

A message from Bishop Shaw

At our Diocesan Convention last November, we publicly launched Together Now: Our Campaign for Answering God's Urgent Call. Individuals told inspiring stories about how they and their communities are being transformed as a result of their connection with the ministries supported by the campaign. Bishop Gayle Harris gave a spirited call to action with options for how every congregation can join the campaign, and I was thrilled to be able to announce that we had raised nearly \$8 million toward our goal of \$20 million. I did so

with deep gratitude for the hard work and financial gifts of many people in many places across our diocese that had brought us to that point. Since then, much has happened: Generous donors continue to step forward with their support, and more and more of our congregations are joining the campaign in a spirit of collaboration and renewed enthusiasm for mission, which is at the heart of our campaign. Our total raised to date is just over \$11 million.

The story of our campaign is still underway. We offer

this newsletter, the first in a series planned for the course of the campaign, to update our diocesan community on the campaign's progress and to extend its invitation to participate. Much remains to be done if we are to reach the \$20-million goal that will help us make real our vision for joining God's mission in bold and creative ways. Please spend some time with this update, share it with others, consider the participation of your congregation and pray for this ambitious effort we've undertaken together.



I believe this campaign is one way that God is calling us forward, and the Holy Spirit is leading the way.

Mission tithes:

All about giving thanks while joining God's work in the world

In the beginning was the feasibility study, and the feasibility study was without a doubt what got the campaign going as it affirmed the diocesan community's readiness and determined that there was potential and support for the initiatives that the campaign proposed to fund.

It also revealed that something was missing.

"A significant number of the 225-some people who were interviewed in the course of that study indicated that, because we believe in the principles of stewardship and tithing, we should be giving away a portion of the money we raise," explained the Rev. Sam Rodman, Project Manager for Campaign Initiatives.

And so, \$2 million of the Together Now campaign's \$20-million goal is a tithe for mission beyond the Diocese of Massachusetts: \$500,000 for existing

TOGETHER WE WILL TITHE so that the first fruits of our comprehensive campaign will be a thankful offering that supports our mission work and partnerships with neighbors down the street, across the country and around the world.

diocesan partnerships and \$1.5 million in matching funds that congregations of the diocese will be able to apply for and use toward mission trip expenses or joint ventures serving the needs of others in the world.

"The tithe is very much an expression of gratitude, and it's been incorporated

Continued inside

Our \$20-million campaign

\$2 million

Tithing for mission beyond our diocese

\$2 million

Caring for God's creation

\$4.5 million

Equipping congregations for strategic local mission

\$7.5 million

Raising up new generations in faith and service

\$4 million

Transforming our cathedral church

For more information about each of the campaign initiatives, please visit: <http://www.diomass.org/together-now-campaign>



COLLABORATIVE CAMPAIGNS:

More Than Just Dollars

Since its inception and by design, the Together Now campaign has been about congregations working together as a diocese toward common mission that none could achieve alone. One of the innovative components of the campaign's fundraising model is the opportunity for congregations to support the diocesan campaign while meeting their local needs through collaborative campaigns. Thanks to this effort, organs are being restored, retaining walls restructured, carbon footprints reduced through heating upgrades, and each worship home is becoming better equipped to continue as an inviting, forming, sending and serving presence to its surrounding cities and towns.

In the pilot phase that began in the fall of 2011, eight congregations – representing a variety of locations, sizes, needs and demographics – elected to undertake the challenge of fundraising in collaboration with the diocesan campaign. From Vineyard Haven to Methuen, from the Cathedral Church of St. Paul in Boston to the Church of the Holy Spirit in Wayland, each participating church received the professional counsel that supported them in raising, collectively, more than \$3 million in less than six months.

With the helping hands of a campaign director, congregational leadership receives tools and training necessary to successfully meet a significant yet achievable fundraising goal, with 70 percent of funds remaining with the congregation to meet its self-defined needs and 30 percent of funds allocated to the broader diocesan effort. More than 20 congregations have opted to participate thus far, and the opportunity still exists for parishes to participate through 2012.

