



STEWARDSHIP, STABILIZATION, & SUSTAINABILITY

PREPARED FOR THE CONGREGATIONS OF THE EPISCOPAL DIOCESE OF NEW JERSEY

June 30, 2020



Agenda

Opening Prayer

1. An Interview with Bishop William Stokes
2. Stages of a Stewardship Campaign
3. Parish Spotlight: Holy Innocents' Episcopal Church
4. Comments and Discussion

Closing Prayer



AN INTERVIEW WITH BISHOP WILLIAM STOKES

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

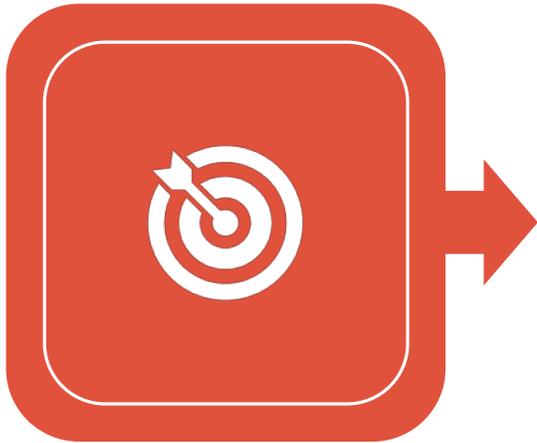


ENGAGEMENT

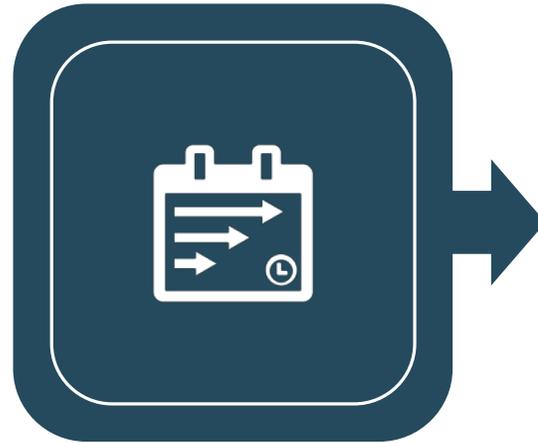
- Continue to engage families and members, especially top givers, through virtual communities and personal phone calls
- Consider alternative appeal strategies and virtual events to replace traditional in-person events

Stages of a Stewardship Campaign

LIVE POLL



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

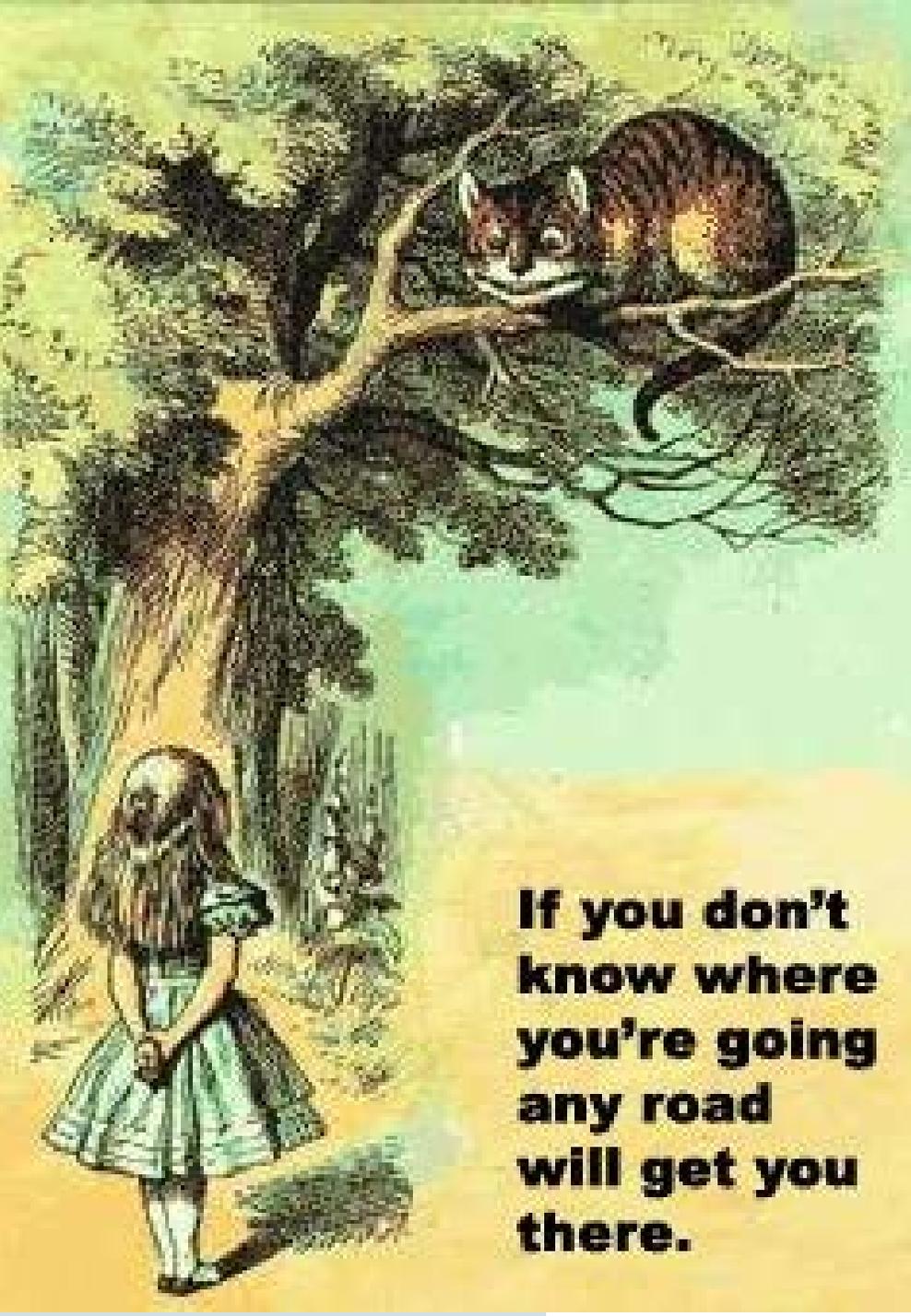
Defining the Goals

- 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?

Why are we conducting this campaign?

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





If you don't know where you're going any road will get you there.

Why is Stewardship more important this year than ever?

Re-Commitment

Enhanced Awareness

Stability and Preparedness

Growth

Building Your Case for Support

1

DEFINING
YOUR GOALS

2

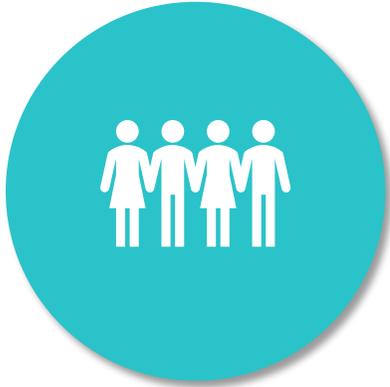
PLANNING

3

DELIVERING
THE PLAN

4

REPORTING
THE RESULTS



TELL PEOPLE
WHY



INVITE THEM TO
NAME THEIR WHY



CALL THEM
TO JOIN IN

Case for Support Checklist

1

DEFINING
YOUR GOALS

2

PLANNING

3

DELIVERING
THE PLAN

4

REPORTING
THE RESULTS



CONTEXT

- Short history
- Link to present needs
- Link to future vision



CONFIDENCE

- Leadership
- Financial stewardship



ASK = INVITE

- Community
- Ministry
- Vision

Planning

1

DEFINING
YOUR GOALS

2

PLANNING

3

DELIVERING
THE PLAN

4

REPORTING
THE RESULTS

MONTH

1

2

3

- Form a Stewardship Committee and begin meeting regularly
- Set goals and the timeframe for the campaign
- Recruit volunteers to help execute the campaign

1

DEFINING
YOUR GOALS

2

PLANNING

3

DELIVERING
THE PLAN

4

REPORTING
THE RESULTS

Team

- Who will be your team?
- How will the team prioritize time for Stewardship?
- How can you get more members to say Yes?

This year, more than ever, involving the congregation will be critical.

Find ways to get more members involved in planning and/or implementation.

Great Volunteers = Great Stewards



RESEARCH



DEFINING GOALS



DRAFTING CASE



EVENT HOSTS



TESTIMONIALS



OUTREACH

Goals: Transparency > Trust

1

DEFINING
YOUR GOALS

2

PLANNING

3

DELIVERING
THE PLAN

4

REPORTING
THE RESULTS

- **Set** – Don't give up before you begin.
- **Announce** – Don't hide goals under a bushel.
- **Pursue** – Don't give up until you reach it.



