

STRENGTHEN AND GROW YOUR MINISTRY

LCEF MINISTRY MOMENTS VIDEO SERIES

Funding the Mission #3 – Annual Appeal

Rev. Tom Eggebrecht

LCEF Vice President Ministry Solutions

Many congregations use an annual appeal to support ministry expansion and further the work of God's kingdom, but they often fail to utilize a year-long communications strategy to support specific ministry needs.

How to build the annual appeal into the larger communication and funding strategy?

1. Define "annual appeal"

- An opportunity to direct funds toward a specific project or ministry.
- Examples: support missions around the world; support local organizations; conduct a project at the church; send students to a Lutheran school, college, or seminary.

2. Create a communications strategy

- Build a communications strategy for the entire year that contains the annual appeal as well as other efforts.
- Every communication ought to be thanking the donors.
- Suggested schedule
 - Early December: appeal
 - Christmas: funding report
 - Early Spring: ministry story
 - Early Fall: how they can support

3. Recognize the benefit

- An annual appeal allows your congregation to provide financial support to a specific cause you may not otherwise have been able to support.
- Opportunity for ministry growth and expansion in the name of Jesus.