



10 Steps to Successful Fundraising in Difficult Economic Times

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Wayne Clark's book, *Beyond Fundraising, the Complete Guide to Congregational Stewardship*, is a compendium of wisdom regarding the financing of our congregations' ministries. It is available from the UUA Bookstore, 800-215-9076 for \$18.

1. Share research showing that giving continues, although the rate of growth slows.
2. Develop a new, or revitalize an existing strategic plan that is "owned" by the congregation. (see chapter three in *Beyond Fundraising*)
3. Identify goals that will help to fulfill the vision and mission of the strategic plan. (see chapter three of *Beyond Fundraising*)
4. Use program budgeting. (see *Mission-Based Budgeting* by Jerry King)
5. Make a compelling, passionate case that helps to implement the strategic plan. (see chapter six in *Beyond Fundraising*)
6. Take an appreciative inquiry approach. Focus on recent successes and build upon them. (see *Memories, Hopes, and Conversations: Appreciative Inquiry and Congregational Change* by Mark Branson)
7. Ask all congregants to make a financial commitment.
8. Ask for financial commitments in person-to-person stewardship conversations. (see chapter five in *Beyond Fundraising*)
9. Acknowledge each financial contribution.
10. Use electronic giving programs to stabilize cash flow. (see www.vancoservices.com)

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