OF
PLEDGES



OF
HOUSEHOLDS



AVERAGE
PLEDGE – AND
BEYOND



PLEDGES AS %
OF INCOME

Establish Timeline

1

DEFINING
YOUR GOALS

2

PLANNING

3

DELIVERING
THE PLAN

4

REPORTING
THE RESULTS

2020 Q4	OCT	NOV	DEC
	<ul style="list-style-type: none">• Announce• Eblasts• Letters• Video	<ul style="list-style-type: none">• Homily• Testimonials• Virtual Events• Commitment• Follow up	<ul style="list-style-type: none">• Thank you• Report results• Celebrate!• Thank you
2021 Q1	JAN	FEB	MAR
	<ul style="list-style-type: none">• Thank you• Lessons learned	<ul style="list-style-type: none">• Annual Meeting• Next vision	<ul style="list-style-type: none">• Discernment• Budgeting
2021 Q2	APR	MAY	JUN

Name team / Prioritize / Set Goals / Write plan / Communicate and Educate

FAITH-FILLED GENEROSITY

A virtual campaign for physically distanced congregations

Use these instructions for your 2020 Stewardship Campaign if your congregation is physically distanced and gathering virtually for worship and fellowship.

► HOW: Optimizing tools for your virtual stewardship campaign

- » Do you have the capacity to run your stewardship campaign virtually? Do you have a good way to video-chat with parishioners? Facebook Live (<https://www.facebook.com/facebooklive>) or Facebook Media Solutions (<https://www.facebook.com/facebookmedia/solutions/facebook-live>) or Zoom (<https://zoom.us>) have been widely utilized during the coronavirus physical distancing months to connect. If you haven't investigated these tools, spend some time. They are inexpensive, in some cases free, and easy to use.
- » Is your website up to date with an online

giving platform? TENS recommends using Tithe.ly: <https://www.tens.org/resources/tithe-ly/>. Other possibilities: PayPal and Network for Good.

- » Do you have an online newsletter or email newsletter? Although "snail mail" may still be a great way to reach your community, many members are also likely adept at email and social media. Consider sending out stewardship materials via email and social media this year, especially if your church office is working remotely.

► WHO: Key players, practices for conducting Zoom meetings

- » Identify and invite a member of the

► WHAT: Materials to be included

- » Use the
- » The case

Re-Imagining CONSECRATION SUNDAY during a Pandemic!!

Introduction:

We didn't cancel Easter in spite of the pandemic and the fact that the 140 churches in the Diocese of New Jersey had been closed for several weeks! We didn't cancel Easter...we re-imagined how Easter would be celebrated; we adjusted our practice to meet the reality that the buildings were closed and we could not meet in person...we found creative ways to celebrate the preeminent feast of the year! This is NOT the year to cancel plans for an annual pledge campaign! Parishes will need to make adjustments to the traditional ways in which annual pledge campaigns have been organized and executed in the past.

Many parishes in the Diocese have used, with great success, the CONSECRATION SUNDAY platform in the organization and execution of their annual pledge campaigns. What I will be presenting is a modified (or re-imagined) strategy which will meet the unique challenges that the pandemic imposes while retaining the most positive and potentially transformational aspects of the CONSECRATION SUNDAY approach. I really believe that this modified (but no less robust) expression of CONSECRATION SUNDAY will discard what social distancing and quarantine render impossible (like face-to-face meetings and events) while retaining what is essential...the spiritual foundations of authentic Christian Stewardship. I also believe that this re-imagined approach may, actually, make the CONSECRATION SUNDAY platform even more accessible to even more parishes in the Diocese.

Why is the CONSECRATION platform a useful guide for executing a successful annual pledge campaign?

#1. The Spiritual focus of the CONSECRATION SUNDAY approach! Parishioners are not asked to give their "Fair Share" to support the budget and pay the bills of the church. Instead the people are consistently asked to respond to the urgently important theological question: **WHAT IS GOD CALLING YOU TO DO IN TERMS OF YOUR PERSONAL STEWARDSHIP OF LIFE?** The clear and unambiguous focus of the CONSECRATION SUNDAY is to open the doors of the church open, but to make disciples (the principal mission of the church) through the principles of

Going Virtual

Planning

1

DEFINING
YOUR GOALS

2

PLANNING

3

DELIVERING
THE PLAN

4

REPORTING
THE RESULTS

MONTH

1

2

3

- Prepare campaign materials that speak to the goals and the uniqueness of your parish
- Announce the approaching campaign to the congregation and broader church membership

Campaigns Materials

LIVE POLL

1

DEFINING
YOUR GOALS

2

PLANNING

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DELIVERING
THE PLAN

4

REPORTING
THE RESULTS

Reflections for
Bulletin

Liturgy – Homilies &
Announcements

Testimonials

Request Letter

Case for Support

Wow! Cards

Pledge “Card”

“LYBUNT” Letter

Thank You Letters



Let's do something Big, something WOW... If Jesus came to Christ Church, what would make him say, "WOW!"?

Examples: "do some local outreach" - too generic
"giant yard sale with all four churches on the common;
all proceeds go to Metro Food Bank" - just right

Wow! Cards

transforming generosity

Finding Authenticity on a Godward Path

28 OCTOBER 2018

BY THE REV. ED GOMEZ



Recently, a couple in their late 30s informed me of their desire to get married. Delighted, I scheduled a meeting to cover our church policy and all the necessary preparations for their special day. Finally, the time arrived for them to pick the readings. I showed them the suggestions from our Book of Common Prayer and asked them to let me know their preferences.

About a week later they emailed me their choices. I quickly recognized the usual Genesis "one flesh" reading and first Corinthians. However, the Gospel selection was not one I readily recognized for a wedding reading. I Googled Mark 10:46-52 and read the familiar story of the healing of the blind Bartimaeus. I thought they had made a mistake, so I called them, and they confirmed that both had made this selection.

We had a final meeting to discuss the liturgy and we agreed to go over the readings then. They began by telling me their separate stories about the horrors of the dating scene and how neither really found someone with whom they could really be their authentic self. They said they found themselves always trying to accommodate the wishes and lifestyles of everyone they were meeting. In the end, they would break off those relationships, choosing to be who they really were and not some expectation that society or the "in" crowd wanted them to be. They said they felt they were just sitting on the roadside as other happy couples waltzed by their lives.

They prayed that God would open their eyes to see the person who they were being called to be and a path toward a shared life with someone with similar values and experiences of God. God heard their prayers. As they sat on the roadside feeling isolated and hopeless, a miraculous thing happened. The woman was feeling particularly down and decided to

For reflection ...

- ❖ When have you been sitting on the roadside of life or at a crossroads? What did that feel like and what did you do?
- ❖ Share a time when you chose to walk a different path from others that led you to God's abundance generosity.

Reflections

A CALL TO LOVE

A FINANCIAL & FAITH COMMITMENT FOR 2016

2016 Christ Church Pledge Certificate

Having prayed about this annual pledge to fund the mission of Christ Church in 2016 and in the context of gratitude for all that God has given to me/our family, please be advised of the 2016 pledge of \$ Yearly during the next fiscal year (January 1, 2016 to December 31, 2016).

(I/we realize that in the event of a financial problem in 2016, we can confidentially adjust our pledge by calling the clergy).

Signature(s)	Date
--------------	------

Name(s)

Address

Email

Phone

I/We intend to give: (a weekly pledge is very helpful in our financial planning!)

Weekly Monthly Quarterly Full Amount Yearly

By: Automatic Bank Transfer Credit/Debit Card Giving Offering Plate Giving

I/We are interested in making a separate gift (in addition to the annual support listed above) to a specific project for which funds are needed. Please have the clergy contact me about having this conversation.

I/We are interested in receiving information about planned giving (estate planning, charitable trusts, making a will or living will, etc.) Please contact me/us about this by sending literature which will help to inform my/our planning.

THANK YOU FOR YOUR COMMITMENT

You will be sent a letter confirming your pledge in November 2015 and a letter for your tax use reflecting your 2016 contributions in January 2017.

Please send your completed pledge card to:

Stewardship Campaign
Christ Church
815 Church Street
Episcopal, CO 77701

You may also pledge online at Christchurch.org/pledge

 Christ Church

Pledge Cards

1

DEFINING
YOUR GOALS

2

PLANNING

3

DELIVERING
THE PLAN

4

REPORTING
THE RESULTS

Pledge “Card”

PRACTICAL

Annual amount
\$ _____

“I intend to give: weekly
/ monthly / quarterly /
full amount yearly”

“By: Automatic Bank
Transfer / Credit-Debit
Card / Offering Plate”

BEYOND PLEDGE

- “I am interested in serving on the congregation’s...”
- “I am interested in making a separate gift to a specific project...”
- “I am interested in receiving information about planned giving...”



