

**ITEM H.201
FOR INFORMATION**

Subject: Special Offerings Report, September 2014

Production and Project Management

Our marketing firm, xiik, has been contracted through 2016 to continue creating a consistent look/feel/message across all four Special Offerings. Many words of positive feedback have been received about the uniformity of the four Offerings in 2014.

All Offerings include printed and online resources for constituents with promotional information and giving opportunities.

Pending the approval of the Special Offerings Task Force the 221st General Assembly (2014), resources were promote the proposed Peace & Global Witness Offering. approved, these resources were printed and bulk shipped

**PEACE & GLOBAL
WITNESS**
— OFFERING —

report at
created to
Once
to

congregations considered non-Peacemaking Offering congregations (about 80%, those who hadn't traditionally supported the Peacemaking Offering). An announcement about this new Offering was both e-blasted and physically mailed to constituents with information on how to become involved. Response thus far has been highly positive with constituents asking for more information and showing a lot of enthusiasm for the innovation. In fact, no complaints have been received at all, a rarity for any change.

Due to the late date of One Great Hour of Sharing (April 20) and the Pentecost Offering (June 8) it is hard to analyze 2014 receipts at this point. Once a congregation remits funds through its normal receiving agency (usually a presbytery), the presbytery has 60 days to forward the funds to the Mission Agency, and many take even longer. We will have a better sense for financial progress at the end of the 3rd quarter.

All Offering budgets are on target.

Direct Mail/Response – Special Offerings

2014 efforts to date for two of the four Special Offerings have resulted in a total of \$154,078 (2,420 gifts) in revenue. Efforts included on-line gift tracking for—five (5) e-appeals and two (2) direct mail pieces for One Great Hour of Sharing and, two (2) direct mail pieces for the Pentecost Offering. Additional mailings are planned this fall for Peace & Global Witness (a refugee focus) and One Great Hour of Sharing (a hunger focus around Thanksgiving).

Direct Mail/Response – Other Projects

Additional 2014 efforts have generated \$14,002 (257 gifts). Efforts included one (1) direct mail piece and one (1) e-appeal for the Office of Public Witness and United Nations Office. The direct mail effort also resulted in 232 surveys being returned *without* a gift.

Disaster Response / Emergency Appeals

Our U.S. Refugee Border Crisis appeal efforts began the week of July 28 with emails deploying to congregational leadership and individuals, followed by a printed postcard to all active churches and middle governing bodies (10,407 records received). In addition, an alert banner went *live* on both

PRESBYTERIAN MISSION AGENCY BOARD

**September 17-19, 2014
SPECIAL OFFERINGS**

presbyterianmission.org and pcusa.org. Designed/Downloadable worship resources were made available to churches via links to the Presbyterian Disaster Assistance website.

Giving to date -

Total results of \$32,069 (155 gifts at an average of \$207 per gift) as of August 15; this figure includes the following –

- \$2,250 (16 gifts) – Alert Banner (presbyterianmission.org)
- \$960 (11 gifts) – Alert Banner (pcusa.org)
- \$4,950 (48 gifts) – Individual Email
- \$75 (2 gifts) – Organizational Email

Presbyterian Giving Catalog

To date (January 1 – August 15, 2014) revenue totaling \$66,562 has been generated from the existing 2013 Giving Catalog resources and, Father's Day, Mother's Day, and One Great Hour of Sharing catalogs.

The *new 2014* Presbyterian Giving Catalog and supplemental resources are being printed and are scheduled to release as follows –

- catalog mailed to individuals in early-September
- release of new Christmas Activation Kit to churches in late-September
- catalog mailed to individuals (with different cover – A/B test being conducted) in late-October
- release of *general* Activation Kit to churches in January 2015

Promotional e-mails scheduled –

- three (3) leader/organizational emails
- ten (10) individual emails, which include Giving Tuesday and Black Friday specific ones

Special Offerings Leader Support Network (Formerly: Ambassador Program)

Currently in the planning and organizing phases, we are quickly approaching the recruitment phase. With the goal of recruiting 50 by the end of 2014, 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 SOLSN Training Event for January 14-17, 2015. At this training, we will give these 50 people the skills needed to interact with pastors, sessions and presbyteries to promote and increase giving to the Special Offerings. Once the program launches, we need your help to spread the word and to encourage dynamic Presbyterians to participate.

Highlights of the 2015 Program:

- 50 People
- 20-50 Churches in each ambassador's portfolio
- 1000+ Churches Approached
- Incentives of National and International Travel to see the life-changing impact of gifts to Special Offerings

**Special Offerings
Cash To Need
July 31, 2014**

	2013 Year to Date vs 2014 Year to Date				Year to date vs Year Goals			
Total Gross Revenue	8,200,030	6,978,107	(1,221,923)	-15%	13,910,000	6,978,107	(6,931,893)	50%

Total Gross Revenue to PMA	7,948,777	6,810,048	(1,138,729)	-14%	13,100,000	6,810,048	(6,289,952)	52%
-----------------------------------	------------------	------------------	--------------------	-------------	-------------------	------------------	--------------------	------------

