



PW

Celebration Giving Representative Training Workshop

Planning for the Workshop

What Is This?

This workshop is a basic outline that can be adapted for a training workshop, for Celebration Giving Representatives (CGR) in the congregation, presbytery, or synod. Use it at a PW gathering at any level, or for a special training event.

Time

90 minutes

Who Is the Workshop For?

Elected or appointed Celebration Giving Representatives in the congregation, presbyteries and synods. PW should seek to have a Celebration Giving Representative in each congregation. These women will be trained at the PWP gatherings, then will work with the circle leaders in their congregations to ensure that all women are aware of the opportunities to give and support the purpose and work of PW.

What Will Participants Learn?

- What the Celebration Giving program includes
- PW resources available for Celebration Giving Representatives
- Effective fundraising techniques
- Why new fundraising strategies have become an essential tool for PW
- To share the joy of giving more effectively

Checklist for Workshop Leaders

Several days or weeks before the scheduled workshop

- Prepare a written plan or outline, with built-in alternatives.

- Plan activities that provide a change of pace.
- Secure resources needed, and prepare necessary handouts
- Preview any video or audio materials to be presented.
- Plan a community building activity.
- Prepare nametags, if needed.

The day of the workshop, prepare the location for the workshop, including the following

- Post signs outside the door.
- Ensure the room has an adequate number of tables and chairs.
- Ensure comfortable temperature and proper lighting.
- Have resources and equipment ready; test equipment to ensure it works properly.

Conduct the workshop

- Provide a welcoming atmosphere.
- Greet all participants as they enter.
- Introduce yourself, co-leaders, and the purpose of the workshop.
- Provide a means by which each person can be introduced to the group.
- Share your expectations and invite participants to share their expectations.
- Open with prayer.
- Follow the agenda, and direct the activities.
- Bring the workshop to a close in a timely manner, thanking all for their interest and attendance.
- Close workshop with prayer.

The Workshop

Opening

Open the session with the suggested prayer or one of your own.

“Holy God, all that we have is yours. It is only loaned to us to serve your purpose. Guide us this day that we may learn to be better stewards, and more effective advocates, of the work that you have given us. This we ask in the name of Jesus Christ. Amen.”

The CGRs Role (20 minutes)

Ask, “Why do Presbyterian Women need Celebration Giving Representatives?”

Say, “The following activities will help us answer this question.”

Activity 1

To help the group members learn about one another and to begin exploring what it means to be a PW Celebration Giving representative, present the following scenario, and ask each participant to respond.

A faithful PW member approaches and says she would like to leave some money as a bequest to PW for all the years the organization has nurtured her faith, and she wonders what the most effective and appropriate program to gift would be.

Record the responses on newsprint. After all have shared, thank each participant for sharing.

Activity 2

Distribute **Handout CG-1**. Divide participants into groups of 5–6. Instruct the groups to use the first two quotations to guide their discussion. Allow no more than 10 minutes. Call the group back together.

Debrief

Ask one person from each group to summarize the group’s insights. Identify commonalities and differences.

CGR Responsibilities (15 minutes)

Ask: “What are the responsibilities for PW Celebration Giving Representatives in the congregations, presbyteries, synod, and churchwide? How do they differ from the responsibilities of the treasurer?”

Say, “The skill sets and focus of the two positions are different. A treasurer is the financial secretary, receiving funds, keeping accurate records, and transmitting funds as needed. The Celebration Giving representative is the fundraiser. Her focus is advocating for increased second-mile giving that supports the PW Mission Pledge, Thank Offering, Birthday Offering, and interpreting and promoting all aspects of Celebration Giving programs.”

Focus on **Handout CG-2**, a generalized chart of distinctions between the duties of treasurer and Celebration Giving Representative. Be certain that participants understand the differences. At some PW levels, the positions may be combined, but the responsibilities for each portion of the program are different.

Activity

Have a copy of page 7–7, “Celebration Giving” of the *PW Manual* available for each participant.

Ask participants to review the chart of responsibilities (**Handout CG-3**). Choose from the following questions to help guide discussion.

1. What general responsibilities are common at each level?
2. What responsibilities require coordination and cooperation with the treasurer?
3. What responsibilities require coordination and cooperation with the moderator?

Say, “The *Together in Service Manual* is an important resource with which to become familiar. Together in Service is part of the PW mission program, and is usually under the leadership of a separate individual, but may be important to your work. You may interact with people who would like to donate to a specific mission cause, and this manual includes programs like palm oil processing in Congo, mattresses for hospitals, bicycles for AIDS workers, that may be of interest. Become familiar with the manual and the Together in Service or Mission Opportunities coordinator for your congregation, presbytery and synod PW groups.”