“You are the light of the world!
You are the light of the world!
But if that light is under a bushel,
It's lost something kind of crucial
You've got to stay bright to be the light of the world.”
— Godspell

Dear John and Jane,

These words, adapted from Matthew 5:14, remind us in a fun way that, although our light may be shining, “something kind of crucial” is lost if we don't bring the light we have out into the world, for all to see, for the glory of our generous God and the building of the kingdom.

This past year, I have seen that light demonstrated joyfully in our own parish: in our worship, learning programs, care for our facilities, and in our service to the wider community. *(Rector could enter more examples here or rewrite the first sentence more specifically.)*

I am overjoyed at the generosity of the people of (parish name), because when we bring our light out into the world, we express our gratitude, confidence and willingness to take risks as agents of Jesus remaking the world. In making our light visible, we keep our salt flavorful, as Jesus puts it in these words from The Message:

“Let me tell you why you are here. You're here to be salt-seasoning that brings out the God-flavors of this earth. If you lose your saltiness, how will people taste godliness? Here's another way to put it: You're here to be light, bringing out the God-colors in the world. God is not a secret to be kept. We're going public with this, as public as a city on a hill.”

Indeed, our work, our prayers and our giving are all about making God's flavors, colors, and love visible and available to all in our lives. And they are about our willingness to accept the

Request Letter

Incremental Giving

1

DEFINING
YOUR GOALS

2

PLANNING

3

DELIVERING
THE PLAN

4

REPORTING
THE RESULTS

Tithing as Biblical
standard

Proportional Giving

Widow's Mite

Incremental Steps

*Low expectations >
low commitment*

Planning



- Produce campaign materials – electronic and hard copy (if appropriate)
- Make sure all volunteers are in place and understand their roles and responsibilities
 - Callers
 - Event Hosts
 - Event Organizers
 - Letter Stuffers
 - Testimonials
 - Ambassadors

Consecration Sunday During a Pandemic

- 1 The elimination of all “*face-to-face*” meetings and celebrations (ie. no orientation meeting with Guest Leader; no dinner with congregational leaders one week before Consecration Sunday; no Celebration luncheon on Consecration Sunday)
- 2 A detailed “road map” for a six-week annual pledge campaign strategy including a weekly schedule of activities leading up to CS (4 weeks) and follow-up after CS (2 weeks).
- 3 An appendix which includes sample homilies and stewardship presentations on the three foundational principles of Transformational Stewardship.
- 4 These modifications to the traditional *Consecration Sunday* model retain what is most effective (the solid and unapologetically Spiritual foundation for Christian stewardship; a detailed “road map” for an effective annual pledge campaign) and addresses what some congregations have found difficult about the CS approach (inflexibility; the requirement for a “catered” Celebration luncheon; the absence of a robust post CS follow-up strategy).

We hope this re-imagined approach to *Consecration Sunday* will make the platform more accessible to even more congregations!

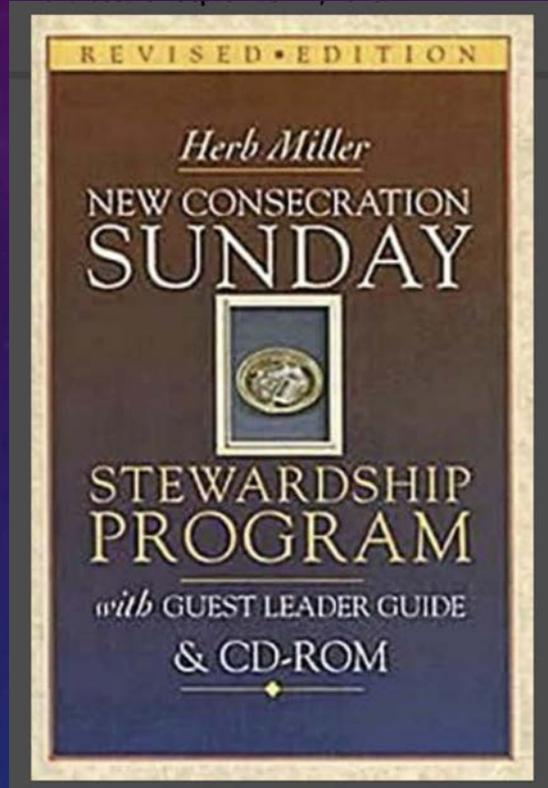
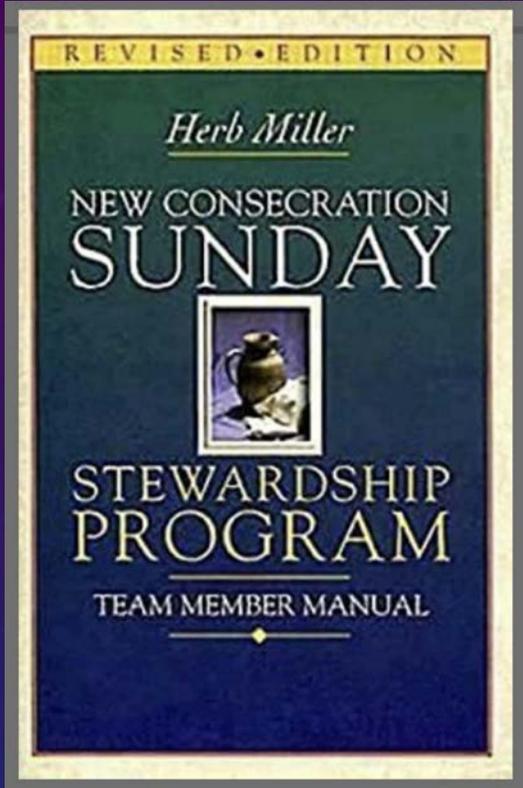
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STEWARDSHIP CAMPAIGNS 2017-2019, 2020

CHURCH OF THE HOLY SPIRIT

LEBANON, NJ

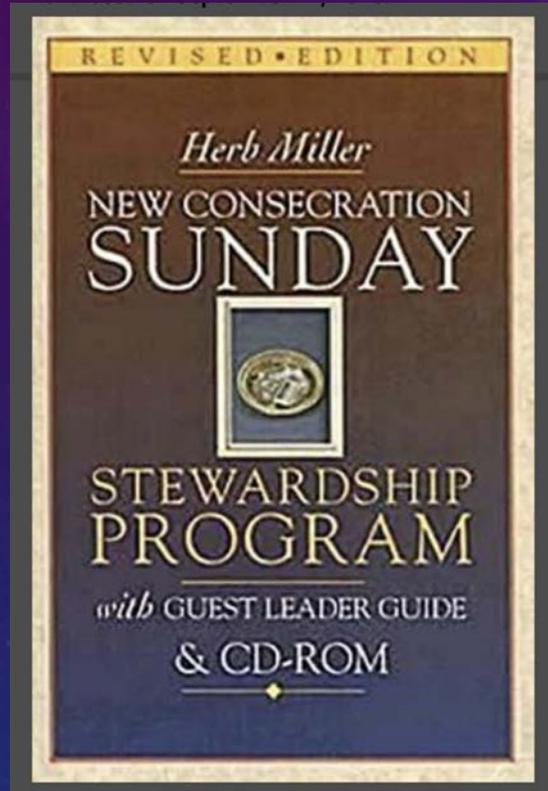
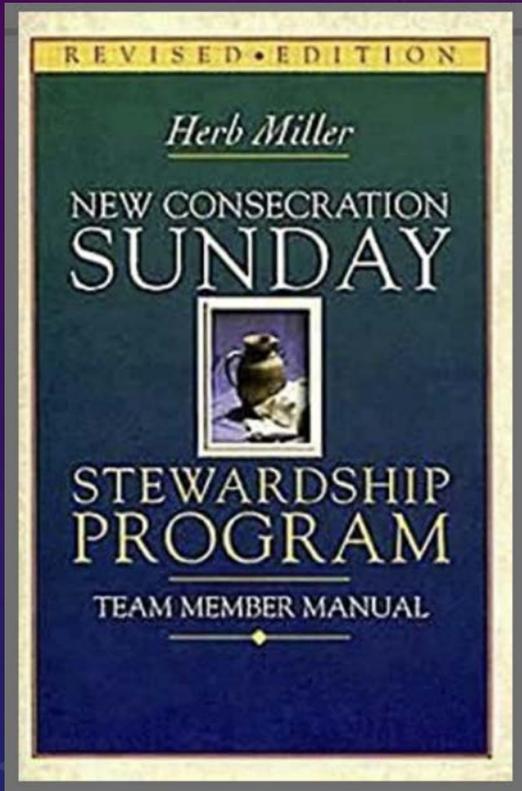
NEW CONSECRATION SUNDAY 2017, 2018, 2019



