

Two Key Steps to Fund Your Church's New Pipe Organ or Pipe Organ Restoration

That's right, we said it - just two steps and you're on your way to successful funding of your church's new pipe organ. Making the decision to invest in a new organ for your church is a process that the organist, choir director, pastor and financial advisor must all be actively involved in. It is also extremely helpful to appoint a fundraising committee to the project that can dedicate the time needed to research, track and update the effort. This committee will identify the need for the organ, research options and organize efforts. How? Back to those two steps you're wondering about...

Step 1: Identify Your Generous Givers

Historically, successful fundraising campaigns have acquired roughly 20% of their monetary goal from only one or two donors. Securing a handful of large donations is the key to achieving your goal: small donations play an integral role, but it can require hundreds or thousands of small donations to equal a few large ones. Those generous givers can be identified by demographic information, such as age and household income, or by their historical donations. Perhaps these individuals helped to fund missions trips, restorations or other projects in the past. Once you identify these individuals, you can also consider approaching them about a "challenge gift." Many donors who make large contributions will participate in a "challenge gift" by matching donations given by others within a certain time frame. So, not only do these donors give a significant amount themselves, but they can encourage others to do the same. It's plain to see why it's critical to a fundraising campaign to identify your generous givers.

Step 2: Identify Your Specialty Givers

Congregations are diverse. Who comprises your congregation? Find out what your members specialize in. Then capitalize on those specialties. Do you have a member who owns a popular restaurant in town? See if they could host a benefit dinner. A member who owns their own salon? See if 10% of profits for a day can go towards the fundraiser. Every congregation has members who love to cook - if it isn't a chili cook off or a cook book sale, perhaps it's a potluck with an entry fee and raffle you could host. Just like cooks are abundant, so too are people with too much stuff sitting in their garages, attics and basements. A rummage sale is an event any church can host. Work your way from the specialty givers, those who have a niche that they can really capitalize on in the name of fundraising, and work your way down to the majority of your members. A combination of both is the winning ticket!

A new pipe organ is a major yet extremely worthwhile investment for any church. With the right committee handling the fundraising and the support of your congregation, the process can be nearly seamless. Adhering to the two steps above will help you reach your goal sooner rather than later. Best of luck in your efforts!