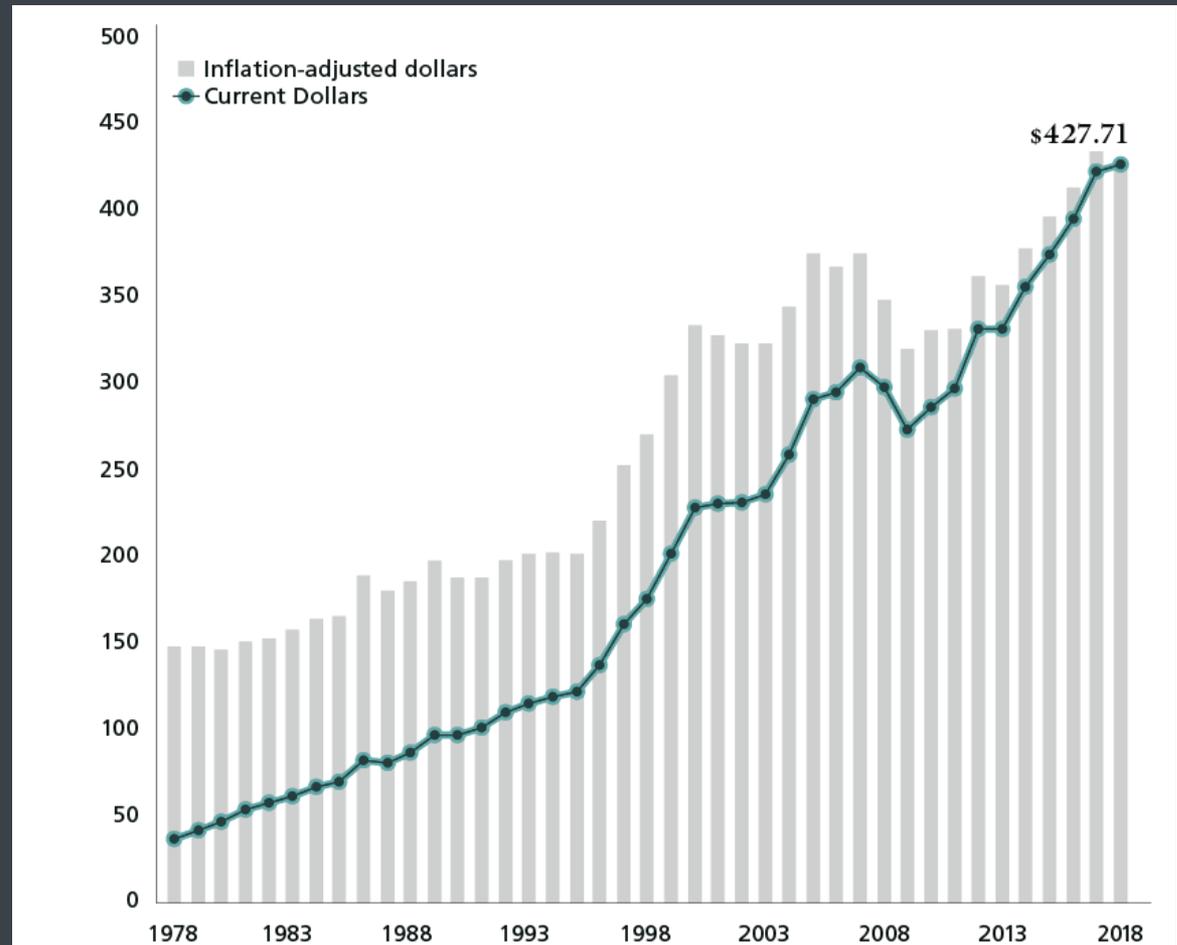
**2018 Contributions
by Source**

\$427.71 Billion total

Times of Uncertainty and Crisis

Total Giving over past 40 years (in \$billions)

Adjusted for inflation



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HOW DO WE RESPOND AND ADAPT?



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How do we respond and adapt?

- ❖ *Slow down, but do not quit!*
- ❖ *Remember the Asset-Based approach*
- ❖ *Adapt to new realities – what can you learn?*
- ❖ *Communicate and connect! Listen to donors!*
- ❖ *Adjust your strategy and timelines*
- ❖ *Be creative!*

Slow Down, but don't quit!