Purchased booklets and Estimates of Giving cards
From Amazon and Barnes & Noble

- Recommended by the Diocese approximately 5 years ago
- A Guest Leader from outside of the congregation each year
- Team kick-off (Vestry) with Guest Leader
- Mailing from Priest (template on CDROM)
- Newsletter article (template on CDROM)
- 3 Parishioners share how CHS has impacted their lives during 3 Sundays prior to NCS and solicit Reservations to catered celebratory luncheon (speech formula on CDROM)
- Team dinner with Guest Leader 2 weeks prior (call lists) (script on CDROM)
- Team members call parishioners to secure Reservations (script on CDROM)
- Guest Leader gives Sermon during NCS
- Parishioners fill out NCS "Estimates of Giving" cards → Offertory
- Catered luncheon to celebrate

NEW CONSECRATION SUNDAY 2017, 2018, 2019



YEAR 1

- 10.4% increase in the # Households
- 14.75% increase in giving

YEAR 2

- 3% increase in the # Households over YEAR 1
- 6.2% increase in giving over YEAR 1

YEAR 3

- Maintained the # Households over YEAR 2
- Negligible increase in giving over YEAR 2

WE THREE KINGS (W3K) PARISHWIDE HOUSE BLESSINGS 2020



Chalking the door . . . Anointing the doorknob

150 HOUSE BLESSINGS

All households in our parish

Plus neighbors' houses/thresholds, when requested

7 WEEKS OF EPIPHANY

15 NEIGHBORHOOD ROUTES (late afternoon)

15 Drivers to chauffeur Father Phil

(texted order of addresses, map app)

Facebook posts to track his progress

15 GATHERINGS HOSTED IN PARISHIONERS' HOMES

Light refreshments

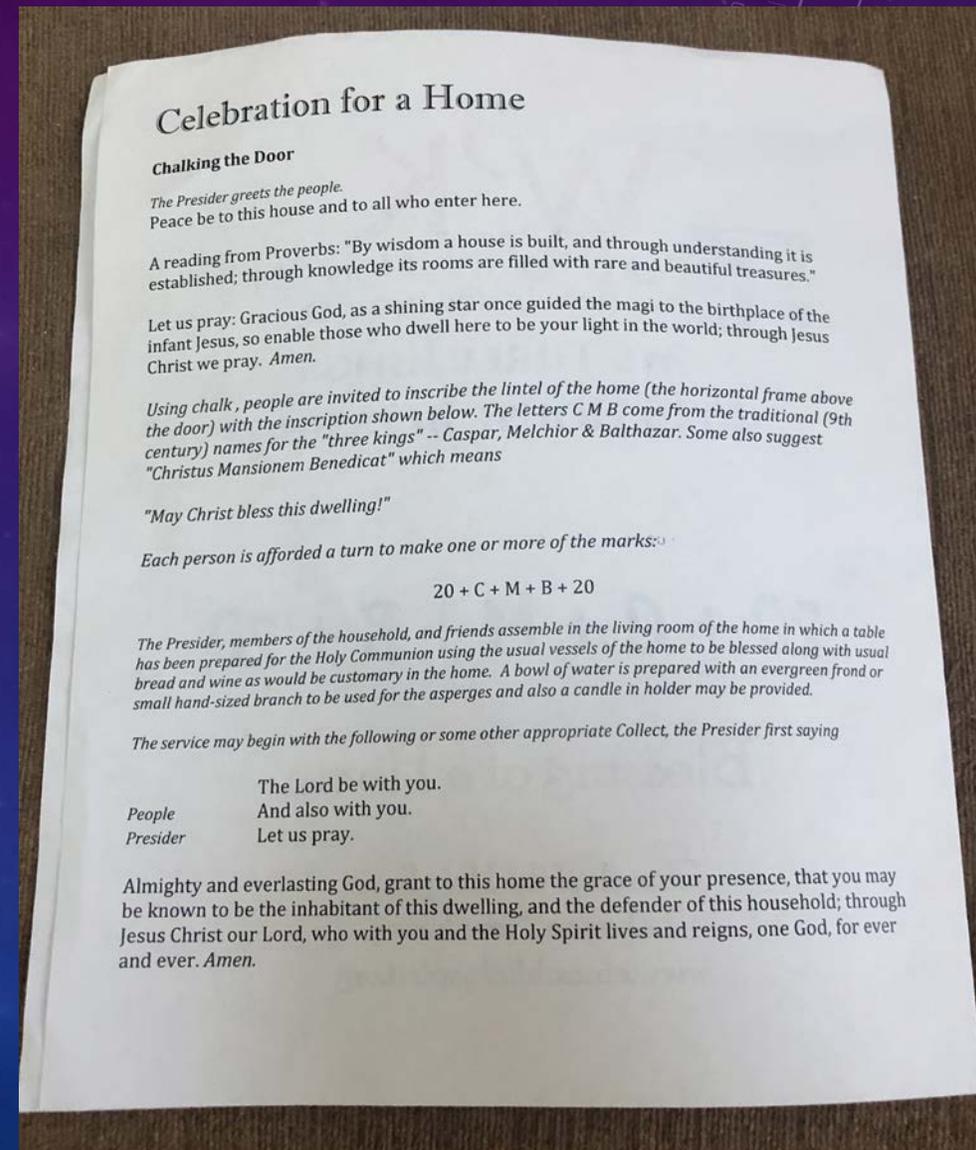
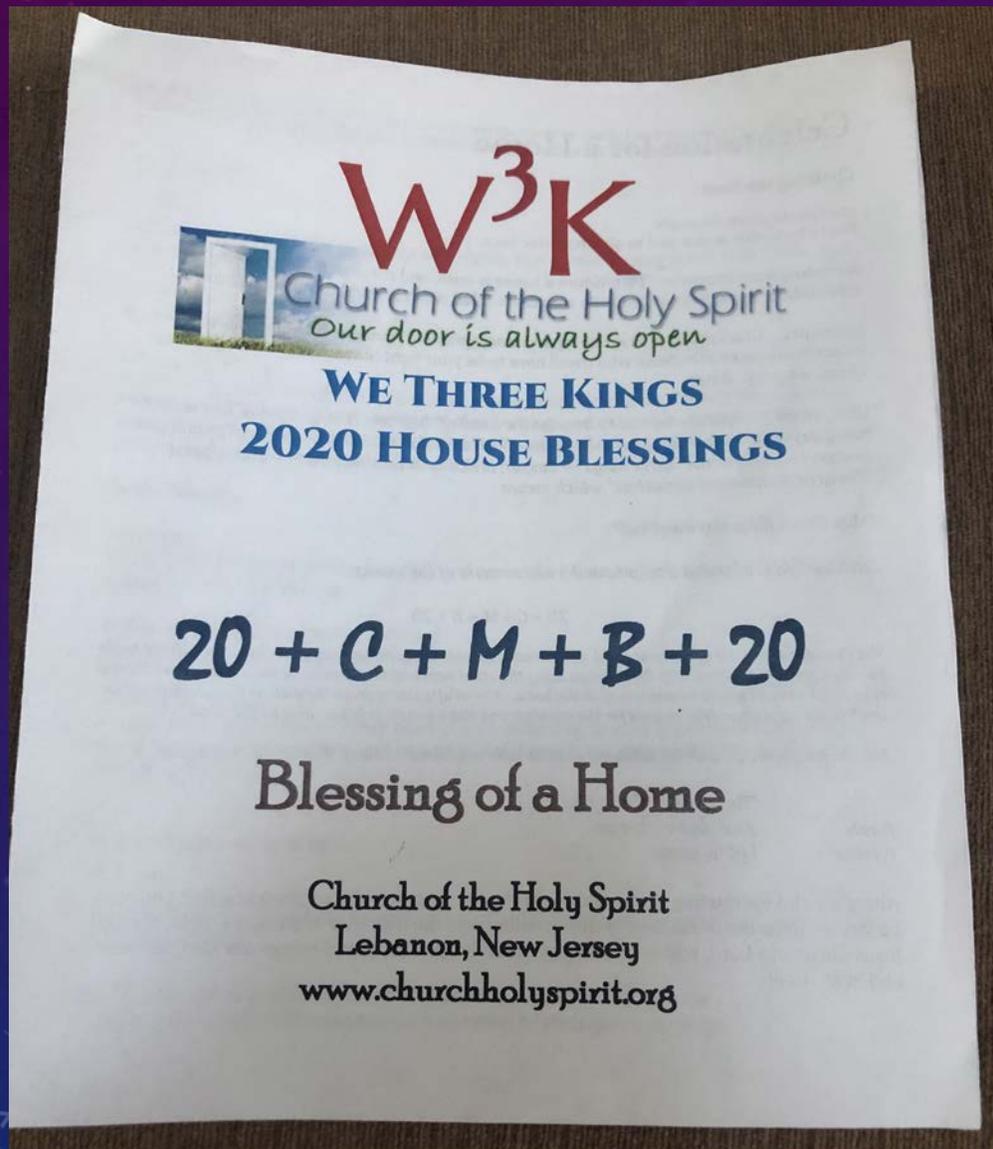
Lectio Divina

Fellowship & Conversation

Review contents of W3K folders, incl. Stewardship booklet

Built community... Refreshed contact info... Expanded reach...