Focus briefly on **Handout CG-4**. These materials are available from Presbyterian Women’s Louisville, Kentucky, office or Presbyterian Distribution Service (PDS), 800/524-2612. Some are changed annually (Mission Pledge Packet, Birthday and Thank

Offering materials) and others are reprinted as needed. Note that various issues of *Horizons* magazine focus on specific offerings and include Mission Pledge interpretation. Pledge envelopes are also available in the magazine. All the materials listed in **Handout CG-4** are available for displays, bulletin boards, and handouts at PW gatherings, training sessions, and for distribution to individual donors. Contact Carissa Herold, PW marketing associate, for help with materials for displays, 888/728-7228, ext. 5322 or Carissa.herold@pcusa.org.

Sharing and Building a Passion for Fundraising (30 minutes)

Say, “Developing skills in fundraising presentation is vital to the position. The CGR is responsible for interpreting and promoting the Celebration Giving programs of Presbyterian Women. Her primary goal is to raise funds to support the programs and services of PW by advocating for pledge increases and inviting new individuals to support the vision and purpose of the organization. Skills for the position include a positive attitude, ability to speak before a group, and ability to share a passion for PW work and mission. We are not begging—we are declaring excitement that we have a vision and purpose that we are advocating. We want more individuals to invest in our vision and the work to which God has called us.”

Initial comments must focus on the vital role of advocacy in this position. Someone unwilling to speak to groups or share passionate interest in the work of PW will have a very difficult time.

Say, “Volunteers must feel comfortable with their role. Include role-playing one-on-one contacts with someone (man or woman) you think would be interested and willing to support the PW vision. Also include outlining and presenting an appeal at a PW gathering.”

Activity 1: Role Play (10 minutes)

1. Brainstorm ideas for inclusion in an appeal for the Birthday or Thank Offering.
2. Record the responses on newsprint and have them distributed to all participants for later use.
3. Divide the group into pairs. Have each person play the part of a fundraiser, appealing for the other to participate in a program or increase giving to the Thank Offering, or to help fund an Honorary Life Membership for an outstanding leader.

Debrief

Debrief the exercise by asking participants to reflect on what went well in their conversations.

Activity 2: Group Appeal (10 minutes)

1. Ask, “Why should the women present increase their donations and seek out new supporters?”
2. Brainstorm ideas for suggesting that women increase their mission pledges and help find new donors to support a mission co-worker family in Africa for one year.
3. Record the responses and have them distributed to all participants for later use.
4. Divide the group into groups of 4 or 5. Have each participant give a short presentation on the call to every member of PW to increase her participation in the general mission pledge.

Debrief

Bring the group back together and ask each group to quickly report on their conversations.

Workshop Wrap-Up (15 minutes)

Resources for the CGR

Review the resources available through Presbyterian Women and other organizations to assist the CGR in publicizing the various parts of the Celebration Giving program. Refer again to **Handout CG-4**.

Say, “Celebration Giving includes much more than the general Mission Pledge; all aspects need to be publicized and honored. Programs include: Creative Ministries (Birthday and Thank Offering); Celebration of Believers (Honorary Life Membership, memorial gifts, recognition gifts, Leadership Endowment Fund, Widening the Circle Fund); Celebration of Christian Community (Least Coin); and Celebration of Believers (Together in Service).”

Tips

Review the CGR Tips on **Handout CG-2**.

Evaluation

Ask or hand out the “instant evaluation” questions:

1. What did you like about the workshop?
2. What would you change?
3. What else would you like to say?

Closing Prayer

Close with prayer.

Quotations to Guide Conversation

Quotation 1

“Presbyterian Women exists today because women are adaptable, determined, proactive, charitable, generous, and dedicated to God” (*PW Manual, 2007*).

Presbyterian Women has played a vital role in the growth and development of our denomination.

Consider:

- What has PW contributed to the church?
- How has Presbyterian Women impacted your life?
- What role would you like to see PW play in the future?

(*Horizons* magazine, Sept./Oct. 2005, Ferguson and Sept./Oct. 2009, Hunter)

Quotation 2

“Fundraising is, first and foremost, a form of ministry.” Fundraising is proclaiming what we believe in such a way that we offer other people an opportunity to participate with us in our vision and mission” (Henri Nouwen, *The Spirituality of Fundraising*, 2004).

