STEWARDSHIP, STABILIZATION, & SUSTAINABILITY

PREPARED FOR THE CONGREGATIONS OF THE EPISCOPAL DIOCESE OF NEW JERSEY

July 22, 2020
Opening Prayer

1. Stages of a Stewardship Campaign
   • Delivering the Plan
   • Reporting Results

2. Parish Spotlight:
   The Church of St. Mark and All Saints (Galloway)

3. Breakout Group Discussions

Closing Prayer
Stages of a Stewardship Campaign

1. DEFINING THE GOALS
2. PLANNING
3. DELIVERING THE PLAN
4. REPORTING THE RESULTS
Sample Timeline

1. DEFINING YOUR GOALS
   - OCTOBER 11: Email
   - Announcement
   - Bulletin

2. PLANNING
   - OCTOBER 17: Letter from the stewardship committee with brochures
   - Announcement

3. DELIVERING THE PLAN
   - OCTOBER 24 - NOVEMBER 15:
     - Testimonials and announcements
     - Events / Coffee Hours
     - Stewardship Homily
     - Request letter with pledge card

4. REPORTING THE RESULTS
   - NOVEMBER 22 - NOVEMBER 29:
     - All pledges received and reported
     - Thank you letters
     - Celebration of commitments
     - Follow-up
Delivering the Campaign Plan

1. RAISE AWARENESS
   - Announcement after services
   - Weekly e-blasts
   - Weekly Reflections
   - Brochure
   - Introduction letters

2. DEDICATE
   - Sermon
   - Testimonials
   - Bulletin Updates
   - Step Chart
   - Volunteers
   - Next Steps
Delivering the Campaign Plan

3 FULFILL KEY PARTS

- Virtual events or activities
- Small in-person gatherings
- One-on-one (virtual) visitation
- Ministry Minute
- Request Letters and Pledge Cards
- Drive activity toward Commitment Sunday

EVENTS

- Small Group “House Parties”
- Ministry Minute
- Congregation-Wide Event
- Volunteer Activity
- Family-Friendly Education

Ministry Minute
- 8-12 parishioners
- One minute / 100 words
- Prompt question
- Advance prep
- Over the duration of timeline
Delivering the Campaign Plan

**4 FOLLOW UP**

- Pledges secured by or on Commitment Sunday
- If done during service, offer “Amen” option for those already responding
- Follow-up to non-respondents
- LYBUNT letters
- Reporting initial results

**IN-SERVICE DATE**

- The date by which everyone is asked to respond / confirm
- Make reminder calls in advance
- Build up momentum
- Show progress
- Thank everyone

**Tools: LYBNT “Last year but not this year”**

**Prioritize Follow Up:**
- **Team** – go after your lowest hanging fruit
- **Pastor** – you need to ask why
Delivering the Campaign Plan

5  THANKSGIVING

- Offer thanksgiving, principally for the congregation’s response to the stewardship campaign and also for the efforts put in by your volunteers and other members.
- Bring the commitment forms forward and offer a blessing of the commitments during services.

**We can never say “thank you” too often**
- Handwritten note by Rector
- Letter from team right away
- Every quarterly statement
- Annual meeting
- Where else?

**Celebrate!**
- Share the results openly and often
- Don’t be afraid to make some happy noise!
- *Every pledge, every dollar is a spiritual decision*
Reporting the Results

It will take some time for responses to the stewardship campaign (time, talents, or financial) to be collated and the overall response calculated.

None the less, prompt collation and reporting (often good news) to the congregation and vestry should follow as soon as possible after the thanksgiving for the campaign (ideally within one month).

- % of participation goal
- % of families pledging
- # new pledgers
- # new talent sign-ups
- % electronic giving sign-ups
- # increasing pledges
Parish Spotlight:

The Church of St. Mark & All Saints

Galloway, NJ

SMAS: A STEWARDSHIP JOURNEY

Fr. Terrence O’Connor, Jr., Priest in Charge
Rev. Richard Wisniewski, DCN
Vicki Sharp, Senior Warden
David Dunlevy, Stewardship Chairperson
BACKGROUND