W3K HOUSE BLESSING BOOKLET



W3K HOUSE BLESSING BOOKLET

The priest may then bless the water, light incense and the candle in candle stand and process with the company to the first room. Rooms may be blessed any order convenient to the home, though always return to the living room for the conclusion.

In a Bedroom

Antiphon

Guide us waking, O Lord, and guard us sleeping, that awake we may watch with Christ, and asleep we may rest in peace.

V. I lie down and go to sleep:

R. I wake again, because the Lord sustains me.

Let us pray. *(Silence)*

O God of life and love, the true rest of your people: Sanctify to your *servants their* hours of rest and refreshment, *their* sleeping and *their* waking; and grant that, strengthened by the indwelling of the Holy Spirit, *they* may rise to serve you all the days of *their* life; through Jesus Christ our Lord. *Amen.*

In the Kitchen

Antiphon

You shall eat in plenty and be satisfied, and praise the Name of the Lord your God, who has dealt wondrously with you.

V. The eyes of all wait upon you, O Lord:

R. And you give them their food in due season.

Let us pray. *(Silence)*

O Lord our God, you supply every need of ours according to your great riches: Bless the hands that work in this place, and give us grateful hearts for daily bread; through Jesus Christ our Lord. *Amen.*

In a Dining Room or Area

Antiphon

The living God gave you from heaven rain and fruitful seasons, satisfying your hearts with food and gladness.

V. He brings forth food from the earth, and wine to gladden our hearts:

R. Oil to make a cheerful countenance, and bread to strengthen the heart.

Let us pray. *(Silence)*

Blessed are you, O Lord, King of the universe, for you give us food and drink to sustain our lives: Make us grateful for all your mercies, and mindful of the needs of others; through Jesus Christ our Lord. *Amen.*

In the Living Room or Family Room

Antiphon

Oh, how good and pleasant it is, when God's people live together in unity!

V. Above everything, love one another earnestly:

R. For love covers many sins.

Let us pray. *(Silence)*

Give your blessing, Lord, to all who share this room, that they may be knit together in fellowship here on earth, and joined with the communion of your saints in heaven; through Jesus Christ our Lord. *Amen.*

The Blessing of the Home

When the procession has returned to the living room, or immediately after the homily (and invocation), the Presider completes the blessing of the home as follows:

Antiphon

The effect of righteousness will be peace, and the result of righteousness tranquility and trust for ever. My people will abide in secure dwellings and in quiet resting places.

V. Unless the Lord builds the house:

R. Their labor is in vain who build it.

Let us pray. *(Silence)*

Visit, O blessed Lord, this home with the gladness of your presence. Bless *all* who *live* here with the gift of your love; and grant that *they* may manifest your love [to each other and] to all whose lives *they touch*. May *they* grow in grace and in the knowledge and love of you; guide, comfort, and strengthen *them*; and preserve *them* in peace, O Jesus Christ, now and for ever. *Amen.*

The Presider then says to the people

The peace of the Lord be always with you.

And also with you.

The People greet one another in the name of the Lord. Communion may be offered at this time.

WE THREE KINGS (W3K) HOUSE BLESSINGS 2020

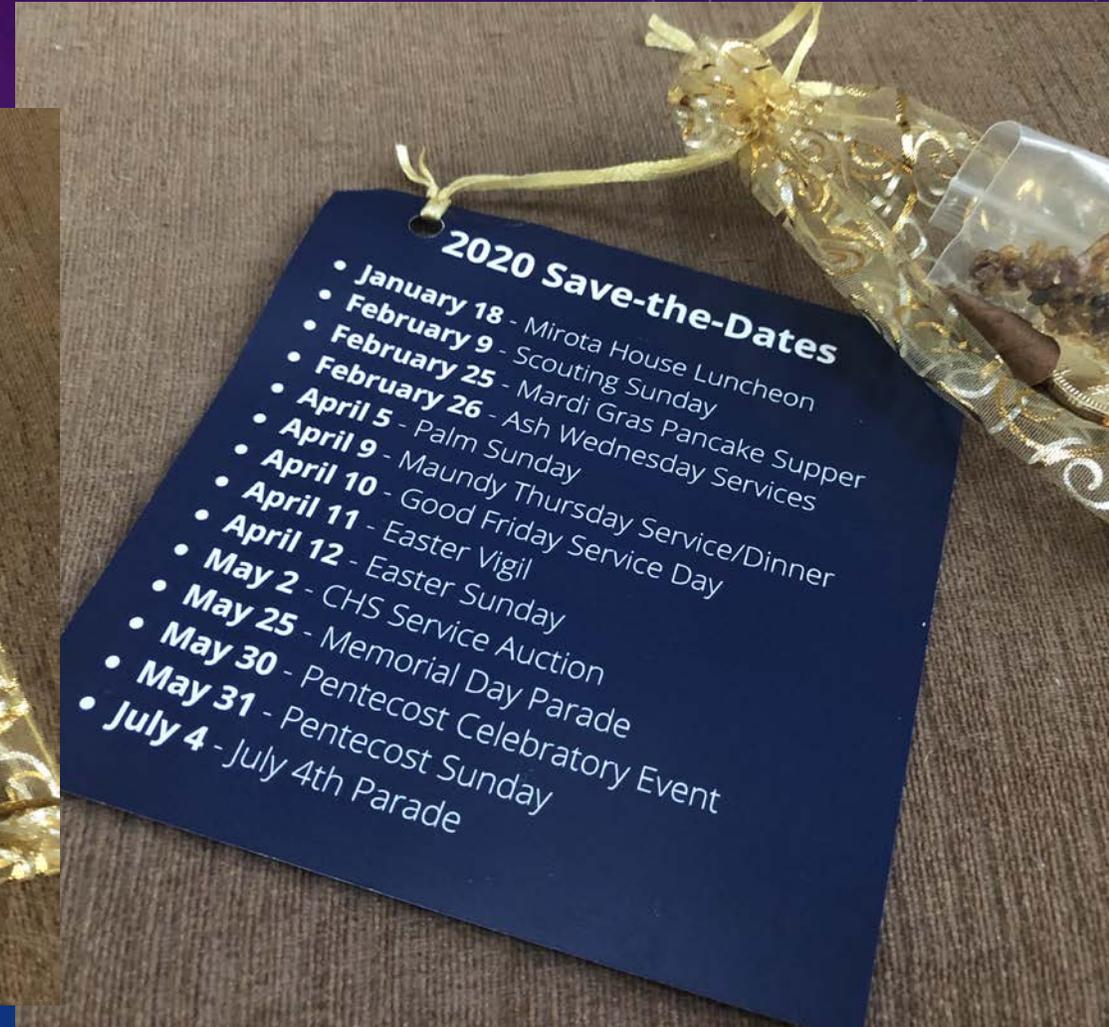


CHURCH OF THE HOLY SPIRIT
Our door is always open!