"More comes from these campaigns than simply raising funds," members of the professional campaign team tell each and every clergyman, executive committee and vestry with whom they meet. The results speak for themselves: as each congregation completes its active campaigning, there is clear evidence of the emergence of a new generation of trained leaders. Ministries are positioned for growth. Pastoral connections are strengthened.

At the Church of the Holy Spirit in Mattapan, a vibrant city congregation that participated in the pilot phase, campaign volunteers embraced the task of calling on more than 270 families to invite them to participate in this significant fundraising effort, the scale of which

the parish had never before attempted. Through these calls, volunteers heard stories of joy and learned of families going through times of hardship. They were taken aback by the number of parishioners without jobs, and began to ask, "How can we better serve these families?" A new ministry was born in response. With multiple members of the congregation in human resources careers, the Church of the Holy Spirit has created a series of workshops that prepares its unemployed parishioners for their job searches through building appealing resumes and honing interview skills.

"It was an eye-opening experience speaking with people outside of the normal Sunday worship services," Robert Branch, the Church of the Holy Spirit's senior warden, said. A member of the congregation for more than 15 years, Branch quickly realized that the collaborative campaign his congregation had undertaken was not simply about money. "It became about connecting to our brothers and sisters in the community," he shared. "We have a congregation of more than 500 members and one priest – she cannot do it all on her own."

In addition to the new workshops, parishioners in Mattapan plan to continue

the phone banks used in the final stages of the campaign. "We [the vestry] weren't in communication with people outside of worship services on Sunday. Monday through Saturday, it is business as usual, and people become focused on other things," Branch said. Looking to build on a new sense of engagement and the positive energy created by the campaign, volunteers plan to come together monthly with the goal of connecting with each family to strengthen relationships – and most importantly, continue to meet the congregation's needs. "We need to touch the entire congregation to keep growing," Branch said.

A dozen more congregations across the diocese responded to the success of the eight pilot parishes by moving forward with their own collaborative campaigns, now underway. With an aggregate goal of more than \$3 million, these parishes look to meet building and ministry needs over the next four to five months through a diocesan partnership. To learn more about collaborative campaigns and other ways that congregations can join Together Now, contact the Campaign Office at 617-482-5800, ext. 306.

—Alison J. Hay

How will your congregation **join the campaign?**



We need the participation of 100 percent of our congregations in order to reach our ambitious campaign goals. The campaign plan invites congregations to participate in one of four ways:

1. COLLABORATIVE CAMPAIGNS:

This option offers the greatest direct benefit to participating congregations. The congregation conducts a capital campaign in collaboration with the diocesan effort and receives 70 percent of the money it raises;

the remaining 30 percent goes to support the diocesan Together Now campaign initiatives. (Dollars raised over the goal are split 85 percent to the congregation and 15 percent to the diocesan campaign). The congregation receives professional counsel from a consultant on the

diocesan campaign team, who is on-site 5-10 hours per week to manage all campaign activity and brings all the methodological tools necessary for success.

- The congregation decides how it will use the money it raises.
- The timeline for starting is flexible, though campaigns should begin no later than October 2012.
- All pledge redemption and acknowledgements are handled by diocesan staff so that there is no additional workload for the congregation's treasurer and administrator.
- The congregation assumes a modest 3 percent charge on the funds returning to the congregation for professional management and administration of pledge processing, but pays no up-front professional costs associated with the campaign.

Mission tithe: All about giving thanks while joining God's work in the world (con't)

Continued from page 1 into the whole mission strategy of the campaign," Rodman said. "It's essential in terms of the scriptural concept of the tithe: A grateful heart is a heart that is set free, and a heart that is set free can accomplish amazing things."

Amazing things, already Already, through the first grants awarded to existing mission partners, the tithe is bringing health and hope to people in far-away places: \$250,000 to the Bishop Masereka Christian Foundation for a new medical center in Uganda, and \$150,000 for vocational training and health care ministry in the Episcopal Diocese of Jerusalem.

The Diocesan Council approved those grants

late last year, and will approve the still-to-be-determined designations of four additional grants of \$25,000 each to other existing diocesan partnerships.

