



STEWARDSHIP, STABILIZATION, & SUSTAINABILITY

PREPARED FOR THE CONGREGATIONS OF THE EPISCOPAL DIOCESE OF NEW JERSEY

June 24, 2020



LIVE POLL

Agenda

Opening Prayer

1. Shared Ideas from Last Week
2. Priorities for the Next 3-4 Months Recap
3. Stewardship Plan Overview
4. Breakout Discussion
5. Comments & Discussion
6. Immediate Priorities

Closing Prayer

Engagement – Ideas Shared at Last Week's Sessions

Virtual choir concert

Friday night family fun
night on Zoom

Priest blesses the
previous week's offerings
during worship

Meals for Kids program

Socially distanced garden
work and maintenance

Outdoor Clean-Up Day of
church grounds

Hymn sings with organist
and family on Facebook
Live

Kid's Corner with stories
read, crafts, and science
experiments

EVENTS TO TRANSITION TO VIRTUAL

Rummage/yard sales, flea
markets, and thrift shops

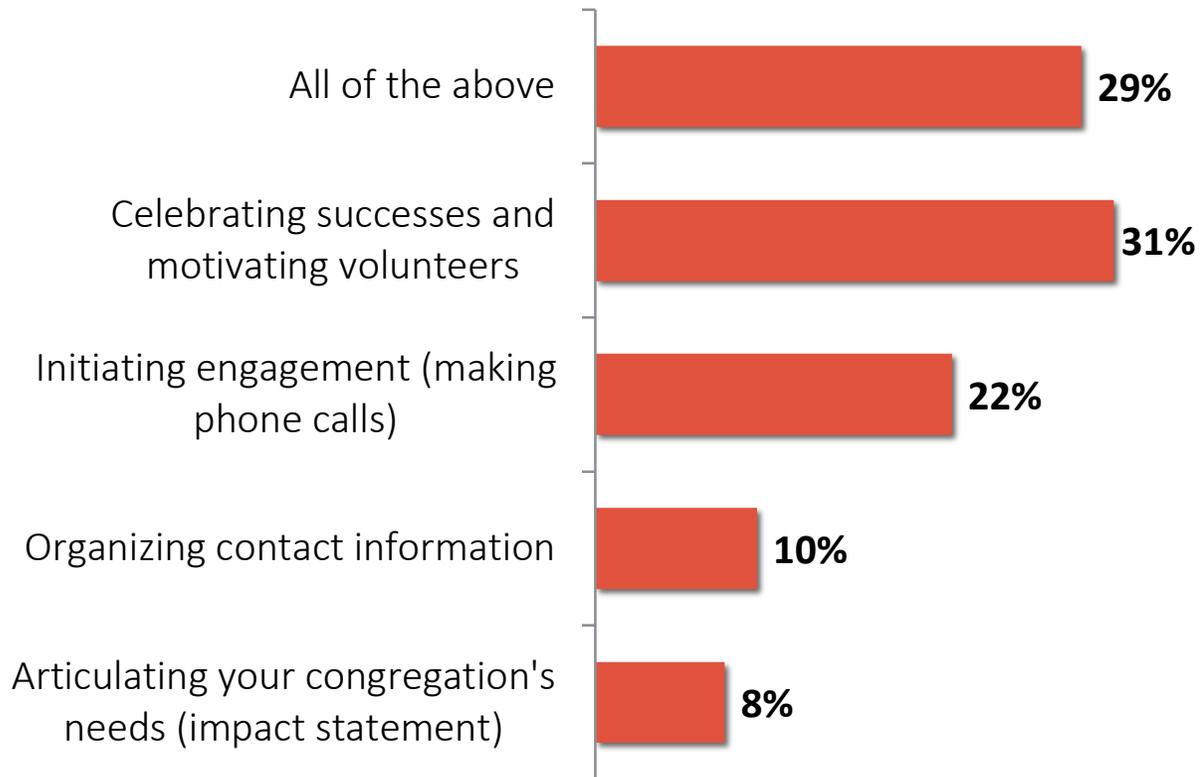
Dinners

Raffles and silent
auctions

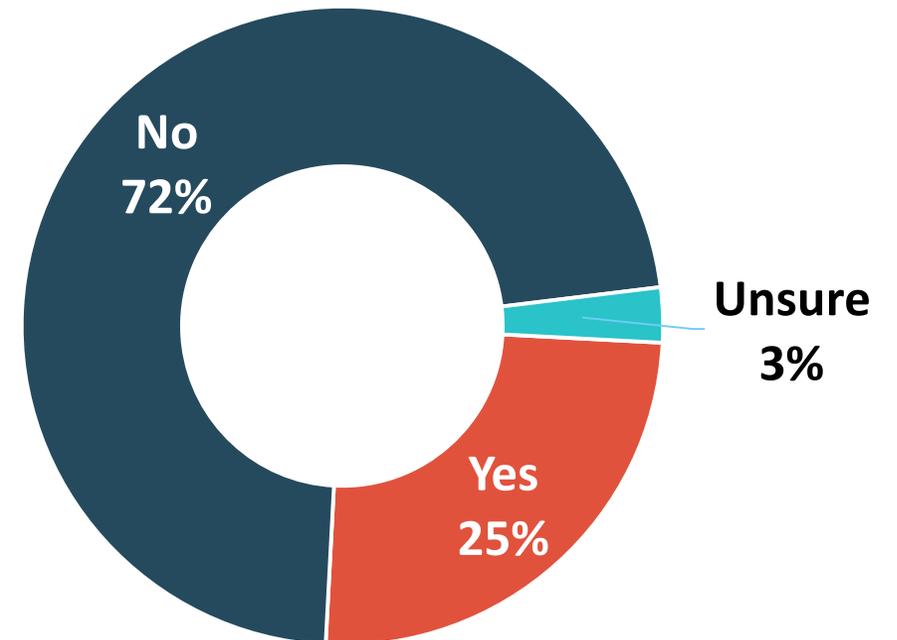
Comedy Night

Progress to Date

Where in the Plan do you feel your congregation needs the most assistance?



Has your congregation begun planning its Fall stewardship drive?



Responses from 35 unique EDNJ parishes conducted in June 2020

Planning for Future Activity: The Next 12-16 Weeks



MESSAGING

- Conduct cash flow projections to identify outstanding or anticipated financial needs
- Establish new or modified priorities based on progress made to date and projections
- Update messaging to reflect new/modified priorities



LEADERSHIP