**YOU'RE
INVITED**

8AM - HOLY COMMUNION WITH MUSIC
10AM - HOLY COMMUNION WITH CHOIR,
CHILDREN'S CHAPEL & NURSERY CARE

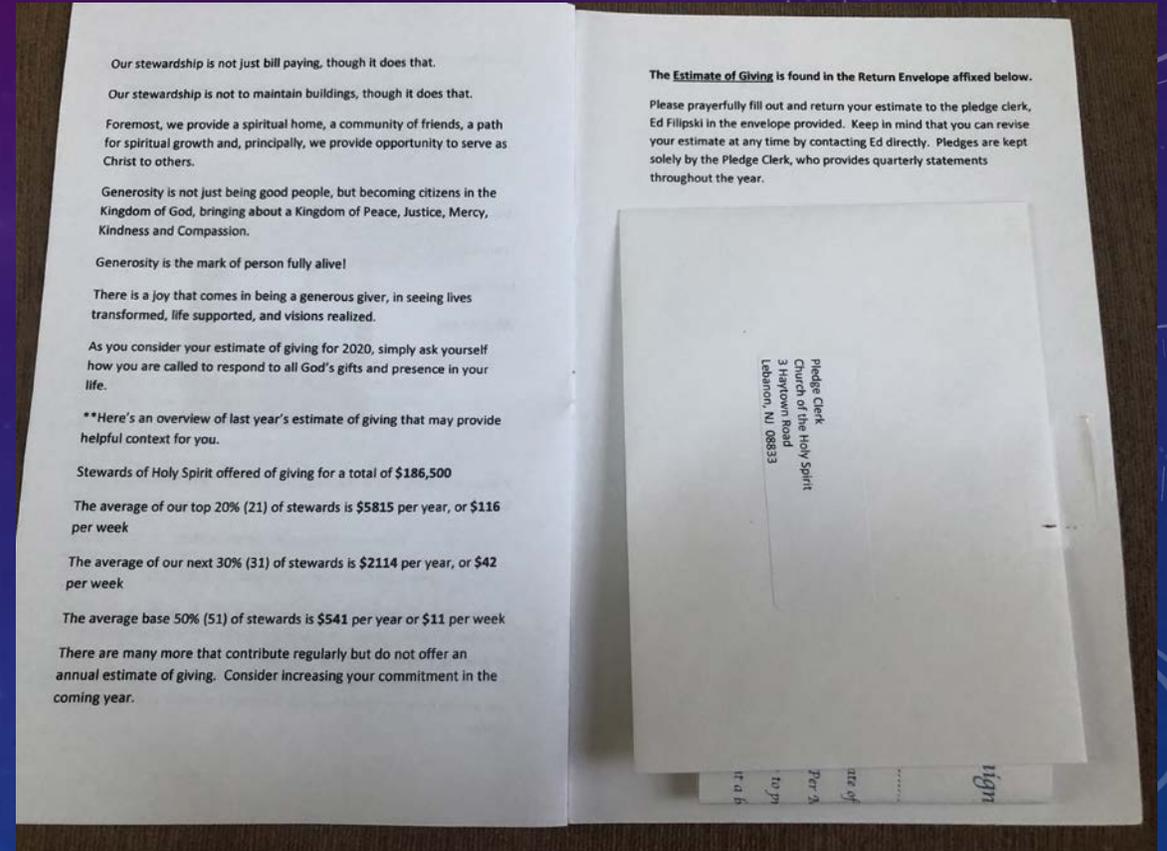
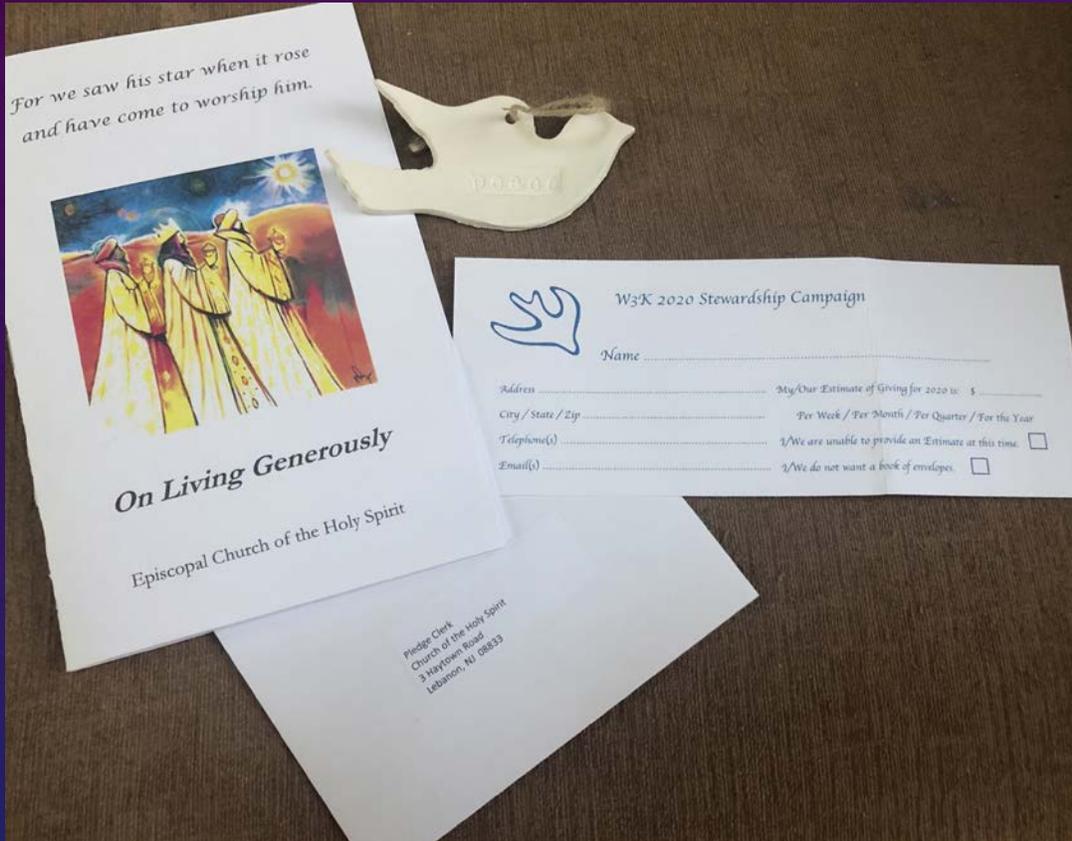
3 Haytown Road, Lebanon, NJ 08833
908-236-6301
www.churchholyspirit.org



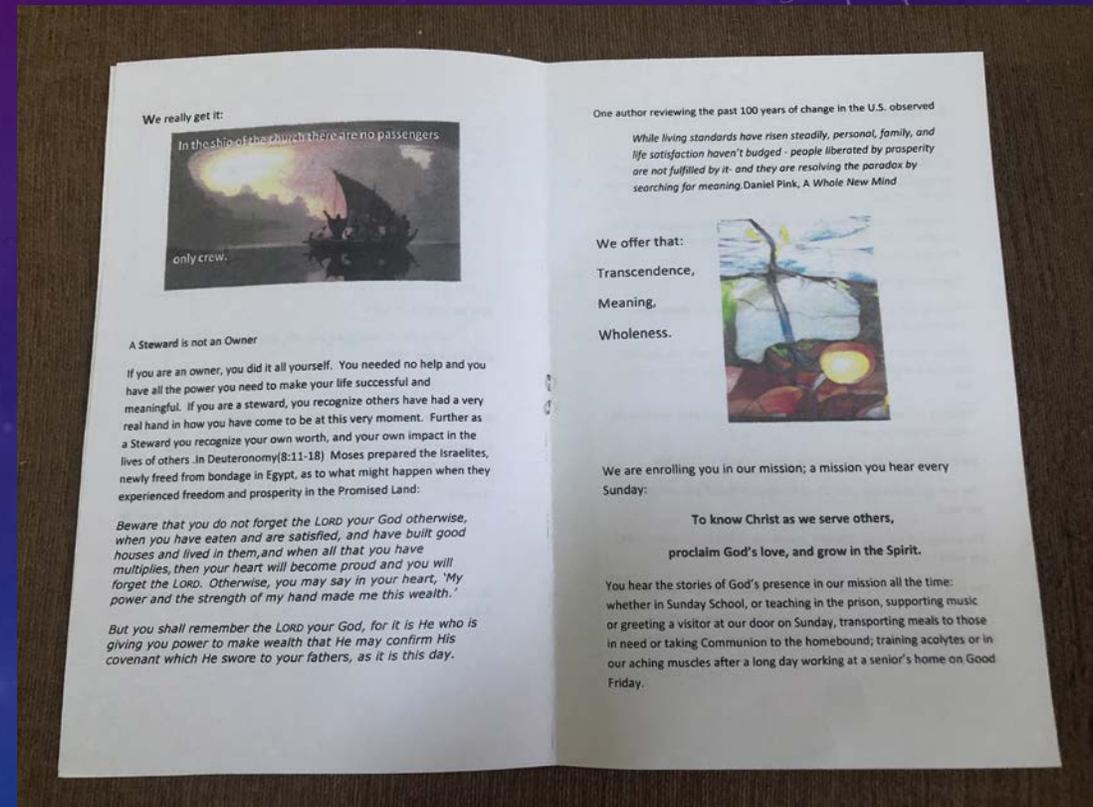
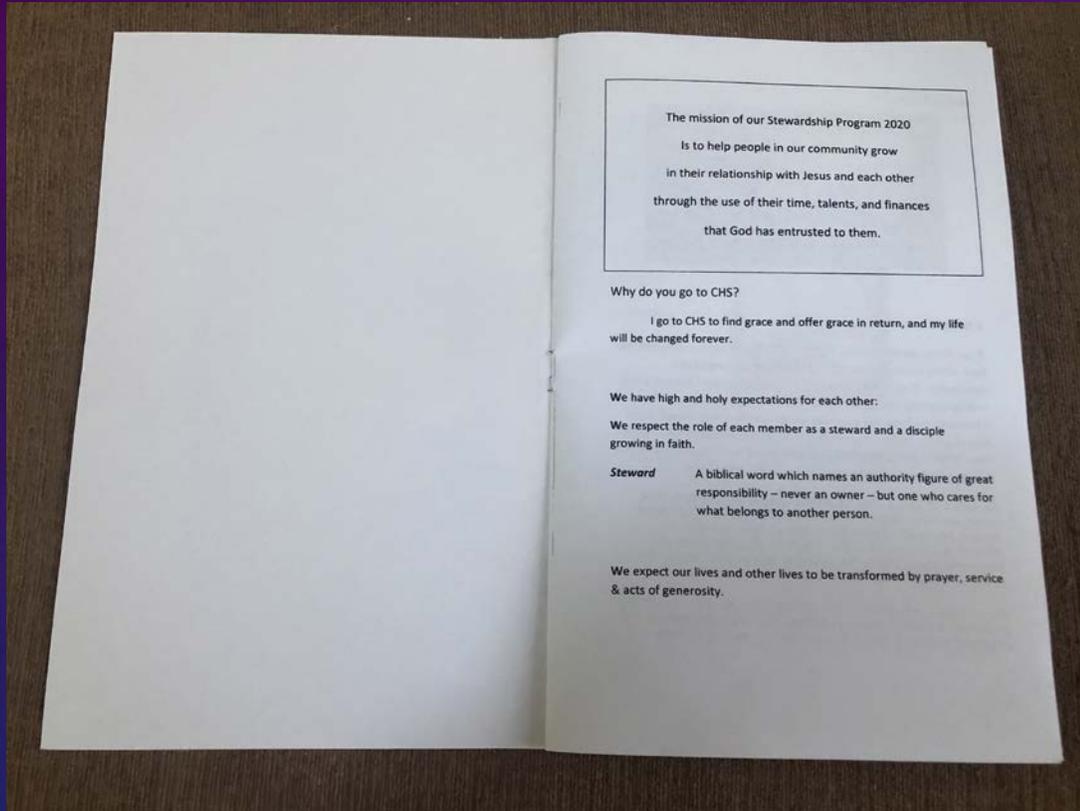
2020 Save-the-Dates

