

“INTEGRITY”

Preserving Honor and
Accountability in Relationships
with Partners and Donors During
a Disaster



LCMS Disaster Response

What Does This Mean?

- ▣ The classic Lutheran question
- ▣ When it comes to the gifts given
 - We will be “above board”
 - We will be honest, hide nothing
 - We will use gifts as designated by the donor
 - We will acknowledge gifts in a timely way
- ▣ Reporting process
 - We will provide information as to how disaster gifts are used
 - We take the stewardship of these gifts seriously



People Give to People

- ▣ Donors want to know that:
 - real people are being helped
 - as mercy is shared it is done through the love of Christ
 - their fellow church members are being helped
 - people in their community are being helped
 - their gift is well spent
- ▣ The Donor Bill of Rights
- ▣ ALDE Code of Ethics



A Donor Bill of Rights

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the nonprofit organizations and causes they are asked to support, we declare that all donors have these rights:

1. To be informed of the organization's mission, of the way the organization intends to use donated resources and of its capacity to use donations effectively for their intended purposes.

2. To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship Responsibilities.

3. To have access to the organization's most recent financial statements.

4. To be assured their gifts will be used for the purposes for which they were given.

5. To receive appropriate acknowledgment and recognition.

6. To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.

7. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.

8. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.

9. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.

10. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

Code of Ethical Principles and Practice (ALDE)

1. Seek to serve Christ faithfully and hold his name as supreme.
2. Work for the best interest of the donor.
3. Strive to model and promote the concept of Christian stewardship among donors and ALDE professionals.
4. Portray accurately the institutional mission in all communications.
5. Maintain confidentiality in handling donor and prospective donor records.
6. Offer public recognition and appreciation for a gift only after donor permission has been granted.
7. Ensure accurate use of designated gifts, optimal management of all solicited funds and truthful reporting.
8. Comply with all federal, state, municipal and/or provincial laws.
9. Deal charitably, fairly and honestly with other professionals and organizations.
10. Maintain and encourage high levels of professional competence and accurately present professional qualifications and experiences to prospective donors and employers.
11. Be compensated by a salary or contractual fee agreement, not by fees based on a percentage of charitable gifts secured.
12. Avoid or otherwise disclose all potential conflicts of interest.

Disaster Gifts

- ▣ How gifts are used
- ▣ Restricted to a disaster or to general disaster
- ▣ Doing a good job in acknowledging the giver
 - Churches
 - Individuals
 - The LCMS



Use of Gifts

- ▣ There are specific categories:
 - Ice Storm Relief
 - Hurricane Relief
 - Tornado Relief
 - Fire Relief
 - Cyclone Relief
 - Earthquake Relief
 - Flood Relief



Restricted or General Disaster

- ▣ Specific named disasters or regional designations
 - Trying to avoid specific names
 - ▣ (Katrina, Isaac, Minot)
 - ▣ However if designated – the designation is honored
 - The same holds true for regional designations
 - ▣ (Southern states, Midwest, St. Louis, Harrisburg)
 - ▣ Designations are honored
- ▣ General Disaster Relief Fund



Acknowledgements

- ▣ Acknowledging the gifts of individual, groups, congregations and districts in gifts they receive directly
- ▣ Also their direct relief efforts
- ▣ Asking partners to acknowledge the participation of the LCMS as appropriate



Providing feedback

- ▣ Acknowledging the gift in a timely manner
 - A challenge with a major disaster
 - ▣ Tsunami: 52,000 gifts in 40 days
 - ▣ Katrina: 62,000 gifts in 30 days
 - Appreciation for the gift and how it will be used
 - Reporting on actual use or results of gift
- ▣ Use of gift as intended and specified
 - Congregations need to follow through
 - Districts need to follow through
 - Other partners involvement



How donations are received

- ▣ Through many and varied ways
 - Online
 - By phone
 - Through the mail
 - Through congregations
 - Through organizations
 - Are there matching opportunities
 - Thrivent



Fund Raising Efforts for Disasters

- ▣ First alert issued by disaster/mercy staff of LCMS
- ▣ Learning not to jump the gun
- ▣ Others may get out ahead of the national church
- ▣ Avoiding “frenzy” in our response
- ▣ There is a plan and we work the plan



LCMS Stages of Solicitation

- ▣ First Alert (First 5 days)
 - Announcing that a disaster has occurred and what the LCMS may do to assist
 - ▣ Announcements on Social Media
 - ▣ Story on LCMS website
 - A “Give Now” opportunity for gifts to the General Disaster Fund may be included



Solicitation Stages

- When it is determined that there is potential for LCMS assistance a specific category of disaster assistance may become necessary
 - Specific “Give Now” category (floods, hurricanes, tornadoes, etc.)
 - More detailed communications with updated and information (Social Media, LCMS website, press releases, Reporter stories – with updated specific giving information)



Solicitation Stages



- ▣ Longer range (1-2 weeks)
 - When LCMS Disaster Response determines that specific assistance will be provided
 - ▣ An e-mail appeal for gifts is sent to all donors (with an e-mail address)
 - ▣ The appeal may be repeated, with revisions, and sent again (1-2 weeks)
 - A bulletin insert for the specific opportunity is produced and placed as a downloadable (online) file
 - ▣ An e-mail is sent to pastors and congregations and district offices of its availability
 - ▣ Other resources may also be online

Solicitation Stages

- ▣ TeleCare (telemarketing group) component
 - A calling program may occur as a follow up to donor e-appeal(s)
 - A calling program to congregations may also occur about availability of on line resources
- ▣ Catastrophic Disasters (2-5 days)
 - A direct mail “disaster-gram” is mailed to the entire constituent list (ready to be mailed in 5 days time)
 - This is followed up with a broad calling program
 - A specific designation for that disaster is established



Helpful Hints for Congregations

Donations and Grants

- ❑ In order to protect the pastor and the congregation, a committee of no less than three members should be established. The pastor should not be a member of this committee, but should serve in an advisory capacity only.
- ❑ A separate financial account for disaster relief should be established following the accepted practice of the congregation, with double signatures required for the disbursement of funds. The authorized signers may include the existing church financial officers, but should not include the pastor.
- ❑ The pastor may be provided with a discretionary fund not to exceed \$300, which would require accurate written documentation for all funds disbursed. This protects the integrity of the pastor and his office.



Helpful Hints

- ▣ All donations and grants must be receipted and recorded in written form on the day they are received (48 hours maximum). Letters of acknowledgement should accompany all receipts for grants or donations, specifying the intended use of the grant or donation. A personal note from the pastor may accompany this letter.
- ▣ The District Office should be notified in written form of all donations or grants received with documentation of their use or intended use. If there are unused or unneeded funds (undesignated) please make them available to the District Office so that others in need may be assisted as quickly as possible



Mission Advancement

*What is
MISSION
ADVANCEMENT?
Promise statement:*

Mission Advancement will professionally assist the people of The Lutheran Church–Missouri Synod to vigorously make known the love of Christ at home and abroad through sacrificial, charitable gifts by offering appropriate, prioritized (strategic) charitable opportunities.

Mission Advancement also will deliver unquestionable transparency and accountability to donors for the gifts they have offered up to the Lord for His work, and will strive to maximize the amount of every dollar given passed on to the field.



Thank You