- Identify leaders to help drive activity and identify and engage givers
- Collaborate with stewardship committee on messaging and impact



ENGAGEMENT

- Continue to engage families and members, especially top givers, through virtual communities and personal phone calls
- Consider alternative appeal strategies and virtual events to replace traditional in-person events

What makes *stewardship* different from *fundraising*?

“Stewardship is a ‘spiritual discipline’ which is about growing as disciples and followers of the Christ. Fundraising is more about raising the financial resources needed to sustain the mission and ministry of the church.”

~The Rev. David L. Snyder



What the Bible Teaches us About Stewardship

The origin of all things lies in God and his purposes

God's grace in dealings with his creation

God's gift of his only Son

Our being stewards of his bounty

The requirement concerning tithes, offerings, and first-fruits

The many teaching of Jesus that our gifts be from the heart and sacrificial

As Stewards, our Giving Should be:



REGULAR
every week



INDIVIDUAL
each one of us



PLANNED
put aside



PROPORTIONAL
*in proportion
to our income*

Considerations for Year-Round Stewardship Planning

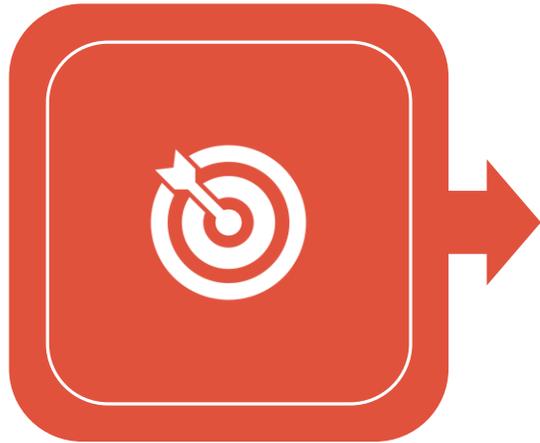
Regular giving is part of the Christian way of life. Regular giving needs constant renewal.

The financial needs of the Church have not been solved even if they have been temporarily met. Without annual campaigns, the congregation may not be able to grow or meet missionary commitments.