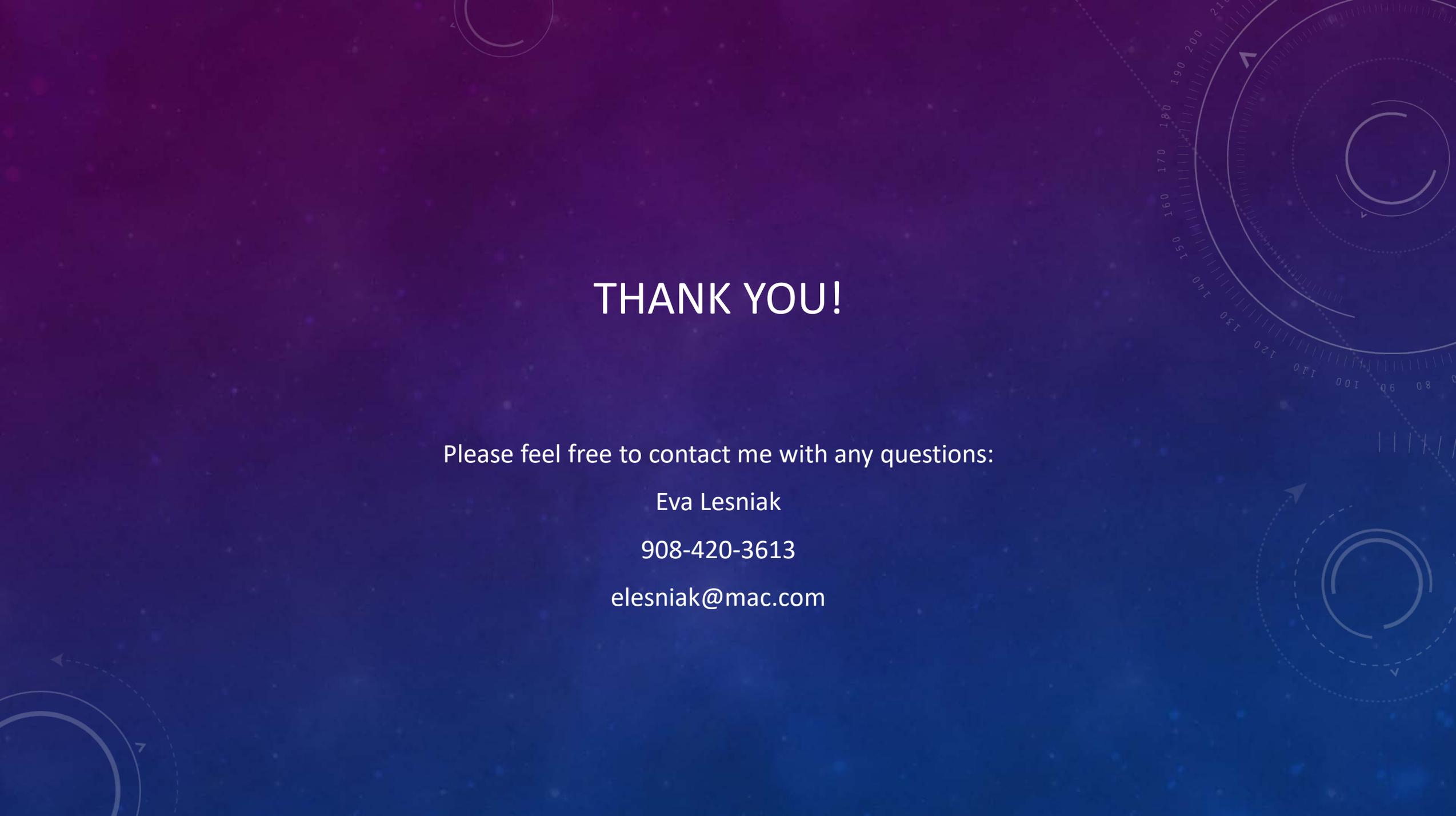
- **January 18** - Mirota House Luncheon
- **February 9** - Scouting Sunday
- **February 25** - Mardi Gras Pancake Supper
- **February 26** - Ash Wednesday Services
- **April 5** - Palm Sunday
- **April 9** - Maundy Thursday Service/Dinner
- **April 10** - Good Friday Service Day
- **April 11** - Easter Vigil
- **April 12** - Easter Sunday
- **May 2** - CHS Service Auction
- **May 25** - Memorial Day Parade
- **May 30** - Pentecost Celebratory Event
- **May 31** - Pentecost Sunday
- **July 4** - July 4th Parade

W3K STEWARDSHIP BOOKLET & PLEDGE CARD



W3K STEWARDSHIP BOOKLET & PLEDGE CARD



The background is a dark blue gradient with a subtle pattern of white stars. Overlaid on this are several technical diagrams in a lighter blue color. These include circular gauges with numerical scales (e.g., 100, 110, 120, 130, 140, 150, 160, 170, 180, 190, 200, 210) and arrows indicating direction. There are also dashed lines and solid lines forming various geometric shapes and paths.

THANK YOU!

Please feel free to contact me with any questions:

