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APPENDIX

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RESOLUTION A036 CREATION OF NEW FUND FOR MINISTRY AND MISSION

Resolved, That the 73rd General Convention approve creation of “The Alleluia Fund—Build my Church” proposed by the Standing Commission on Stewardship and Development as follows:

“The Alleluia Fund—Build My Church” is a new initiative in planning, giving, and spiritual transformation throughout the dioceses of the Episcopal Church, centered in the Easter season. The national Office of Stewardship will provide leadership for this initiative. By September 1, 2001, the office will provide materials and resources to each diocese to assist the diocese with the visioning process and with the reception of the offerings. These materials shall be grounded in the teaching of Christian stewardship, mission, and in the meaning of the Easter season. Using the materials provided, each diocese will identify mission possibilities that are not presently funded, but which, if funded, would assist with:

- New church development
- Revitalization of existing congregations
- Reaching children and youth
- Ministering to those in need

During the Season of Epiphany 2002, each diocese will announce and publicize the goals that have been identified and commit to complete those goals as money is provided. At the same time, the diocese will announce the creation of “The Alleluia Fund – Build My Church” to be the recipient of offerings received during the Great Fifty Days of Easter and presented on the Day of Pentecost 2002. This fund shall continue annually for a period of ten years throughout the dioceses of this church; and be it further

Resolved, That \$100,000.00 per year during the next triennium is appropriated through the Office of Stewardship to provide staff leadership and materials for this fund.

FROM THE REPORT OF THE STANDING COMMISSION ON STEWARDSHIP AND DEVELOPMENT, 2000

This excerpt outlines the vision and mission for the Alleluia Fund-Build My Church.

THE ALLELUIA FUND

As we have reflected upon God's call to our Presiding Bishop to rebuild our church, the Standing Commission on Stewardship and Development has come to believe that our church is being called to a bold new vision for mission which will engage every household in every diocese in responding to that call. This vision for mission proposes to empower each diocese to respond to God's call to build the church by creating new venture capital for mission and ministry through an Easter initiative of joyful giving to be known as "The Alleluia Fund."

The Alleluia Fund, birthed in the Easter season, will allow us to give in celebration of who we are and Whose we are, teaching and sharing of God's abundance as we rebuild the church, serve children and the poor, and both plant and revitalize congregations.

The following statement from the Standing Commission on Stewardship and Development invites the church to participate in the Alleluia Fund in the coming triennium:

A PROPOSAL FOR "THE ALLELUIA FUND—BUILD MY CHURCH"

In response to God's call to us through our Presiding Bishop to "rebuild my church," the Standing Commission on Stewardship and Development proposes a new initiative in planning, giving, and spiritual transformation for the dioceses of the Episcopal Church. The planning is focused on our relationship with God and on discerning God's plan for us. The giving is focused on how we share God's abundance. The spiritual transformation occurs when we learn to be open, hear, and respond boldly to God's call to mission.

Our resources are being pulled in many directions. Parish membership is dropping in some places. In many other places people are out of work. Buildings are crumbling in cities. In some areas, our church is growing and expanding. Even in places where there is growth and huge resources are available, many mission opportunities are missed because of perceived lack of resources. The world is telling us that there is a scarcity of resources to do God's work.

We believe that is an untruth. We ask the Episcopal Church boldly to proclaim that God will never send us one unit less than 100% of all that we need to do the work God calls us to do. We propose nothing less than calling the Episcopal Church to its destiny as the Domestic and Foreign Missionary Society, a dynamic, salty catalyst of Christ's love in American public life and in the world.

Responding to these imperatives, this new initiative is rooted in our belief that God has richly blessed us with abundant gifts and calls us to bolder vision and a higher commitment of mission as we begin a new century. We need to give generously and joyfully for the mission of the church.

The intent of this proposal is to empower each diocese to respond to God's call to build the church by creating new venture capital for mission and ministry. To make this possible, we are proposing an Easter initiative for transformation and mission in support of ministries which respond to the Great Commission and the Great Commandment. Christ calls us to make disciples (Mt 28) and to love our neighbor (Mk 12:30-31). We must both build the church and serve others in need, striving to restore all persons to unity with God and with each other.

The celebration of the Easter season is frequently limited to Easter Eve and Easter Day. We believe that the joy of these two days should be extended throughout all fifty days of the Easter Season.

Our proposal calls upon the church to a spiritual transformation centered upon refocusing our attention to the Good News of Christ's gift to us. We seek to move the church to an enthusiastic and vigorous witness of God's love to all creation. As we grow in our response to God's love, our proposal will produce a tangible witness through a special offering known as "The Alleluia Fund—Build My Church."