SMAS THEN AND NOW
## SMAS Then and Now

<table>
<thead>
<tr>
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<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
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<tr>
<td><strong>Total Families</strong></td>
<td>-</td>
<td>92</td>
<td>98</td>
<td>103</td>
<td>107</td>
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<tr>
<td><strong>Amount Pledged</strong></td>
<td>$128,000</td>
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<td>$165,663</td>
<td>$180,274</td>
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<td><strong>Total Pledge +/-</strong></td>
<td>-</td>
<td>+$21,718 (+16.9%)</td>
<td>+$23,686 (+15.8%)</td>
<td>-$7,741 (-4.5%)</td>
<td>+$14,611 (+8.8%)</td>
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<td><strong>No. of Pledges</strong></td>
<td>59</td>
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<td>75</td>
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<tr>
<td><strong>No. of New Pledges</strong></td>
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<tr>
<td><strong>Same Pledge</strong></td>
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<td><strong>Decreased Pledge</strong></td>
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Four-Year Overview of Results

 ✓ Change in giving culture from need to gratitude
 ✓ Stakeholder involvement
 ✓ 2018-2019: Increase of 8 pledges and $14,611 (8.8%)
 ✓ Four-year growth in pledges: $52,274 (40.8%)
 ✓ Sustained growth in new and increased pledges
 ✓ Sustained growth in pledge fulfillment
Transformational Stewardship

Everything we have comes from God and belongs to God

Stewardship is not about fundraising

Proportional giving

First fruits giving
Operational Benefits of NCS

- Changes giving culture: from need to gratitude
- Involves stakeholders
- Campaign is short duration/high intensity
- Guest leader
- Highly structured
- Consistent messaging
- Committee organization, budget, and membership

Financial stewardship is much more than merely a way to pay the bills of the church. Rather, from a biblical perspective it is a way to help us grow spiritually in our relationship with God by supporting the mission and ministry of our church.

This year’s stewardship theme, sponsored by the Mission Committee (VC/4), is “SMAS: Forward Together.” This theme focuses on the idea of stewardship as part of our spiritual lives and enduring the process we have made toward financial stability.

Stewardship is based on the biblical philosophy of the need of the giver to grow for his or her own spiritual development, rather than on the need of the church to receive. Instead of treating people like members of a social club who afraid we will treat people like followers of Jesus Christ who want to give an act of discipleship. Stewardship encourages people toward proportion and systematic giving in response to the question, “What percentage of my income is God calling me to give?”

On Stewardship Sunday (November 3), we will be asking our attendees and members to make their financial commitments to our church’s mission, finance, and educational ministries in our community and around the world.

Every attendee and member who completes an Estimate of Giving can do so voluntarily at the end of morning worship on Stewardship Sunday.

We urge you to attend even if you feel strongly exposed to completing a card. We will ensure that no one feels personal embarrassment for choosing not to fill out a card.

There will be no home substitution to ask people to complete cards. During morning worship our guest leader Fr. Dee Porrino, will conduct a brief period of instruction and inspiration, calculated by asking members to make their commitments as confidential act of worship.

The Stewardship Committee as well as the Mission Committee (VC/4) strongly and respectfully encourages participation in all of the Stewardship Sunday events. As there will be no follow-up visits to ask people to complete their cards, we will make every effort to inform and inspire everyone to commit to attend Stewardship Sunday worship.

Thanks in advance for your enthusiastic participation in Stewardship Sunday events.

Sincerely,

Vicki Sharp
Senior Warden
October 15, 2019

Dear Members of St. Mark and All Saints Church:

On Sunday, November 3 we will be celebrating Stewardship Sunday. I urge you to plan now to attend two important events:

1. Sunday morning worship at 9:00 a.m.
2. The Celebration Brunch immediately following worship service that same day (a prepared meal, not a potluck dinner).

*Please note: There will be one service at 9:00 a.m.*

This year’s Stewardship theme is “SMAS: Forward Together”. This theme focuses on the ideas of stewardship as part of our spiritual lives and sustaining the progress we have made toward financial stability.

We all share a mutual interest in the future of St. Mark and All Saints. Please join us on Stewardship Sunday and make your financial commitment as an act of worship in the church sanctuary.

On the reverse side of this letter you will find a preview sample of the Estimate of Giving Card and a Proportional Giving Chart that will be distributed on Stewardship Sunday. This is provided here to assist you in considering and planning your giving for the coming year.

Please complete the enclosed Stewardship Sunday Reposition Card, and either place it in the offering plate, or mail it in the enclosed addressed envelope no later than Sunday, October 27.

Sincerely,

Vicky Sharp
Senior Warden
Other Considerations

Three years of NCS, then reimagine

Should we modify NCS to meet our needs?

Assess results every year – look for trends

Listen carefully to parishioner feedback
CONCLUSION

What about planning for next year?

Questions?

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