



## GUIDELINES FOR FUNDRAISING

*Donors are vital to the Church's mission. They give in faith, trusting that their offering will be used as intended and that their donation will have impact. Therefore, we need always to hold our donors in a way worthy of the Lord's people by assuming that every gift comes from a sacrificial place and honoring it with gratitude.*

**PURPOSE:** The principle of fundraising at Good Shepherd is to promote giving and stewardship. All monies raised should be beneficial to the church and its ministries. To preserve and protect these goals, and our donors, the Vestry will approve fundraising activities in the name of Good Shepherd, both within the parish and outside the parish.

**DEFINITIONS:** Fundraising activities include any solicitation of **monetary donations, sale of items, or events with attendance charges or freewill offerings for the purpose of raising money.**

These guidelines are to be followed by all Good Shepherd parishioners, staff, clergy, volunteers, church leaders and anyone who may fundraise on behalf of Good Shepherd Episcopal Church, its ministries and programs, or in the name of Good Shepherd in the community.

### PROCEDURES:

1. Donations. Direct solicitations, in the form of personalized communications made directly to individual parishioners for monetary contributions or pledges, will be permitted for annual stewardship campaigns and periodic capital campaigns.
  - a. No parish group or individual is to solicit donations directly from an individual parishioner by mail, e-mail, on-site distribution, telephone, by social media, or by other personal communications, for any purpose unless expressly approved by the Vestry. With the Vestry's prior approval, a fundraiser may make a general appeal to the entire congregation using usual church communication methods, such as announcements, The Sheepskin, bulletin inserts, weekly e-mail blasts and posters.
  - b. Other opportunities for monetary giving, such as for altar flowers and Christmas and Easter music fund, are permitted as long as no individual is directly solicited.
  - c. The Vestry will approve the solicitation of pledges, or a promise to give a stated amount of money in whole or by installments over time.

2. Events and Sales. Fundraising events and sales will be sponsored by a group to support a specific mission of Good Shepherd. Requests to hold fundraising events and sales will be submitted to the Vestry for approval at least eight weeks in advance of the proposed fundraiser.
  - a. No other fundraising will take place concurrently with the annual stewardship or capital campaigns.
  - b. No fundraising will take place on Christmas, Palm Sunday, Easter Sunday, Pentecost Sunday, during Lent, or at other times in the church calendar as determined by the Rector, Priest-in-Charge or other ecclesiastical authority with concurrence by the Vestry.
  - c. Any fundraising request will be submitted to the Vestry directly by the principal fundraiser(s).
3. The parish directory, including pre-printed mailing labels and electronically-stored records, may not be used by fundraisers for any type of solicitation other than stewardship or capital campaigns, or other approved campaign, without advance permission of the Vestry.
  - a. The parish directory will never be made available to groups outside the parish.
  - b. Staff and volunteers shall hold all information obtained from or about donors in confidence. Names or amounts shall not be published without express approval of the donor.
4. Advertising of an event, sale or appeal by newsletter, e-mail, posters, signs, public announcements, social media or other manner shall conform to church communications standards in consultation with church staff.
5. No parishioner or parish group may engage in fundraising by outside individuals, businesses or organizations in the name of Good Shepherd without the prior approval of the Vestry. Such proposed solicitations will be reviewed carefully to determine that they are in the best interest of Good Shepherd and do not lead to a conflict of interest.
6. All fundraising proposals will be made either (1) in writing, using the Fundraising Request Template, or (2) directly to the Vestry in person, providing verbal answers to all applicable questions contained in the Fundraising Request Template. If a proposal is submitted in writing, the completed request will be given to the Vestry by email or paper copy eight weeks in advance of the proposed fundraiser. If a proposal is presented in person to the Vestry, the presentation will be made eight weeks in advance of the proposed fundraiser. Projects conforming to these guidelines will be considered for approval by the Vestry, and Finance Committee, when appropriate, at a scheduled monthly Vestry meeting.

7. All fundraising proposals involving the purchase of tangible goods or fixtures will include consumer, financial and budgetary information as required by the Finance Committee. This information is to be stated on the Fundraising Request Template.

8. The Vestry will be provided with periodic reports of amounts raised. The conditions for the periodic reports will be established in the approval process. A record of donors will be provided to the church.

9. Tax implications for donors should be clearly understood and stated for the benefit of all parties.

10. Outreach and other parish ministry groups may apply for grants from sources outside the parish. Grant proposals will be reviewed by the Vestry before submission.

If you have questions about these guidelines or any other fund-raising issues, please contact the Rector/Priest-in-Charge or current Vestry members at the church.

These Guidelines are effective as of November 19, 2019.