A longtime Jubilee Ministry partner of the Diocese of Massachusetts, the Bishop Masereka Christian Foundation serves HIV/AIDS patients and orphaned children in the Kasese district of western Uganda. The mortality rate for mothers and children is high there and medical facilities sparse, so in 2005 the foundation started a clinic in a small rented building that could accommodate 17 patients at a time. It soon proved inadequate to meet demand, with monthly clinic attendance reported to range between 450 and 600 people.

The new medical center

will replace the clinic and will be built on land that the Bishop Masereka Christian Foundation has already acquired. Because the \$250,000 from Massachusetts will be matched by an additional \$250,000 from a foundation, the estimated construction costs for its outpatient, maternity and administrative buildings will be completely covered.

The foundation's proposal described the Diocese of Massachusetts' past support as "a profound contribution towards the welfare of children in the Kasese community" through "education and by providing essential health services in a stripped-down setting." Building the new hospital, it said, will raise both standards and volume of care for Kasese's women and

children.

In Ramallah, in the West Bank of Israel/Palestine, an \$80,000 grant from the mission tithe will build a training kitchen at the Episcopal Technological and Vocational Training Center. The unemployment rate is high for Christian and Muslim young adults in that region—an economic factor that the center attributes to government closure and separation policies—which in



Health in Kasese: A rendering of the new clinic that the tithe will help build in Uganda.

Inspired!

Trinity Church in Bridgewater was the first congregation to take part in the in-pew collection option for participating in the Together Now campaign.

At their commitment Sunday, parishioners offered more than \$22,000 in pledges—10 percent over their goal. “The in-pew collection allowed each member of the congregation to have a direct relationship with the extended work of our church through the diocesan programs supported by the campaign,” according to the Rev. Natasha Stewart, Rector, with

the added benefit, she said, of not putting an additional burden on a budget “which we struggled to balance last year, and keep balanced this year, in a new effort to truly live within our means. It has been very exciting for our small parish to celebrate this accomplishment and to know that we are setting an example for other congregations in our diocese.”

2. IN-PEW COLLECTIONS:

This is a focused four to five-week educational pledge-drive effort comprising two mailings to the congregation and speakers during worship, and culminating in an in-pew pledge collection that benefits the Together Now campaign initiatives. This is primarily a diocesan-driven effort with the support of the congregation’s clergy and vestry. By participating in April, May or June of 2012, the congregation

has an opportunity to offer pledges to the diocesan campaign before local fall stewardship efforts begin.

3. PARISH PLEDGES:

If neither a collaborative campaign nor an in-pew collection is appropriate for a congregation’s situation, it may elect to participate by corporately offering a gift to support the diocesan campaign initiatives. Typically this is in the form of a line item in the congregation’s budget.

4. PARISH-RUN CAMPAIGNS AND TITHES:

Some congregations, because of timing or other considerations, will choose to independently conduct their own capital fund drive and then give a generous gift from it to the diocesan campaign.

turn engenders hopelessness and a vulnerability to destructive social and political pressures. The new training kitchen will become the core of the center’s training program, since the hotel and restaurant industry in Ramallah offers the best job prospects.

“Our mission is to improve the knowledge, skills and attitudes of Palestinian youth in Ramallah and the surrounding areas so that they can become creative and productive members of society,” the center’s proposal said.

An additional \$70,000 will go to the Diocese of Jerusalem for its health care ministry comprising hospitals and clinics, elder care homes and a center for disabled children. It will be administered through

the American Friends of the Episcopal Diocese of Jerusalem.

Amazing things to come

As for the \$1.5-million matching fund, congregations will be able to apply to and receive money from it for their own wider mission work—preferably accomplished together with partners.

“It was the creativity and wisdom of members of the diocese who were involved in the campaign’s case development that helped us realize that greater potential could be unleashed by inviting congregations into expanding or deepening their mission work and by providing them with matching funds to do it,” Rodman said.

A representative



Hope in Ramallah: Part of the mission tithe grant to the Diocese of Jerusalem will provide much-needed vocational training.

committee, to be named soon, will administer the matching funds, and the application process is being developed now. Even though this money won’t begin to become available until early in 2013, Rodman said, congregations should start their discernment work.