WITH THE ALLELUIA FUND, WE PROPOSE:

1. That each diocese of our church engage in a vision process designed to identify immediate mission opportunities that, if funded, would transform lives, deepen relationships with God and with each other, and help Christians in each diocese to carry out the Baptismal Covenant.
2. That these priorities be adopted by each of the dioceses as a covenant with God that would be fulfilled as resources become available; and
3. That each household of our church be asked to make a joyful gift for mission, in addition to ordinary annual giving, during the Great Fifty Days of Easter. For example, if a million households were to give \$100 each, one hundred million dollars would be available for mission and ministry. Some might give an additional one percent of their income. Others might give another set amount each day to empower this extraordinary mission opportunity. All will be asked to study, reflect, and pray about what God is calling each household to do.
4. That each diocese identify ways to share a portion of these funds with others beyond its borders.

Through the Alleluia Fund, we have the capacity to provide not just millions, but billions of dollars over the next ten years for God's mission. This fund could generate as much as \$1 billion in a decade for new mission opportunities in the Episcopal Church. Effective teaching and implementation of the Alleluia Fund would expand our affirmation of the tithe and encourage members of the Episcopal Church to move in that direction. It will strengthen the bonds of our relationship as Episcopalians at all levels of the church.

The Office of Stewardship of the Episcopal Church Center will produce materials and resources for the implementation of the Alleluia Fund. Centering on the Easter theme, the materials for the Alleluia Fund might ask:

- What does the world look like when Jesus is present?
- What is “Ministry with the Risen Lord?”
- What is our mission as Easter people?
- What does our Lord’s resurrection tell us about how we are to live and minister to the world?

Each diocese would develop its own structures for the implementation of the Alleluia Fund. There are many exciting possibilities for the form that this venture will take, but the goal is to respond with faith and vitality to God’s call to our Presiding Bishop to “rebuild my church.”



RESOURCES

The Stewardship Office at the Episcopal Church Center is charged with responsibility for creating generic materials that can be adapted by the dioceses for their specific programs. We can provide you with logo art and general designs for giving envelopes, acknowledgement cards for gifts in honor/memory, and letterhead. The office can provide general training for Alleluia Fund leaders and tell you of persons/companies who have worked with Episcopal congregations and dioceses to provide training and campaign counsel services.

We can also listen, answer questions, suggest strategies and pray for your success. To avail yourself of any of these services contact us at:

Stewardship Office
815 Second Avenue
New York, NY 10017
1-800-334-7626
alleluiafund@episcopalchurch.org

SERVICE PROVIDERS AND VENDORS

IMPORTANT NOTE

This list of service providers and vendors is provided as a convenience for organizers of Alleluia Fund offerings in the dioceses of the Episcopal Church. Under no circumstances should it be regarded as a recommendation or endorsement of any of the organizations listed. Users are encouraged to shop carefully and ask for references and recommendations when making decisions about whether to purchase any of these products and services.

CREATING THE VISION - PHASE I

The four vision formats described in section 3, Creating the Vision, and the websites with additional information about them are:

Future Search www.futuresearch.net

Appreciative Inquiry appreciativeinquiry@cwru.edu

Self Assessment Tool www.pfdf.org

Participant Workbook & Leader Guide www.josseybass.net

Leader Resources www.leaderresources.org

FUNDING THE VISION - PHASE III

SELECTING SOFTWARE

As most diocesan computer software is designed to keep accurate financial records and manage a simple mailing list, it will be necessary to purchase new software designed to manage an annual giving program. As you begin to select software,

think of the kinds of information you will want to record along with the letters and reports you will want to generate. Here are some basics:

- Maintain accurate records of members of the diocese (name, address, phone numbers, e-mail address, congregation, congregational responsibilities, diocesan responsibilities and activities, areas of interest, record of attendance at mission, vision, and other diocesan ministry related events, and other expressions of interest in specific ministries.
- Process and track gifts received.
- Acknowledge gifts promptly and accurately.
- Record gift discernment results.
- Record whether individual/household is to be asked for leadership, witness, or congregational gift.
- Record worker assigned to issue invitation to give.
- Record responses to invitations to give, whether positive or negative.
- Analyze annual offering results in a way that helps develop future strategies.

Tip: Select software from a source that provides training and at least a year of support. It will be money well spent.

How do you find such software? A good place to begin will be with any fundraising or development professionals in the diocese. They will know what they use and have access to other professionals who can tell you how well their software works. Look for advice from a charitable organization that seems similar in size and scope to the diocese.

Lists of vendors are available from publications that serve the charitable sector. One of these, the *Chronicle of Philanthropy*, has lists of advertisers on their website, www.philanthropy.com with contact information. That website contains links to information sites for a number of vendors. Here are a few of them:

Metafile Information Systems (Results Plus)

<http://rp.metafile.com>

Blackbaud (The Raiser's Edge)

www.blackbaud.com

DonorPerfect

www.donorperfect.com

eTapestry (a web-based software)

www.etapestry.com

Exceed

www.tracworld.com

MatchMaker2000

www.MatchMaker2000.com

GIVER IDENTIFICATION

Discerning who might give how much is an imprecise process when we rely on what we think people might do. There are, however, firms that can assist in that work. They do this by using databases of publicly available information regarding real estate values, stock ownership, corporate filings and other such lists. Fees for the service vary depending on the number of databases to be used and the number of names. A diocese can expect to pay from approximately \$5,500 for an analysis of 5,000 names to \$8,500+ for 10,000 names. Expect to provide an accurate list of names and addresses.

