

## Report to the 2014 Synod

### Moravian Ministries Foundation in America

**The Mission** of the Foundation is to promote more money for ministry through the services we provide to individuals and churches.

#### **Summary of Activities.**

The past four years was another period for the Foundation. We have taken huge and successful steps that more clearly address the topic of money and the church by talking about generosity and gratitude. We also took a number of steps to improve and strengthen our internal controls and systems.

#### **INVEST WHERE YOU BELIEVE**

1. We launched an ad campaign in The Moravian that was also accompanied by stories.
2. The Foundation's Facebook Page was launched and grew rapidly.
3. Our printed materials now fully integrate and coordinate with our online image. The general design for our webpage was completed with a launch date in early 2014.
4. The "Anthem" became integrated into all our work as a means of reframing the conversation about money and ministry.
5. We began replacing "stewardship" with "generosity and gratitude".

#### **THE RESULTS**

- **Moravian Common Fund.** From the post recession period until this year The Common Fund grew from \$101million to \$145 million. The investment returns remain superior and place the Common Fund in at the top among its peers.
- **GiftLegacy** The GiftLegacy program pursued two directions. We continued to work with individuals, moving away from actively promoting gift annuities because of their associated liabilities to promoting permanent funds, which are funded through bequests and the like. This doesn't mean we have dispensed with gift annuities as a means of gift giving, but we are lessening their marketing. Since we commenced working with individuals, we have been involved in over \$45million in planned and outright gifts to churches and agencies

The second direction we headed involved our work with local congregations in designing and launching planned giving programs. We decided not to take on too many at first so we could learn and deliver the best we can to others in the future.

In the two cases where we began and tested the program, the results surpassed our expectations. In Raleigh, thanks to outstanding

leadership, their program had great results. Three people stepped forward and said they have remembered the Church in their estate plans and one of them created a \$50,000 gift annuity.

We also began work with New Philadelphia and Clemmons. We've learned a great deal and are ready to expand the program to other churches in 2014.

- **Morning Star Calvary Moravian – Fall Stewardship Emphasis** “Let Us Adore Him – Let Your Light Shine”: The Calvary Stewardship Task Force developed this tag line and a logo and used them extensively throughout October and November in bulletins, newsletters, on their website and Facebook page. Thirteen discussion sessions were held, a narrative budget was developed and presented at the November church council, and a narrative budget and commitment card was mailed to every household.

The Stewardship Assessment and Planning report with detailed recommendations has been presented to the Stewardship Task force and will be presented at the January meeting of the Boards of Elders and Trustees and at the congregational fellowship dinner on January 22.

- **Laurel Ridge – Feed My Sheep Capital Campaign** The capital campaign to replace the summer camp kitchen and pay down the Higgins Lodge debt began in April 2011 and will conclude at the end of 2014. To date \$780,777 has been pledged with 94% of the funds collected. MMFA has provided ongoing pledge and gift administration.
- **Laurel Ridge – Friends Forever** An annual appeal began October 1, 2013. A new brochure and commitment card were designed and mailed to 3,500 Laurel Ridge Friends. Contributions and special congregational fundraisers have matched a challenge gift of \$60,000. Over \$122,000 has been raised in this inaugural year. MMFA has provided pledge and gift administration, which includes gift acknowledgement and pledge tracking. Plans for the 2014 appeal and a planned giving effort are being developed.
- **Home Moravian Church** -MMFA has provided pledge and gift administration for the “It’s our Time. It’s our Home.” Capital Campaign which began in March of 2009 and will conclude in 2014. The campaign raised over \$2.1 million; approximately 98% has been paid. An additional campaign for the chapel renovation has raised approximately \$250,000, most of which has been paid. Because the chapel fundraising was heavily geared toward year-end giving, rapid turn-around of gift acknowledgements and honor and memorial letters was required.
- **Unity Women’s Desk** -MMFA has provided approximately 2,500

printed general brochures and an additional 1,000 Christmas brochures.

- 
- **Board of World Mission** -MMFA has provided ongoing consultation to the Development Committee of the Board of World Mission in advance of consideration of an annual appeal.

### **SOCIAL MEDIA/WEBSITE**

A great deal of Attention has been paid to a comprehensive social media and web presence and the results are as follows

- 1540 “likes” on Facebook this means that our posts reach their pages for others to read
- 68% of the Facebook readers are women and 32% are men
- 28% are between the ages of 55-66 and 27% between 45 and 54.
- We are reaching deeply into both Provinces.
- The ongoing sharing and posts reveal a deeper connection.
- The two ads we placed on FB brought us over 630 new “likes” from our target audience of Moravians 50 and older in the United States. The weekly eNewsletter is also exceeding expectation. The Peer Group refers to the information from all charities, our size, that our provider collects.
- It reaches almost 1000 readers weekly
- 22% open it weekly, versus a benchmark of 12%
- 2.6% make the transition from the eNewsletter to our GiftLegacy website page, versus a benchmark of 1.3%
- Some of the other behind the scenes data include:
  - 42% of those who visited the GiftLegacy website came via eNewsletter
  - 40% typed the website address
  - 17% arrived via a link (Facebook being the #1)
  - The top 2 downloaded brochures are *Overview of Planned Giving* and *Bequests: What Legacy Will You Leave?*

### **GIFT PROCESSING**

An integral part of our support to campaigns and to aid individual members, churches and agencies MMFA processes gift.

Campaign gift processing is a fee-for-service program to aid churches and agencies with collecting and acknowledging campaign pledges and gifts. In 2013, we collected almost \$540,000.

### **Future Directions**

The Foundation will now focus our attention in two major areas:

1. A more integrated print and online presence that more clearly describes our role and service to the Church, and speaks to individual members in a more personal way.
2. A thoughtful and more intentional movement away from talking about charitable giving as “Stewardship” to a conversation about **Grace, Generosity and Gratitude**

We will continue to focus our efforts on making sure the Common Fund delivers the best return for the lowest cost possible. And, we will expand our congregation-based Gift Legacy programs to dozen more churches during the next four years.

At the end of the day our success will be measured by whether and how much more money is generated to support more ministry through the services we provide.