

Orthodox Philanthropy

Stewardship Advocates

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New and Noteworthy

Two Hundred Families Raise more than \$4 million!

Church of the Resurrection (GOA), Glen Cove, New York sets a remarkable standard for Orthodox communities seeking to construct new facilities. Fr. Emmanuel Gratsias anticipates the campaign will surpass \$5 million as they approach ground-breaking in 2003. The Church presently has commitments from just 65 of the 200 member families. Present commitments do not include gifts-in-kind.

When the need arose for relocating the Church and waging an unprecedented capital campaign, the parish was uncertain how to proceed. However, the strong leadership

of Fr. Emmanuel Gratsias and the dynamic co-chairmanship of Artie Nickas and Dennis Libertos moved the campaign forward to success.

Fr. Emmanuel explained a key ingredient to success: "Our co-chairs, along with the entire campaign cabinet and parish council knew that they must lead not only by vision and determination, but also by the example of sacrificial giving. They realized that they could not ask anyone else for a major gift if they themselves were unwilling to do this. We also came to understand that raising this amount money would require a new approach. The old ways of raising money for the operating budget of the parish were not going to work.

(Continues on the reversed side)

Tenets of Fundraising

- ? In annual giving, people give emotionally, not cerebrally.
- ? Never say "no" for anyone. When we do so, we deprive them of the opportunity to say "yes".
- ? Do not promote the "needs" of the parish. Every organization has "needs". Promote the programs and solutions that the parish offers to change lives and to save souls.
- ? Find seven ways to thank people for making a gift or gift commitment.
- ? A fervent belief in the mission of the parish is the single most important motivation for a person to give. Therefore, one must ask, "What is the mission of the parish?" Is this understood and embraced by the general membership?

Is Your Parish Ready for a Successful Stewardship Drive?

	Ideal	Us
1. We articulate a <i>compelling</i> case for gift support by describing programs of service not operating costs	10	
2. Our parish council and stewardship committee members exemplify stewardship by words <i>and</i> sacrificial giving	20	
3. We speak directly to one another about meaningful giving	10	
4. We have effective volunteer leaders	10	
5. We have a demonstrated record of organizational "success"	5	
6. Pledges, receipts, statements, acknowledgements and follow-ups on non-honored pledges are effectively managed	5	
7. We have differentiated solicitation strategies for new members, inactive members, active members and major gift prospects	10	
8. The priest preaches and teaches stewardship directly and effectively	10	
9. On a "need-to-know" basis, stewardship committee members have access to relevant information on parish giving	10	
10. Leadership accepts the fundamental principle that every parish should pledge its operating budget	10	
Total	100	



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Church of the Resurrection (con't)

We discovered that capital campaigns required their own methodology to be successful."

In most parish operating budgets, 20% of the people give 80% of the funds. In a capital campaign, the percentages become even more skewed. Here, 5% of the people give 95% of the funds. This can become a major challenge when most of our parishes rarely experience gifts on the five-, six- or even the seven-figure level.

"We launched our campaign soon after 9/11 in a declining economy and a falling stock market. Yet God is providing for the eventual construction of a new church for our community."

Fr. Gratsias attributed their success to being well organized. "People were confident in our program. We did our homework and utilized professionals at every level. People responded well to our co-chairs because of their

love for the Church and their willingness to sacrifice. It was contagious."

When asked what advice he might offer to other priests facing a similar project, Fr. Gratsias said, "I never imagined that I could confidently ask someone for \$100,000 or more. Yet, after learning a new approach to fundraising, we have been doing this successfully. People were surprised to learn how much they could give when they really wanted to give."

**"I never imagined that I could confidently ask someone for \$100,000 or more."
- Fr. Gratsias**



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That which we give to God is greatly multiplied and comes back to us in unexpected ways.