Those services that advertise through the *Chronicle of Philanthropy* can be found at www.philanthropy.com. Here are a few of their names and website addresses.

Jan Grieff Research Associates
www.jgresearch.com

Marts & Lundy
www.martsandlundy.com

Wealth ID
www.wealthid.com

ELECTRONIC FUNDS TRANSFERS (EFT), CREDIT CARDS, ETC.

Discussions about whether to accept gifts made with credit cards and EFTs usually include the following points:

- There is a cost to the church but the “cash in hand” aspect may be considered worth it.
- Does this practice encourage debt?
- What happens to that moment in the Eucharist when the offering plate is passed when people give through credit cards or electronic funds transfer?
- Doesn't the Church need to adapt to changes in the way we use money?

Depending on how your discussion comes out, here are a few suggestions. Talk with your own bank first but then do some comparison shopping locally. The cost for setting up credit cards will vary somewhat, as will the percentage charged. Usually the transaction service fee is 3-6% of the amount charged. This will be dependent on volume.

There are two forms of electronic funds transfers (EFT). In the first, the organization (the church) initiates a debit transfer from an individual's account. The cost of the transaction is paid by the organization. In addition to asking your own local banking institutions about set up and transaction costs, one national firm that has worked with religious organizations is Vanco Services. Their website is www.vancoservices.com.

The other form of EFT is one in which the individual instructs their own banking institution to send funds, usually in the form of a check, to a payee. Many banks offer this service as part of their on-line banking program. The individual can set up a recurring payment to be made at a set time each month. They can also cancel or change the arrangement on-line. Many banks make no charge for this service.

GIVING MATERIALS

Artwork for a generic giving envelope is available from the Stewardship Office at the Episcopal Church Center. Dioceses who want to create their own custom look should make sure there is space on the envelope or an enclosure card for givers to provide the following information:

Name

Address

Congregation

Phone Number and E-Mail Address

Amount Enclosed

It is a good idea to print a list of gift ranges asking givers to check the appropriate one. Some suggestions for doing that can be found in section 5, page 9 of this guide.

ACKNOWLEDGEMENT LETTER

These letters should be sent within seven days (two days is better) of receipt of all gifts. An excellent acknowledgement letter follows the following format:

Paragraph 1 - Thanks for the specific amount. If this is a pledge, restate the terms of the pledge (amount of money to be paid by how much weekly, monthly, etc.). If the gift is in honor or memory of someone, state that. If the gift was stock, simply state the number of shares and name of the company. Do not state the value of the shares as they were transferred to your account as that value can vary widely in a single day.

Paragraph 2 - Talk about the good work that will be taking place as a result of the gift or tell a story of good work that is occurring. This paragraph makes the connection between the giver's money and the ministry. This may take more than one paragraph.

Paragraph 3 - Close. Where appropriate, you may add information about an upcoming opportunity to participate in ministry activities and/or request continuing prayer support. You may also include a personal reference to the giver, their family, or some other personal note.

IRS statement - For gifts where the total amount is given directly to the ministry, you may include following text:

This receipt conforms to IRS guidelines and should be maintained with your other income tax records. Any goods or services provided to you consist solely of intangible religious benefits.

This can be written below the text of the letter. It should not be used if the giver received anything in return such as tickets for an event, books, tote bag, or other premiums. In these cases, the cash value of the items must be subtracted from the total amount of the gift for tax purposes.

SAMPLE LETTER

[Date]

[Name]

[Address]

[City, State Zip]

Dear [Salutation]

Thank you for your generous gift of \$[amount] to the Alleluia Fund.

With your help, a new congregation will soon hold its first meeting. More than an addition to the diocesan roster of congregations, this represents persons entering into a life changing relationship with Christ and the experience of a love that requires eternity to explore.

Children at KidsPlace, the new diocesan after school ministry, are enjoying a safe place to play, do homework, and relax thanks to your support of the Alleluia Fund and our cooperative work as communities of faith in the Diocese of [???].

We trust that the Alleluia Fund is useful to you as part of your efforts to use the gifts that God has given you to do the work that God is calling you to do. Fulfilling God's fondest hopes for our lives is, perhaps, the richest aspect of the Easter season when the presence of the risen Lord helps us to see that hope more clearly.

Sincerely,

XXXXXX

Bishop

(Or Alleluia Fund Chair)

XXXXXXXX

Alleluia Fund Chair

(or division chair)

This receipt conforms to IRS guidelines and should be maintained with your income tax records. Any goods or services provided to you consist solely of intangible religious benefits.