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St. David's Episcopal Church
Austin, Texas

Annual Giving Campaign

Timeline



August – Parishioners personally invited back to church for the all-parish event, ‘Welcome Home Sunday’.

September – Thank a thon calls followed by handwritten cards to givers. Mini-campaign for non-givers.

October – Special event ‘An Evening of Jazz’ for legacy society and capital campaign donors.

November – Parishioners personally invited to the all-parish worship & BBQ picnic, ‘Harvest Sunday’.

December to February – Neighborhood socials with stewardship focus. Oral history project begins.

August 2021

Welcome Home Sunday

& Café Divine's Heavenly Bacon

- Engage leadership & volunteers in reaching out to personally invite parishioners to return to church either online or in person.
- Clergy and senior warden able to tell how giving has supported Jesus-centered ministries through the pandemic and helped create new worship, outreach, and fellowship ministries.
- Introduced new video tour of the history and artifacts of the church as a thank you to capital campaign donors, many who have not been able to return to church since pre-pandemic.



September 2021

Thank-a-thon & mini-campaign for non-givers

○ For givers:

- Engage leadership in reaching out to thank parishioners for their giving and what it means to them personally via thank-a-thon calls followed by handwritten gratitude notecard.
- Thank you video to givers from rector. Personalized videos sent to major donors who gave to annual, capital, and special request within the last year.

○ For non-givers:

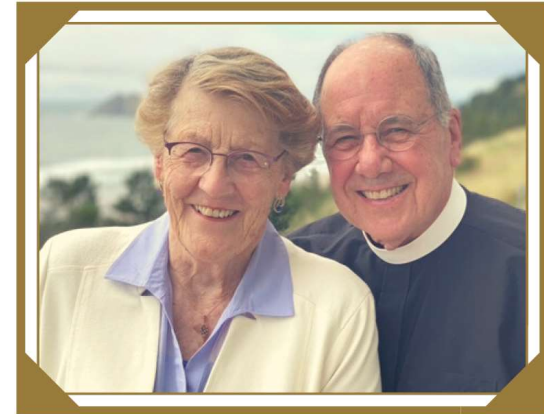
- Urgent request for *those who are able* to fund 'ministry zoom rooms' for hybrid (virtual and in person) Bible studies and more. Will then request these new donors to continue giving in 2022.



October 2021

Special Event (Hybrid)

For Legacy Society Members & Capital Campaign Donors:



- Honoring beloved former rector and his wife at event with Jazz band. May need to move outside under a tent.
- Goal in combining givers is to pave a way for new conversations with parishioners on legacy gifts.
- Hoping to announce a major gift to the church for both the endowment and capital campaign – still working with donor on timing.
- Pre-event activities (to insure everyone interested gets an invitation and is recognized as a donor):
 - Asking those who have indicated interest but have not finalized their declaration of intent on leaving a planned gift to the church to do so now.
 - Requesting donors who were not able to make a capital campaign commitment earlier to do so now.

November 2021

Harvest Sunday (in-gathering)

- Engage leadership & volunteers in reaching out to personally invite parishioners to the all-parish worship & BBQ picnic 'Harvest Sunday'. May be outside under a tent.
- In-gathering at all-parish worship – ask parishioners to bring their personalized commitment card to the altar during service.
- Brief stewardship witnesses in Sunday services for the month prior to 'Harvest Sunday' on 'Why I Love & Give to St. David's'.



Dec. 2021 – Feb. 2022

Neighborhood Socials & Oral History Project

- Neighborhood Socials:

- In parishioner homes or yards, small group gatherings with a stewardship focus. Church to send invitations for mid-afternoon gatherings and provide hosts with 'stewardship in a box' filled with Café Divine cut fruit & sweet treats. Clergy or leadership to give brief remarks and lead discussion. Hosts determine comfort level on group size.

- Oral History Project

- Year long project of capturing parishioners telling their history of St. David's for the video archives. Goal to have 175 stories of St. David's in advance of the 175th anniversary of the church.
- Asking a variety of parishioners to participate including those with generational family ties and those on the anti-racism task force history sub-committee. Goal is to give everyone interested a voice, especially those who feel the church is either moving too fast or too slow on racial issues.