If Presbyterian Women is to continue to be a valued part of the Presbyterian Church (U.S.A.), and a major contributor to the mission work of the church, the organization must actively seek additional sources of income for its programs.

Questions for Discussion

1. What do the quotations tell us about the role of the Celebration Giving representative?
2. What do they tell us about the abilities needed?
3. What specific skills would you seek in a Celebration Giving representative?
4. What does PW need to focus on for the future and what will be the role of women’s organizations in 2020?

Treasurer	Celebration Giving Representative
Distributes general Mission Pledge forms, receives Mission Pledges	Promotes the need for increased Mission Pledge donations
Receives the Thank Offering	Promotes the Thank Offering and distributes annual offering materials
Receives the Birthday Offering	Promotes the Birthday Offering and distributes annual offering materials
Receives Celebration of Believers offerings	Promotes an interest in and educates PW about Celebration Giving offerings
Receives and transfers Fellowship of the Least Coin offering	Promotes celebration of Fellowship of the Least Coin offering
Receives special donations	Develops programs for memorial, special gift, and large gift donors
Develops annual budget	Develops annual donor goals
Serves as chair of the finance committee	Serves on the finance committee
Keeps accurate financial records of all receipts	Makes congregational and individual contacts
Submits an annual report to PWC, PWP, PWS	Submits annual report to PWC, PWP, PWS

Tips for Celebration Giving Representatives

A woman’s work is never done and PW work will never be done!

- Keep the *PW Manual* on hand for quick reference. Celebration Giving details are located in chapter 7.
- Keep a current directory of Celebration Giving representatives, moderators, and treasurers at all levels, so that when updates and special outreach efforts are received you will know who to share the information with, and who to alert.
- Develop close relationships with treasurers at the congregation, presbytery and synod levels. These women may also be the Celebration Giving representatives.
- Take workshops on fundraising and relationship building. These will help you develop stronger skills for the position.
- Visit the PW web site, particularly the Giving and Funding pages.
- Subscribe to *Horizons*.
- Stay in touch with PW national staff.

Celebration Giving Representative Tasks	Congregation	Presbytery	Synod	Church-wide
Interprets Celebration Giving programs	X	X	X	X
Devises ways to encourage increased giving	X	X	X	X
Develops presentations and displays for PW gatherings and training events relating to Celebration Giving programs	X	X	X	X
Actively seeks opportunities to educate PW supporters about financial needs	X	X	X	X
Identifies Celebration Giving representatives in each congregation and works with them on a continual basis (synod to presbytery and presbytery to congregation).	X	X	X	
Continually identifies and builds relationships with individual women who have potential to give major gifts.	X	X	X	X
Contacts local congregations to provide resources and assist with interpretation and campaigns for Mission Pledge (June–September), Thank Offering (October–February) and Birthday Offerings (March–May)	X	X	X	X
Educates moderators, treasurers and CG representatives		X	X	
Provides interpretive material at PW events	X	X	X	X
Works with the CCT fundraising program associate to approach potential significant donors	X	X	X	X
Works closely with PW treasurers at all levels			X	
Provides feedback to the CG coordinator at the next level	X	X	X	X

Sharing Accountability of Donated Funds
Appropriate for use at all PW events, at all levels.