- Adjust pledge timelines
- Discuss gift commitments with donors
 - One on one conversations (while practicing appropriate social-distancing)
 - Be honest and candid
 - Listen!
 - Be realistic - *the sacrifice to maintain a commitment may be greater now, but more meaningful to the donor and your congregation*

Asset-Based Approach

Cycle of Scarcity



Cycle of Abundance

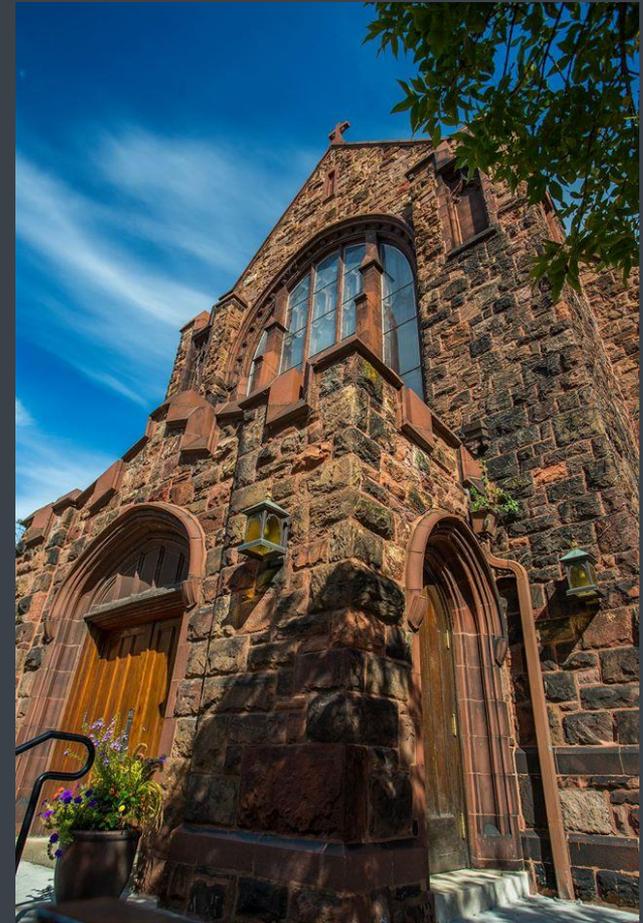


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Asset-Based Approach to the COVID-19 Crisis

- How can you *continue to serve* your community?
- Are there *new partnerships* possible – with hospitals, public agencies, or other nonprofits?
- What ways can you *adapt existing ministries* that serve?



Communicate with Members and Donors

- *People need to hear from you and feel like they are connected*
- This is the time to get social media and tech right
- Work on the case statement
- Create a communications strategy and put the time into it

The Case Statement

- **What it isn't:**

- A case statement *is not* a **resume, CV**, or comprehensive **list** of every program that's hosted on your site
- A case statement *is not* a **grant application**, identifying your needy-ness
- A case statement *is not* a comprehensive **history** of your church, or its building, or its ministers

- **What it is:**

- A strong and compelling narrative that focuses on the **themes** that have defined you and your relationship to the community - your DNA
- A case statement includes **highlights of your history** by speaking to their *significance* and importance
- A case statement casts a **vision** of the future that is rooted in the past and the present



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Communicate with Members and Donors

- Social Media Strategy
 - Engage the people, congregations, organizations, and businesses you already know.
 - Focus on to what others are posting about topics that matter to you and share.
 - Keep it personal and authentic! Engage with others and being sure to ask *and* answer questions.

Adapt to new realities

- Keep your campaign alive, but *be realistic*
- Think about *matching gifts*
- Remember to *manage internal stewardship*
- Potentially *phase a campaign* – break a larger goal into smaller phases/goals over a longer period of time
- Consider a *holistic campaign* – that goes beyond capital needs

Adapt to new realities

- More than ever, a *community-wide* approach is strongest!
- Connect with tenants and other organizations or programs that use your space. Can you *raise funds collaboratively*?
- Consider *joint efforts* with other congregations
- Think about *community-wide projects or efforts* you can convene or help lead. People will remember how your congregation pitched-in during a crisis



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What can we learn?

- Who is our audience, and how has it changed?
- How do we communicate with our audience?
- Are there new ways for us to connect or serve?
- What other ways can we use our building and financial assets?
- How do we adjust our fundraising techniques and strategies?
- Are we finding long-term lessons for how we work and fundraise after the crisis is over?

*"Success is not final,
failure is not fatal:
it is the courage to
continue that
counts"*

Winston Churchill



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Questions?

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