<table>
<thead>
<tr>
<th></th>
<th>What’s the work?</th>
<th>Who does the work?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical</td>
<td>Apply current know how</td>
<td>Authorities</td>
</tr>
<tr>
<td>Adaptive</td>
<td>Learn new ways</td>
<td>The people with the problem</td>
</tr>
</tbody>
</table>

- Ron Heifetz, *Leadership without Easy Answers*
Best Practice: **Teach** and **Thank** as often as we pass the plate
Teach
FREQUENCY OF TEACHING ABOUT GIVING

- WEEKLY: 9%
- MONTHLY: 36%
- QUARTERLY: 35%
- YEARLY: 8%
- NEVER: 8%
Teach

• The spirituality of generosity (not just giving to the church but celebrate all giving as an act of discipleship. People need to know giving as an activity of Faith, Hope, and Love.
• Budgeting and money management. 50% of our country didn’t know where $500 would come in an emergency. People need to know how to handle money otherwise they will only know cultural models.
• Fundraising as a responsibility of lay leaders. Start with National Study on Congregations’ Economic Practices.
• The connection between issues of generosity and justice. Lean on thought leaders like Edgar Villanueva.
A New National Study

Cultivating Generous Congregations
“If [money’s] used for sacred, life-giving, restorative purposes, it can be medicine.”

- Edgar Villanueva

“Where do you get that living water?”

- Samaritan Woman at the Well
  John 4:11 (March 15 Lectionary)
If someone gave a gift to your church today, when would they receive a thank you and acknowledgement?

In most UCC congregations, if you give $20 for Easter flowers then your name will be in the Easter bulletin. But if you fulfilled a $2000 pledge on April 12, you would not hear from the church until January 2021. We can do better.

Send a quarterly letter to all of your donors, members, and friends thanking them for their commitment.
Pass the Plate

Think of Five People Who Come to Church

• Fred – gives when he comes to church, recently laid off
• Sue – gives when she comes to church, on social security
• Giles – gives monthly with an automatic withdrawal from his bank, working from home
• Tia – not a church member, gives randomly
• Byron – gives at the end of the year, essential worker
Pass the Plate

Five things we can do

• Ask for gifts – allow people to decide
• Give reminders – encourage ETF’s/online/mail
• Invite an increase for those who can
• Reach out to “friends” of congregation & create a targeted emergency fund
• Encourage annual donors to give now
## Pass the Plate

### Online Giving

<table>
<thead>
<tr>
<th>Provider</th>
<th>Fee</th>
<th>Credit Card</th>
<th>ACH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paypal</td>
<td>$0/mo</td>
<td>2.2% plus $0.30/transaction</td>
<td></td>
</tr>
<tr>
<td>Tithely</td>
<td>$0/mo</td>
<td>2.9% plus $0.30/transaction</td>
<td>1% plus $.30/transaction</td>
</tr>
<tr>
<td>Blackbaud</td>
<td>$0/mo</td>
<td>2.798% and $0.26 per transaction</td>
<td>$.75/transaction</td>
</tr>
<tr>
<td>Vanco</td>
<td>$10/mo</td>
<td>2.75% plus $0.45/transaction</td>
<td>1% plus $.45/transaction</td>
</tr>
<tr>
<td>Rebel Give</td>
<td>$79/mo</td>
<td>No additional fees</td>
<td>No additional fees</td>
</tr>
<tr>
<td>Pushpay</td>
<td>$149/mo</td>
<td>3%</td>
<td>1%</td>
</tr>
</tbody>
</table>
Pass the Plate
Changes in Charitable Deduction for 2020

The limitation on deduction amount for charitable cash contributions (60% of AGI for individuals who itemize) has been suspended for 2020. Suspension does not apply to contributions to a supporting organization or a Donor Advised Fund.

This mostly applies to wealthy households and those planning to make an irrevocable estate gift such as a charitable gift annuity or charitable remainder trust.

Encourage wealthy donors to make a multiyear gift to your congregation in 2020 to take advantage of tax benefit (i.e. a gift in 2020 to cover pledge for 2020-2022).