

## ***Fundraising and Outreach Project Policy Rationale***

When we work together and share our gifts as God's people, the church is at its best. Recently, a group of people was organized to assess fundraising and outreach efforts. This team identified three things we can do better to serve the ministries done inside and outside the walls of Zumbro.

Clarify our goals for raising money and collecting items for those in need. Zumbro can't tackle all the needs of the community. By clarifying our goals, we can make proactive decisions about how best to serve each other and those in need in our community without spreading ourselves too thin. When we clarify and focus the congregation's energy we also are more generous (i.e. building a Habitat for Humanity house).

Coordinate all of Zumbro's efforts for fundraising and outreach projects. One of the things that the Stewardship Survey revealed was that the congregation feels that we do too many fundraisers. For instance there were 25 requests for bake sales in 2009-10. If we did all of those, we'd be swimming in brownies by the end of the year. Currently, we also have a lot of overlap in outreach without any knowledge of what all the groups in the congregation are doing. By being more effective in coordinating our fundraising and outreach efforts, we ward off the impression that "all the church does is ask for money."

Communicate our fundraising and outreach projects more effectively. When we do fundraising or outreach projects, it is important to provide the congregation with the right information about what the event or project is trying to accomplish. By communicating our efforts, we provide a bigger vision for the congregation in what we are trying to accomplish with our money, time and materials.

Therefore, this policy has been established to guide Zumbro Lutheran Church's fundraising/ outreach efforts.