Christmas Joy Offering

date of offering 12/22/13 & 12/21/14

	2013 Year to Date vs 2014 Year to Date				Year to date vs Year Goals			
	Actual as of July 31, 2013	Actual as of July 31, 2014	Difference	% Difference	Goal/Budget	Actual as of July 31, 2014	Goal vs Actual	% of Goal
PMA Offering Revenue	2,583,215	2,404,363	(178,852)	-7%	4,200,000	2,404,363	(1,795,637)	57%
Special Offerings General Giving (i.e. catalog) (25%)	0	16,397	16,397		0	16,397	16,397	
Total Revenue	2,583,215	2,420,760	(162,456)	-6%	4,200,000	2,420,760	(1,779,241)	58%
Promo Expenses	113,197	106,534	(6,663)	-6%	305,122	106,534	(198,588)	35%
Direct Response Expenses	0	15,620	15,620		63,380	15,620	(47,760)	25%
Total Expenses	113,197	122,154	8,957	8%	368,502	122,154	(246,348)	33%
Cash to Need	2,470,018	2,298,606	(171,413)	-7%	3,831,498	2,298,606	(1,532,893)	60%

One Great Hour of Sharing Offering

date of offering 3/31/13 & 4/20/14

	2013 Year to Date vs 2014 Year to Date				Year to date vs Year Goals			
	Actual as of July 31, 2013	Actual as of July 31, 2014	Difference	% Difference	Goal/Budget	Actual as of July 31, 2014	Goal vs Actual	% of Goal
PMA Offering Revenue	4,778,817	3,941,011	(837,806)	-18%	7,100,000	3,941,011	(3,158,989)	56%
Special Offerings General Giving (i.e. catalog) (25%)	0	16,397	16,397		0	16,397	16,397	
Total Revenue	4,778,817	3,957,408	(821,410)	-17%	7,100,000	3,957,408	(3,142,593)	56%
Promo Expenses	260,943	192,202	(68,741)	74%	530,247	192,202	(338,045)	36%
Direct Response Expenses		112,779	112,779		63,380	112,779	49,399	178%
Total Expenses	260,943	304,981	44,038	17%	593,627	304,981	(288,646)	51%
Cash to Need	4,517,874	3,652,427	(865,448)	-19%	6,506,373	3,652,427	(2,853,947)	56%

Pentecost Offering

date of offering 5/19/13 & 6/8/14

	2013 Year to Date vs 2014 Year to Date				Year to date vs Year Goals			
	Actual as of July 31, 2013	Actual as of July 31, 2014	Difference	% Difference	Goal/Budget	Actual as of July 31, 2014	Goal vs Actual	% of Goal
PMA Offering Revenue	370,850	182,575	(188,275)	-51%	900,000	182,575	(717,425)	20%
Special Offerings General Giving (i.e. catalog) (25%)	0	16,397	16,397		0	16,397	16,397	
Congregation portion (40%)	145,638	62,006	(83,633)	-57%	360,000	62,006	(297,994)	17%
Total Revenue	516,488	260,977	(255,511)	-49%	1,260,000	260,977	(999,023)	21%
Promo Expenses	166,850	138,555	(28,295)	-17%	227,063	138,555	(88,508)	61%
Direct Response Expenses		71,781	71,781		63,380	71,781	8,401	113%
Total Expenses	166,850	210,336	43,486	26%	290,443	210,336	(80,107)	72%
PMA Cash to Need	204,000	(11,365)	(215,365)	-106%	609,557	(11,365)	(620,922)	-2%
Congregation portion (40%)	145,638	62,006	(83,633)	-57%	360,000	62,006	(297,994)	17%
Total Cash to Need	349,638	122,422	(298,997)	-86%	969,557	122,422	(918,916)	13%

Peacemaking Offering/Peace & Global Witness								
date of offering 10/6/13 & 10/5/14								
	2013 Year to Date vs 2014 Year to Date					Year to date vs Year Goals		
	Actual as of July 31, 2013	Actual as of July 31, 2014	Difference	% Difference		Goal/Budget	Actual as of July 31, 2014	Goal vs Actual % of Goal
PMA Offering Revenue	214,082	215,078	996	0%		900,000	215,078	(684,922) 24%
Special Offerings General Giving (i.e. catalog) (25%)	0	16,397	16,397			0	16,397	16,397
Congr/Presby/Synod portion (50%)	105,615	106,054	439	0%		450,000	106,054	(343,946) 24%
Total Revenue	319,697	337,528	17,831	6%		1,350,000	337,528	(1,012,472) 25%
Promo Expenses	79,231	166,824	87,593	111%		256,480	166,824	(89,656) 65%
Direct Response Expenses		15,629	15,629			63,380	15,629	(47,751) 25%
Total Expenses	79,231	182,453	103,222	130%		319,860	182,453	(137,407) 57%
PMA Cash to Need	134,851	49,022	(85,830)	-64%		580,140	49,022	(531,119) 8%
Congr/Presby/Synod portion (50%)	105,615	106,054	439	0%		450,000	106,054	(343,946) 24%
Total Cash to Need	240,466	155,075	(85,391)	-36%		1,030,140	155,075	(875,065) 15%

Special Offerings								
	2013 Year to Date vs 2014 Year to Date					Year to date vs Year Goals		
	Actual as of July 31, 2013	Actual as of July 31, 2014	Difference	% Difference		Goal/Budget	Actual as of July 31, 2014	Goal vs Actual % of Goal
Total Cash to Need	1,813	1,435	(378)	-21%		0	1,435	1,435

Sales of Resources \$3,189, less cost of sales \$7,090, net sales of **(\$3,901)**.

Budget and Expenses are less the Ambassador, that are currently being funded by PMPF.