

SHARING OUR STORY:

AN INTERPERSONAL APPROACH TO CAMPUS MINISTRY FUNDRAISING AND DEVELOPMENT

Campus ministries, even those that are embedded in parishes, dwell at the intersection of three different organizational models: the faith community, the non-profit, and the alumni association. Each of these models has a particular set of practices for achieving their missional and financial stewardship goals. Faced with this challenge, campus ministries may find themselves questioning which path to take; often mixing and matching practices from each model in the hope of achieving their goals despite the fact their programming has a positive impact in the lives of those they serve everyday.

Sharing Our Story is a program designed specifically to address the unique nature and needs of Episcopal campus ministries. The program uniquely pairs the missional and financial faces of stewardship under a common process with shared practices and resources – one that integrates the practical need for funding with the call to nurture meaningful relationships on campus and in your neighborhood in a way that inspires people to give.

The program will take a cohort of campus ministry leaders through a 10-session course over 4.5 months. The format includes bi-weekly group meetings designed to address the common goals, challenges and strategies associated with campus ministry, while incorporating 1-on-1 coaching in the intervening weeks to address the unique circumstances, skills and experiences of each ministry leader. Collegial input and the exchange of ideas are an integral part of the program.

In the first half of the program each participant will develop a comprehensive institutional narrative that describes the depth and breadth of their ministry's history, mission, the constituent groups they serve, the programming that meets their needs, and the impact their ministry has in the lives of all those they serve. Equipped with this new resource, participants will explore how their narrative influences the day-to-day conversations they have with students, alumni, donors, board members, and other constituents. This extends to the communications they craft and deliver in conventional and digital contexts.

In the second half of the program cohort participants will transition from an inward focus on ministry to an outward process of engagement. Participants will receive a framework for engaging in intentional conversations with a variety of traditional and non-traditional constituent groups. Conversations will focus on connecting each constituent and donor's core motivations and desire for change with the relevance and authenticity of your ministry's mission and capacity to affect change. As conversation partners come to find themselves in each other's stories meaningful emotional, spiritual and financial bonds are forged. It is within this framework that the mindset and practice of stewardship shifts from a series transactional and potentially awkward requests for money to deeper, more meaningful and transformational experiences of giving that inspire a deep appreciation and enthusiasm for participating in your mission.

The program will start in September and will be facilitated by Joe Merlino, Principal of Emergent Mission. Each ministry will be asked to contribute \$2,700 to participate in the cohort. If you have questions, or if money is an issue, please contact [Joe Merlino](#).