

ANNUAL APPEAL

Resolutions adopted by Synod Council, October 20, 2010:

That the Diocese of Niagara, in partnership with the Anglican Appeal, and with support from the Philanthropy Department of General Synod, initiate an Annual Appeal (as yet to be named), whose revenue would be evenly divided among the parish, the diocese, and the Anglican Appeal.

That the Appeal Sunday each year be the Seventh Sunday of Easter, anticipating the Feast of Pentecost.

That the Bishop, Executive Archdeacon and Dean be authorized to recruit a team to manage the diocesan responsibilities in the Appeal, and to receive and evaluate grant requests for support from the Diocesan share of the Appeal.

Notes to illuminate the Resolutions:

1. Organization

The appeal would be jointly coordinated by a team from Church House and a team from the Diocese. Responsibilities would be divided as follows:

The Parishes of the Diocese will be responsible for:

- updating their parish lists with the *Niagara Anglican* (January or February preferably). It is vital to the success of the annual appeal that this information be as current and accurate as possible so that parish's will be assured to receive their full share of the appeal.
- prayerful discernment about possible justice and servant ministries in their communities and where and how to invest their funds – this could be a joint parish decision and discussed at annual vestry meeting.
- Recruiting a parish representative to serve as a communications conduit or advocate for the annual appeal – this could be an excellent piece of work for lay members of Synod.

The Diocese will be responsible for:

- Assembling a team (3 or 4 people) to work with the Department of Philanthropy on the appeal marketing and communications strategy.
- Driving public relations and generating “buzz” about the appeal using as many natural opportunities as possible– Clericus gatherings, clergy days, *Niagara Anglican*, Bishop's message on the web site, etc.
- Receiving from General Synod two-thirds of the revenue (net of expenses) and distributing one-third to parishes, each parish receiving one-third of the contributions (net of expenses) contributed by its members.
- Establishing a process to receive and evaluate grant applications from local ministries and agencies requesting financial support from the Appeal for Justice and Servant ministry initiatives

General Synod's Department of Philanthropy will be responsible for:

- Preparation of the appeal materials, facilitate business reply mail, provide database framework and staff support to personalize the appeal, track donations and issue receipts and coordinate donor recognition (all to be packaged with the Bishop's signature and Diocesan identification).
- Receiving contributions and distributing two-thirds of that revenue (net of expenses) to the Diocese.

2. The Case for Support

The focus of the Case (local, diocesan, and Anglican Appeal) will be on the development and support of "Justice and Servant Ministries". This integrating theme can help align local, diocesan and national elements of the case to present to the people of Niagara an opportunity for giving that is consistent with Niagara's ethos.

The Anglican Appeal case will focus on Justice and Servant Ministries, using the Marks of Mission as an interpretive framework for those ministries.

The Diocesan case will, in the first year, need to focus on *prospective* outcomes, since the granting process will take place at the end of the year. In the second and subsequent years, the case will include attention to those ministries funded in the first year.

The parish case could be a matter for Vestry to consider. And while Justice and Servant Ministries is the recommended focus, parishes would be free to focus their case in another direction.

3. Strategy

In order to make use of the opportunity to generate enthusiasm about the appeal at the upcoming Synod, it is important that the date of the Appeal Sunday be established, the name of the appeal be chosen, and the integrating theme of Justice and Servant Ministries be embraced by Synod Council. The second motion above recommends that the Appeal be associated with one of the moveable feasts, Pentecost. The date of Pentecost in 2011 – June 12 – may be problematic, but the feast of the empowering Spirit breathing courage and capacity into the apostles offers a powerful spiritual and theological focus for this work.

The appeal may or may not use direct mail. Direct mail is costly and often ineffective. Experience in other places suggests that, over the long haul, the building of a strong network of parish coordinators can be highly effective. It is important that the direct expenses of the appeal (not including staff and volunteer time in the three settings) not exceed 10%.

In light of that, we might anticipate a strategy that makes use of two streams:

- A parish based stream developing and equipping a network of parish coordinators to distribute campaign materials and a Business Reply Envelope, to encourage the development of the parish case, and to encourage parish support of the Appeal.
- A diocesan based stream that would make strategic use of the Niagara Anglican, both editorial content and inserts, including a Business Reply Envelope.