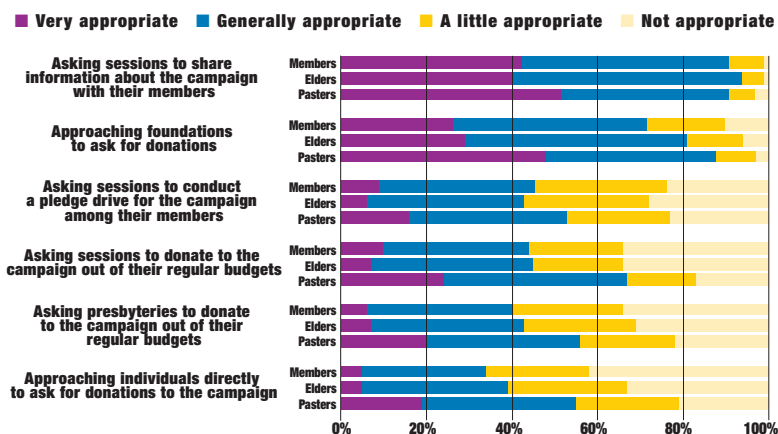


Appropriateness of fund-raising options

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GO FIGURE

JACK MARCUM

What the research shows

There is much good news in these results. “Joining Hearts & Hands” has surpassed the midpoint of its goal despite only one in seven members, one in three elders and two in three pastors being aware of it. As more Presbyterians are made aware, the \$40 million goal should be reached with ease.

Furthermore, large majorities think special-purpose fund-raising campaigns are generally a good idea. This finding is significant, given both a general decline in dollars for PCUSA mission and the increasing tendency of donors to designate where their money should go. Since currently only 20 percent of PCUSA mission donations are undesignated, having the flexibility to consider special-purpose campaigns gives the General Assembly an important tool as needs change.

It is also noteworthy that each of seven different approaches to raising funds for special-purpose campaigns is viewed as appropriate by majorities of members, elders, and pastors. While it would be unwise to ignore the findings that some approaches are acceptable to higher percentages than others, the broader implication is that choosing one approach over another may be less about success or failure than about the degree of success.



Special fund-raising campaigns

To raise money for new congregations, congregational renewal (particularly for racial-ethnic and multicultural churches) and new international mission, the 2002 General Assembly approved “A Mission Initiative: Joining Hearts & Hands.” As of fall 2005, the five-year program had received gifts and pledges totaling more than half of its \$40 million goal.

When we asked about “Joining Hearts & Hands” in a survey taken in the spring of 2005, 14 percent of members, 26 percent of elders and 68 percent of pastors had heard of the campaign. More generally, on the same survey, majorities of Presbyterians indicated that “special-purpose campaigns to raise money for specific mission programs” are “a good idea” (members, 67 percent; elders, 74 percent; and pastors, 77 percent). Only 18 percent, 13 percent, and 16

percent, respectively, responded “no.”

In a series of follow-up questions, respondents were asked about the appropriateness of seven approaches to raising funds for special-purpose campaigns. All of these approaches were deemed “appropriate” by a majority of respondents, but the size of the majority ranged widely across the different approaches. At one extreme, almost everyone saw “asking sessions to share information about the campaign with their members” (members, 99 percent; elders, 99 percent; and pastors, 97 percent) and “approaching foundations to ask for donations” (90, 94 and 97 percent) as appropriate.

However, smaller majorities, especially among laity, found it appropriate to “[approach] individuals directly to ask for donations,” “[ask] presbyteries to donate out of their budgets” or “[ask] sessions to donate out of their budgets.” □

Details of this survey may be viewed at www.pcusa.org/research/panel/summaries/0505summaries.pdf

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