

**PRESBYTERIAN MISSION AGENCY BOARD**

**September 22-24, 2015**

**Funds Development Ministry**

**ITEM H.203**

**FOR INFORMATION**

**Subject: Special Offerings Report, September 2015**

**Production and Project Management**

In its second year, Peace & Global Witness Offering resources are now in the hands of constituents. We encourage people to visit *A Season of Peace* website for additional resources and also to sign up to receive daily reflections during the season.

Through July 2015, both One Great Hour of Sharing and the Pentecost Offering receipts are above 2014 for the same time period. Keep in mind that there will be no Peacemaking Offering beginning this year, only the Peace & Global Witness Offering, therefore the last line adding them together gives a better picture of where we are with gross revenues to the Presbyterian Mission Agency. (Congregations and Presbyteries keep 50% of Peacemaking/Peace&Global Witness, and 40% of Pentecost.

| <b>Special Offerings Receipts, Jan. - July 2015</b> |                    |                    |                          |                            |                 |
|---|--------------------|--------------------|--------------------------|----------------------------|-----------------|
|   | <b>2014</b>        | <b>2015</b>        | <b>Sale of Resources</b> | <b>Total 2015 Receipts</b> | <b>Variance</b> |
| OGHS  | \$3,891,644        | \$4,199,079        | \$ 36                    | \$4,199,115                | 7.90%           |
| Pentecost   | \$ 168,264         | \$ 274,136         | \$ 460                   | \$ 274,596                 | 63.19%          |
| Peacemaking   | \$ 215,254         | \$ 11,666          | \$ 190                   | \$ 11,856                  | -94.49%         |
| Peace & Global Witness                              | \$ -               | \$ 196,956         | \$ -                     | \$ 196,956                 | 100%            |
| CJO   | \$2,389,108        | \$2,152,548        | \$ -                     | \$2,152,548                | -9.90%          |
| Special Offerings                                   | \$ 63,083          | \$ 144,489         | \$ -                     | \$ 144,489                 | 120.79%         |
| <b>Total</b>  | <b>\$6,727,353</b> | <b>\$6,978,875</b> | <b>\$ 686</b>            | <b>\$6,979,561</b>         | <b>3.75%</b>    |
| PM + PGW  | \$ 215,254         | \$ 208,622         | \$ 190                   | \$ 208,812                 | -2.99%          |

As directed by the Special Offerings Task Force, we continue to send quarterly Impact Statements to mid councils and congregations who have gifts recorded to Special Offerings in the allotted time period. This ensures our partners are aware of gifts given directly to the mission agency. We are very intentional in asking for a donor's congregation information so that it is recorded in the system. These statements also include fliers or postcards with information for upcoming events or resources pertinent to Special Offerings and the ministries they support.

All Offering expense budgets are on target.

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**Direct Mail/Response – Special Offerings**

We have released two direct mail projects related to Special Offerings in 2015: One Great Hour of Sharing and the Presbyterian Giving Catalog. To date, these two efforts have resulted in a total of \$178,763 (2,266 gifts) in revenue. An additional 100 gifts generating \$11,703 in revenue have been received this year on *previous* 2014 direct mail efforts related to Special Offerings.

**Presbyterian Giving Catalog**

To date (January 1 – August 20, 2015) revenue totaling \$155,008 has been generated from Giving Catalog efforts: \$95,251 (802 gifts) from *previous years'* Giving Catalog resources, and \$59,757 (1,004 gifts) from *new* Giving Catalog efforts (direct mail summer commitment and OGHS 4-page catalog push using pieces we had in inventory).