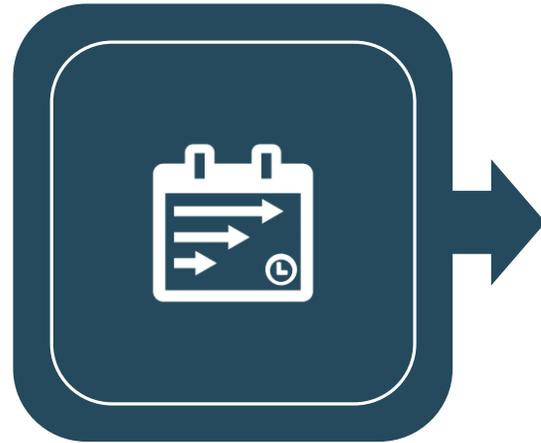
Year-round education about stewardship is critical to renewal.

The frequency and intensity of stewardship communication in between campaigns will vary by congregation, but it is essential to decide on a year-round plan and to stick with it.

Stages of a Stewardship Campaign



1 DEFINING
THE GOALS



2 PLANNING



3 DELIVERING
THE PLAN



4 REPORTING
THE RESULTS

1

DEFINING
YOUR GOALS

2

PLANNING

3

DELIVERING
THE PLAN

4

REPORTING
THE RESULTS

Defining the Goals

"Each of you must bring a gift in proportion to the way the Lord your God has blessed you."

Before embarking on any kind of Stewardship Campaign it is important to know why we are doing it. Asking ourselves the following questions may help us to focus on the needs of our church, the direction it is taking now, and the direction we would like it to take in the future.

- What attracts you to the church?
- What drawbacks does it have?
- How is the church viewed locally?
- Where are we now? / How are we doing? / How has COVID-19 impacted our church?
- How has our time apart from each other changed our view of mission and ministry?

- Financial security?
- Spiritual growth?
- Membership growth?
- Local mission?
- Program for youth?
- Lost sheep?
- Other reasons?

**Why are we
conducting this
campaign?**



Planning



- Form a Stewardship Committee and begin convening meetings (include Campaign Chair, Treasurer)
- Set the timeframe for the campaign (choose a time that does not coincide with other major parish activities) and develop weekly timetable of activities
- Recruit volunteers to help execute the campaign (ie. virtual events? Small in-person gatherings?)



- Prepare campaign materials that speak to the goals outlined in stage 1 and the uniqueness of your parish
- Announce the approaching campaign to the congregation and broader church membership (live-streamed services have led to broader participation than usual – take advantage of that!)



- Produce the campaign materials – electronic and hard copy (if appropriate)
- Make sure all volunteers are recruited and understand their roles and responsibilities

1

DEFINING
YOUR GOALS

2

PLANNING

3

DELIVERING
THE PLAN

4

REPORTING
THE RESULTS

Delivering the Campaign Plan

1

DEFINING
YOUR GOALS

2

PLANNING

3

DELIVERING
THE PLAN

4

REPORTING
THE RESULTS

1 RAISE
AWARENESS

Announcement after services; weekly e-blasts; newsletters; letters or mailers (if appropriate).

2 DEDICATE

Depending on the scale of the campaign, this can be carried out as part of the service or a whole service can be centered around the campaign itself.

3 FULFILL
KEY PARTS

Virtual events or activities; small in-person gatherings or one-on-one (virtual) visitations

4 FOLLOW UP

Pledges, promises or other expectations arising out of step 3 can be followed up at this point to optimize the outcome.

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.

Reporting the Results

1

DEFINING
YOUR GOALS

2

PLANNING

3

DELIVERING
THE PLAN

4

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).

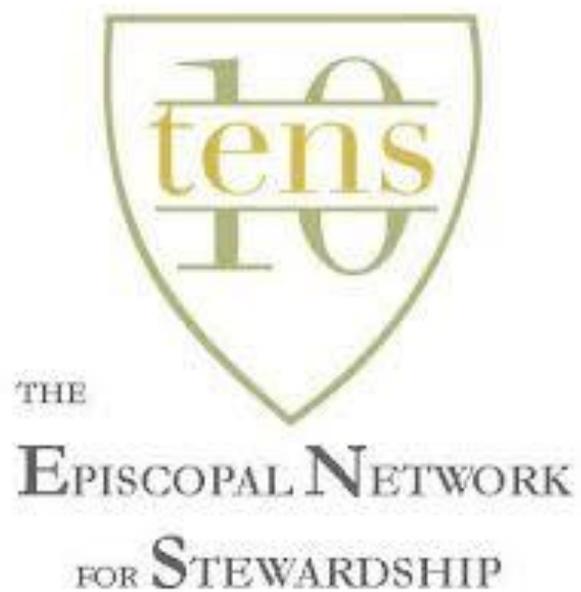
Thank you for your Stewardship of Trinity Church!

