

St. Michael and All Angels' Episcopal Church
Mission Council Meeting, February 24, 2021

In Attendance: Sandy Rains, John Phillips, Hugh Wilson, Pat Brandon, Father Charles, Cathy Cook, Rob Martin, Kimberley Norris-Jones, Jim Lawler, and Debbie Marshall. Guest: Mary Dell Hayes

Minutes: Debbie Marshall

Call to Order: Father Charles called the meeting to order at 6:00. He introduced Mrs. Mary Dell Hayes, a professional fundraiser, and a parent of the Early Learning Center. A motion was made by Sandy Rains, and seconded by Debbie Marshall for her to attend and present. **Approved.** She gave a presentation with new ways to incorporate into our Stewardship campaign and how to take advantage of other fundraising opportunities. Below is a synopsis of her presentation:

1. **Other Opportunities:** Memorials and Honorariums, Giving Days, Special Campaigns, and asking for specific donations.

2. **Reasons Members Don't Tithe:**
 - a. **Are not asked.** Ask at sermons and the kick-off campaign, present regular mentions, make phone calls, in-person meeting with each congregant, on-going reminders, show updates with pledges vs. actuals.

 - b. **Because it isn't easy:** Fewer send by "check", don't expect offering plate during COVID, auto-draft and texting are critical to set-up for recurring gifts from younger generations. Can they give through social media? Provide easy to find information about giving stock, insurance, property and other planned gifts. You talk them out of giving by apologizing for asking. Do not apologize. Do not under value. Take pride in Stewardship with confidence.

 - c. **Because they aren't acknowledged:**
 - i. **Indirectly:** Donor list in newsletter, general updates to congregation (% of tithing, % of pledges received).
 - ii. **Directly:** At least quarterly receipts, hand written thank you at the time of pledge, another hand written note at end-of-year, phone thank you at regular intervals

 - d. **Not involved in meaningful capacity:** Skills based volunteering (policies and procedures, web design, marketing, etc.). Ask and provide opportunities, don't tell. Remind people if they have complaints, they probably have solutions and ways to fix them. Measure percentages.

3. **Action:** Thank you notes and campaign, mid-year Stewardship outreach and tithing updates, set 3-4 special giving opportunities and goals for them, member survey is a great opportunity to reengage by phone with all members or by in-person to learn about their perceptions. Audit communications to make sure giving is always featured. If asked, they will give.

Sandy Rains will send Mrs. Hayes a thank you note.

Prayer Requests: Larry Brazell, Discipleship Groups, Roddy Wilson, Kay Allen, and Kimberley Norris Jones.

Minutes: Reports and minutes submitted were reviewed and approved. Motion by: Pat Brandon seconded by: Kimberley Norris-Jones. **Approved.**

Covenant Revisit: Covenant was approved after short discussion on minor changes made. All members had previously approved. Cathy Cook placed her approval after review.

Dial Building: Jim Lawler spoke briefly for Alex Maitland, and the work that Alex had been doing in regards to the drainage system on the Dial Building. He had been talking to an Architect and Engineer who noted that they just needed to hire a drainage specialist.

Church Yard Committee: New members were presented for approval to the Church Yard Committee: Nicole Harrison, Chris Beis, and Julie Wilson. Motion by: Cathy Cook Seconded by: Pat Brandon. **Approved.**

Evangelism Committee: Report submitted. Reviewing on-board process for new members to engage them in areas of the Church they may interest them (quilting, communications, altar guild, etc.).

Communications Committee: Libby Law and the Communications Committee have been working on improving the read and accessibility of "The Guardian". The committee is also reviewing on how to streamline the web site, and communicate better to those persons who do not use technology. Alex Maitland is also working on a Church management software solution.

In/Outreach: Report submitted. Sandy Rains reported that the Church has a budget of \$19,000 for Outreach. She submitted the following requests:

1. **Fresh Start Program at St. Luke Episcopal:** - \$1,500. The Council approved. Motion by: Sandy Rains Seconded by: Pat Brandon. **Approved.**
2. **Boys Home of Virginia (Browns Cottage):** \$2,500. The Council approved. Motion by: Sandy Rains Seconded by: Pat Brandon. **Approved.**

3. **Harvest Hope:** To be revisited at next meeting. Quinn Hayes from Harvest Hope will be presenting a presentation on “How COVID Affected the Food Bank and Volunteerism”.
4. **Woodyard Fund (run by Salvation Army):** \$500. Will revisit in November. The Council approved. Motion by: Sandy Rains Seconded by: Pat Brandon. **Approved.**

Next Steps:

February 19 – 2 April: Outdoor Stations of the Cross

February 24 – March 24, Lenten 2021 Series

February 28 – Next Scheduled Council Meeting at 2:00 p.m.

April 3, Safe Easter Family Fun Event (sponsored by Evangelism Committee)

Meeting concluded at 6:45 for Lenten Service.

Respectfully, DLM