The *new 2015* Presbyterian Giving Catalog and supplemental resources are currently being printed and are scheduled to release as follows –

- catalog mailed to individuals in early-September
- release of Christmas Activation Kit to churches in October (with CJO standing orders)
- catalog mailed to individuals (with different cover – A/B test being conducted) in October
- release of *general* Activation Kit to churches in January 2016 (with OGHS standing orders)

Promotional e-mails scheduled –

- three (3) leader/organizational emails
- five (5) individual emails, which include Giving Tuesday and Black Friday specific ones

*New this year –*

- Stories of Impact resource
- Bulletin Insert resource
- Tag Line: *Small gifts. Big Impact.*
- Children's VBS Activities resources (downloadable)
- updates to [presbyteriangifts.org](http://presbyteriangifts.org) (*including a leader feedback survey*)

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**Social Media and Promotion**

Total reach has increased 24% year to date across platforms such as email, Facebook, Pinterest, Twitter and YouTube. Blog topics have expanded in scope to include interviews with Special Offerings Ambassadors and access to offering materials and stories. A denomination-wide email opt-in program at the beginning of the year nearly doubled our list. We are excited to roll out the new email newsletter at the end of August to engage our constituents in a different way.

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### **Special Offerings Leader Support Network (SOLSN)**

After 8 months of 25 volunteers contacting churches, we have had over 1,300 countable touches with individuals, churches, and presbyteries including Volunteer Ambassadors presenting at 13 mid-council gatherings. With a goal of increasing the number of volunteers to 50 by mid 2016, we are developing a promotion and recruiting plan to reach a wide variety of Presbyterians including young adult, seasoned veterans, and racial and ethnic minority. We are planning the 2016 SOLSN Training for January 20<sup>th</sup>–23<sup>rd</sup>, 2016 in Stoney Point, New York. At this training, we will provide volunteer Ambassadors the skills needed to promote and increase giving to the Special Offerings as well as the opportunity for a site visit to one or more partners supported by gifts to Special Offerings. If you know someone who is passionate about Presbyterian mission, please encourage to apply for the Special Offerings Leader Support Network.

### **Highlights of the 2015 Program:**

- 25 People
- 20-50 Churches in each ambassador's portfolio
- 1000+ Churches Approached

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### **Disaster Response / Emergency Appeals**

Our **Winter Storms** appeal efforts began February 27 with an email to One Great Hour of Sharing non-participating churches, and an email to One Great Hour of Sharing participating churches. In addition, an alert banner went *live* on [presbyterianmission.org](http://presbyterianmission.org) and designed/downloadable worship resources were made available to churches via links to the Presbyterian Disaster Assistance website.

#### *Giving to date -*

Total results tracked via assigned appeal codes total \$5,585 (27 gifts at an average of \$207 per gift) as of August 20; this figure includes the following –

- \$3,630 (24 gifts) – Alert Banner ([presbyterianmission.org](http://presbyterianmission.org))
- \$25 (1 gifts) – Participating Email
- \$0.00 (0 gifts) – non-Participating Email
- \$1,930 (2 gifts) – Bulletin Insert (downloadable)

Our **Nepal Earthquake** appeal efforts began the week of April 27 with emails deploying to congregational leadership and individuals, followed by a print appeal mailing to all individuals in our database who didn't have exclusions listed on record. In addition, an alert banner went *live* on both [presbyterianmission.org](http://presbyterianmission.org) and [pcusa.org](http://pcusa.org), and designed/downloadable worship resources were made available to churches via links to the Presbyterian Disaster Assistance website.

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*Giving to date on efforts generated out of this office -*

Total giving results for International Disaster Account using a date range of April 28 through August 20, 2015, is \$1,887,684 (7,171 gifts); this figure includes \$553,255 (4,353 gifts at an average of \$127 per gift) that can be tracked *specifically* to this appeal's pieces as follows –

- \$14,415 (91 gifts) – Alert Banner (presbyterianmission.org)
- \$21,675 (115 gifts) – Alert Banner (pcusa.org)
- \$43,793 (352 gifts) – Individual Email
- \$3,460 (32 gifts) – Organizational Email
- \$22,679 (131) – Bulletin Insert (downloadable)
- \$447,233 (3,632) – Print Appeal w/ reply device

*Giving to date on efforts generated for this appeal using DR000148 -*

Total giving results for the account for Disaster where most urgently needed using a date range of April 28 through August 20, 2015, is \$168,799 (567 gifts). Using a date range of when we feel *most* gifts would have been received into this fund for this specific appeal (April 28 through June 26), total giving was \$78,175 (295 gifts). It's important to note that giving has continued past the August 20<sup>th</sup>.