Many thanks to all who have made their pledge commitment to Trinity Church for 2019! Through the prayerful generosity of more than 610 households, we have reached 90% of our pledge goal. Please check the list of those who have pledged in the Undercroft to ensure your name is correct.

If you haven't pledged yet, help our new rector, the Rev. Morgan Allen, begin his ministry with a fully funded budget.

Pledge Today

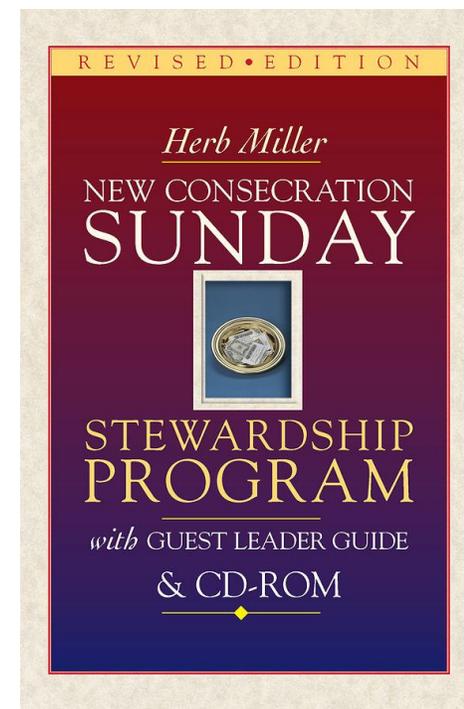
Other Resources



<https://www.tens.org/resources>



<https://dioceseofnj.org/stewardship>



What does Consecration Sunday during a pandemic look like?



The Episcopal Network for Stewardship

Access to 2020 annual pledge campaign materials at the end of July 2020: *Faith Filled Generosity*

- Bulletin inserts
- Pledge cards
- Sample letters from Rector/PIC; Sr. Warden; Chair of the Stewardship Committee
- Sample “Thank You” letter
- Prayers of the People for use throughout the campaign

Access to previous year’s annual campaign materials:

- 2019 – *Shining Our Light*
- 2018 – *Transforming Generosity*
- 2017 – *Journey to Generosity*
- 2016 – *Living Generously*

MEMBER RESOURCES:

USERNAME: 1PETER

PASSWORD: FOUR:10



BREAKOUT DISCUSSIONS

Where are you in planning for your Fall Stewardship campaign?

What has your congregation typically done in the past for the Fall Stewardship campaign?

What are your concerns about this year's Stewardship campaign?





COMMENTS AND DISCUSSION

ccsfundraising.com

ednj@ccsfundraising.com



Immediate Priorities

1. Define the goals of this year's stewardship campaign
2. Decide on a schedule for planning activity this summer
3. Complete/refresh cash flow analysis and modify impact statement
4. Continue presenting needs to members online and over the phone



APPENDIX



The Core CCS Team



CHARLIE MICHAUD
Principal & Managing Director



ERIK KIERNAN
Corporate Vice President



EVELYN CHEN
Assistant Vice President

Sample 90 Day Plan

	June				July				August			
Activity	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
Revise cash flow projections	█				█				█			
Update messaging and priorities	█					█				█		
Identify and train leaders/volunteers to drive activity	█						█				█	
Continue personal calls to members / Convene team for regular updates		█				█				█		
Fall Stewardship drive planning				█			█			█		█
Transition cancelled/postponed events into virtual events					█							
Make decisions regarding Fall events									█			
Share updates in e-blasts, newsletters and social media	█		█		█		█		█		█	
Continue live-streaming services and encouraging on-line offerings	█				█				█			

Stewardship, Stabilization, & Sustainability Plan Overview



- Articulate your congregation's needs during this COVID-19 crisis and how members can provide support
- *“Revenue is uncertain and mission-related expenses are up!”*

- Identify and organize congregation contact information
- Create ‘tiers’ of families to ask for special support, beginning with the most likely and capable

- Create/expand virtual communities
- Make phone calls to members to encourage engagement and request support if appropriate
- Promote online giving methods

- Host weekly ‘report’ meetings for volunteers
- Provide regular updates on fundraising progress to motivate volunteers and givers