- **2010 PW Mission Pledge packet (Blessings Without Boundaries).** Updated annually. Includes pledge forms, interpretive materials in English and Spanish, evaluation form. Each May/June issue of *Horizons* provides interpretation. The May/June issue of *Horizons* and the annual Bible study both contain Mission Pledge envelopes. A pamphlet introducing the program is available from PW.
 - **Mission Pledge buttons, “I Shared My Blessings,”** clip-on buttons to give out to those participating in the Mission Pledge. Free. Contact Carissa Herold (information above).
 - **Birthday and Thank Offering interpretive materials.** Updated annually. Materials are sent in separate mailings to PWC, PWP and PWS moderators. Birthday Offering recipients and contribution envelopes are included in each January/February issue of *Horizons*. Thank Offering interpretation, recipients, and contribution envelopes are included in each July/August *Horizons* issue.
 - **Certificates—memorial and recognition.** These are often used to recognize contributions of newly deceased PW members, special contributions of PW leaders and congregational members. They can be purchased in any denomination. Funds are to be sent to the PWP or PWS treasurer, who will order the certificate and have it available at the appropriate time. Two months’ advance notice is requested.
 - **Fellowship of the Least Coin** is promoted in each November/December issue of *Horizons*. This is an international program of the Asian Women’s Church Conference overseen in the U.S. by Church Women United. Presbyterian Women is a founding partner and many PW groups support the prayer movement. A complete history including PW’s involvement is available in the 50th anniversary book, *Celebrating the Legacy, Visioning the Future, Living the Jubilee*. Extensive information on projects funded, a devotional booklet, and other resources can be viewed and ordered through CWU website: www.churchwomen.org/coin or by calling 800/CWU-5551. FLC prayer cards and informational brochures are available for free download on the PW web site, www.pcusa.org/pw.
- Quantities of some items are also available from Presbyterian Distribution Service, including the *Circle of Prayer* devotional booklet (the most recent is volume 19, PWR-09-466; free); Fellowship of the Least Coin boxes (PWR-06-460; \$5/pk of 10); and books, including *A Legend and a Legacy—An Autobiography of Shanti Solomon* (PWR-06-462; \$3); *Many Prayer, One Prayer* (PWR-06-461; \$10); and *Celebrating the Legacy, Visioning the Future* (PWR-06-465; \$10). Order items from Presbyterian Distribution Service by calling toll free 800/524-2612.
- **God Indeed, Does Wonders Among Us!** Presbyterian Women’s 2006–2008 triennial report provides an overview of programming and budget for the last triennium (PWR-09-238, free).
 - **Honorary Life Membership (HLM)** is \$95 for a silver pin, and \$250 for a gold pin. All donations go into the leadership development and training fund. An HLM is an excellent way to recognize leaders and retiring leaders for outstanding work. An application must be filled out and sent with funds to the PWP or PWS treasurer, who will submit both and order the pin and certificate. Two months advance notice is requested (Brochure, PWR-07-410, free). For information, contact Nancy McWhorter, 888/728-7228, extension 8014, nancy.mcwhorter@pcusa.org.
 - ***Horizons*** magazine, published bimonthly, is an excellent resource, thank you gift and giving promoter all in one package. Having copies of the magazine available at all PW events is an excellent way to promote PW’s mission to donors and inquirers. To subscribe, call 866/802-3635 or visit www.pcusa.org/horizons.
 - ***Messages of Reconciliation and Hope: 75 Years of Birthday Offerings, 1922–1997*** by Kathy Vaughn, 1997. Franklin, TN: Providence House Publishers (PWR-00-507, \$12).
 - **Presbyterian Women Budget Brochure** describes the PW budget with a chart on how money moves through the organization (PWR-07-100, free).
 - **Presbyterian Women Celebration Giving brochure**, available in English, Spanish and Korean (English, PWR-00-402a, pkg. of 10/\$5).
 - ***Presbyterian Women Manual***, including guide for PW treasurers. Revised 2007. Section 7 covers Celebration Giving (PWR-07-101, \$6).

- **PW quarterly giving reports**, online giving and other up-to-date information. Available on the PW web pages, www.pcusa.org/pw/giving
- **Presbyterian Women Quarterly Mailing to Leadership** is a newsletter available in print and online. Visit www.pcusa.org/pw.
- **Resources for Presbyterian Women** is the PW resource order form updated biannually, spring/summer and fall/winter (PWR-10-001, free).
- **Together in Service Guidebook** explains the latest PW hands-on mission programs and how to engage the women in your church. Updates are available for free download on the PW website, www.pcusa.org/pw (guidebook, PWR-06-433, \$5; brochure, PWR-07-431, free).
- **Widening the Circle Brochure** describes the program specifically designed for donations to an endowment fund that will be used to strengthen future ministry and ensure leadership and resources for emerging programs (PDS-72-700-04-002, free).

Other Resources

- Fundraising PowerPoint presentations by Kirsten Bullock, available from PW staff, Louisville, Kentucky. Contact Patricia Longfellow at 888/728-7228, ext. 8015 or email her at patricialongfellow@pcusa.org
- International Committee of the Fellowship of the Least Coin. 2006. *Celebrating the Legacy, Visioning the Future, Living the Jubilee*. Louisville: Presbyterian Women. Available from PDS, item PWR-06-465, \$10 plus shipping and handling.
- *The Spirituality of Fundraising* by Henri Nouwen, 2004, New York: Henri Nouwen Society.

How to Order Resources and Promotional Materials

For PW and PC(USA) resources, contact Presbyterian Distribution Services (PDS), 800/524-2612. Shipping and handling is added to each order.

For information about resources, promotional items and displays, contact Carissa Herold, PW marketing associate, 888/728-7228, extension 5322, carissa.herold@pcusa.org.