“Congregations need time to prepare and to pray and think about partners they

may be called to enter into mission with. If a couple of congregations were already doing work in Honduras, for example, and they found a new project to do together, that would be tremendous,” he said. “That’s what our mission tithe represents—it’s all about relationship and those we are connected to in sharing God’s mission.”

—Tracy J. Sukraw

Giving that goes to the heart of mission



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For more than a decade, **Jack and Peggy Roll** have been active in diocesan-level ministries. Jack served as the chair of the Compensation and Benefits Committee and has been a part of the Committee on Palestine and Israel. Both of them participated in a special campaign to raise awareness of the diocese's Urban Residents Program, and they are now members of the diocesan Development Council. Their commitment to their local congregation, the Parish of the Epiphany in Winchester, goes even deeper.

In their years of membership there, they have served in many significant leadership posts, including Peggy's role as stewardship chair, and Jack's term as senior warden, and his co-chairmanship of the 1995 capital campaign that raised more than \$1 million dollars for upgrades to the facilities and expanded outreach.

Now, they have chosen to be leadership donors to the diocesan Together Now campaign and to the collaborative campaign at Epiphany which supports the diocesan campaign while raising money for Epiphany's local needs. "In our volunteerism and philanthropy with secular organizations we feel that the programs we're supporting are very worthwhile and are based upon real needs. But our commitment to the church invites us to a deeper place of service and support than with other organizations, even ones we love very much. This is the spiritual community that we've known as a family for over 20 years," says Jack. Peggy adds: "At the diocesan level, Bishop Shaw's leadership has been extraordinary. With his vision and his guidance, the diocese has created programs that have encouraged parishes to work together to do what they can't do alone. We are ready to support his hard work and those ministries that have helped us become a thriving church, and help us all answer the call to service."

Jack and Peggy are very pleased that the Together Now campaign has as its first component the investment in programs to meet needs beyond diocesan borders. They have given a great deal of their time and energy to international mission work and think that this act draws Episcopalians deeper into the living out of the baptismal covenant. "Peggy and I have a particular passion to work for justice among all people in the Middle East through

the work of the Episcopal Diocese of Jerusalem. The gift our diocese has made to invest in the health care ministries in that diocese and to equip a vocational training kitchen to teach hospitality skills to young people in Ramallah goes right to the very heart of our call to mission."

While many organizations have steered away from capital campaigns in the past several years because of the uncertainties of the national and international economies, the diocese is moving forward with a bold and ambitious campaign. Jack feels strongly that this is the right move: "The needs of our communities don't go away because of the economy. Indeed, they are often magnified because of the turbulence in our economic systems." Both feel that God calls Christians to dig even deeper when times are difficult, especially those who have the resources to invest.

Jack recounts the words of a consultant who once worked with their congregation around issues of growth. "I remember her words clearly: 'If you offer service and caring, your parish will grow'." He feels that the Parish of the Epiphany's collaborative campaign alongside the diocesan Together Now campaign models that fully. "While the diocesan campaign is mostly about resources that will be spent on programming that will serve our communities and our young people, the Epiphany campaign is mostly about ensuring that our physical space is up to snuff, so that we can provide service and caring to the members of our congregation and to the community around us. I've come to believe that growth is indeed an outcome of this service. Jesus didn't say anything about church growth, but he did talk a lot about caring and service. In these campaigns, we are living this out."

—Lynd Matt

TOGETHER NOW CAMPAIGN

TOGETHER NOW CAMPAIGN GOAL

	\$20,000,000
Amount raised from leadership gifts	\$9,164,700
Diocesan share from collaborative campaigns	\$1,515,179
Parish pledges to date	\$50,000
Amount raised to date from in-pew collections	\$38,565
Gifts to diocesan campaign from independently run parish campaigns	\$312,500

Total amount raised to date

\$11,080,944

Total amount raised in parish collaborative campaigns

\$5,050,596

Total number of gifts to Together Now

515

Average gift to the campaign

\$21,516

Meetings with parishes to discuss participation options (completed or scheduled)

151

Statistics as of 3-15-12



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