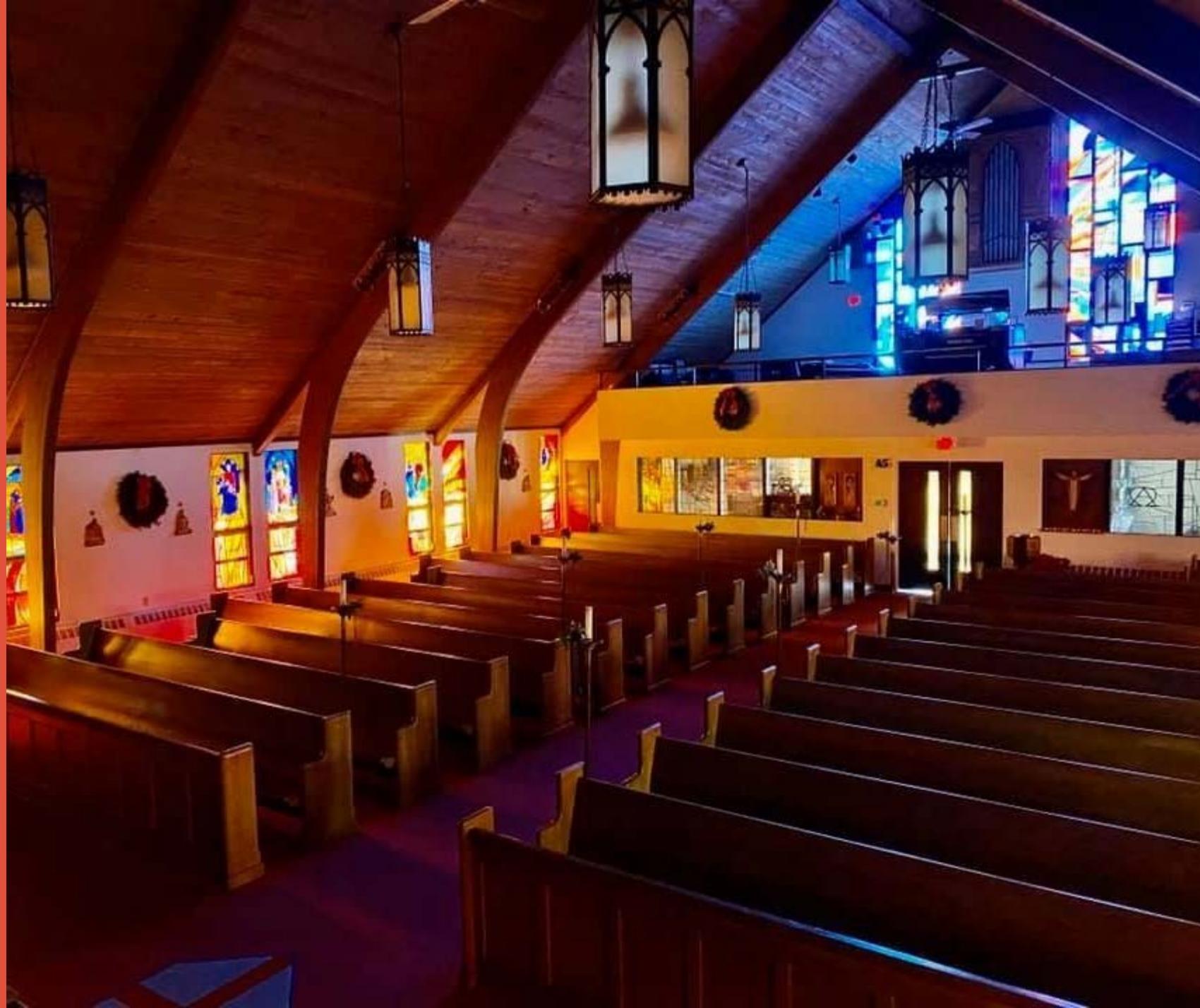
Eva Lesniak

908-420-3613

elesniak@mac.com

Parish Spotlight:
Holy Innocents'
Episcopal Church

Presented by:
Patricia Peacock
Stewardship Chair





Walk with us... Stewardship 2020

Holy Innocents' Episcopal Church

As we respond to God's abundance this Fall, I invite you to walk with us with an Attitude of Gratitude. Arriving from Sewanee Seminary into such a gifted community of love, outreach and joy, I am beyond blessed to be in your midst. Holy Innocents' shows Christ's love in the world today through its involvement with families in need, its awareness and support of international needs for justice, its concern for the welfare of local children and refugees, and so much more.

Help us to continue this vital work. We ask that you consider taking a step up in faith and giving, asking God to reveal your part in our parish mission. May God inspire us to radical hospitality and awareness in this life that we may be encouraged to bring and share the best of ourselves through our pledges.

May the grace and peace of Christ be always with you and yours,

Caroline Carson+



Walk with us... sharing the Love of the Holy Spirit



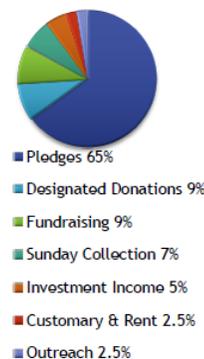
Financial Snapshot

Income, expenses and investment figures principally based on 2018 financial statements.

NOTE: Our Memorial Garden was established as a separate entity with its own funding. These funds are strictly for running our Garden and Columbarium in perpetuity in accordance with NJ State cemetery regulations and are not included herein.

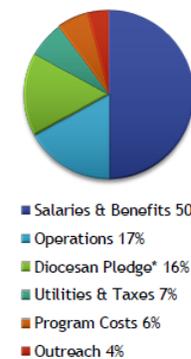


Income \$xxx,000



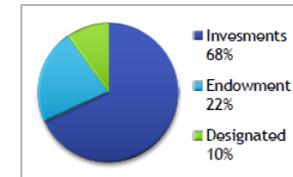
Note: The parish received a bequest of \$50,000 in 2018 which is not listed in the Income figures above.

Expenses \$xxx,000



* Approximately, 32% of our Diocesan Pledge goes to mission/outreach programs. Diocesan Priorities & Ministries include youth, adult, Jubilee, immigrant & prison ministries, mission congregations, Hispanic initiatives, anti-racism, mission churches, ECW, Trinity Cathedral and sustainable development.

Investments & Endowment Total \$xxx,000



Investments: Earnings and principle can be used as directed by Vestry.

Endowment Fund: Funds are restricted and the principle must remain same.

Designated Funds: Funds have been given for specific projects and can only be used for purposes designated by donor.

How to Give

Pledge Card
On October 27th our pledges will be blessed during the 9:30 service, followed by a Champagne Brunch in Martin Hall.

Please return your pledge cards by 10/27 so our Finance Committee can budget for the year ahead. *All pledges are kept confidential.*

Time & Talent
Fill out this survey to let us know how you can contribute: help with services, support our youth, work on a mission/service project, or join a fundraising campaign.

Walk with us...
in our Community of Faith



Your presence and commitment to Holy Innocents' serves as the backbone of our parish life with Christ. It is your time and talent, coupled with your generous treasure, that gives us the opportunity to cultivate dynamic ministries. Through your dedication to service and mission, we respond to human needs locally and to the world around us.

Children go back to school equipped with supplies and backpacks and others have gracious smiles on their faces when they receive their holiday gifts; local families are sheltered, fed, and nurtured. Beyond our doors, nationally and internationally, your pledge dollars help to tackle poverty, illiteracy, racism, homelessness and injustice.

Holy Innocents' is our spiritual home. It is where we gather and worship. We serve as the hub for fellowship opportunities, children's ministries, community outreach and spiritual growth. Together, we baptize people of all ages, celebrate weddings and anniversaries, pastor through

hardships, and raise our brothers and sisters up at the end of their earthly lives. God gives Holy Innocents' sufficient bounty. It is our spiritual practice to give back in gratitude for what God gives us. *"It is in giving that we receive."* --St. Francis of Assisi

Our Missions & Outreach Projects

National & International: Episcopal Relief & Development • Heifer Project International Justice Mission • Operation Smile • Samaritan's Purse United Thank Offering

Local: Atlantic City Rescue Mission • Children's Home Society of NJ • Community Concerts and Dinners • Community Gardens • Family Promise of Ocean County Hunger Foundation of Southern Ocean • St. Francis Community Food Pantry

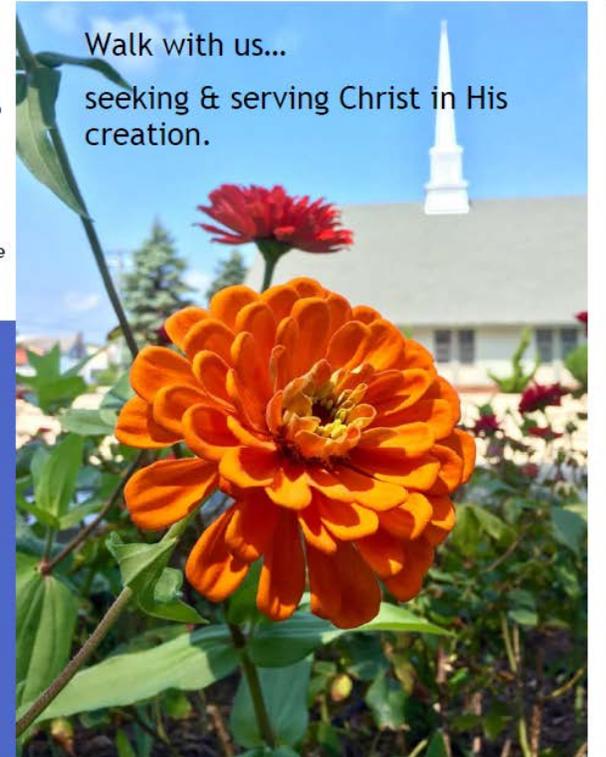


Holy Innocents' does not presume that your past pledge will carry over to this year.

We need your completed, written pledge to ensure not only the continuation of our many ministries, but to enhance your personal Christian growth.

If you would like to discuss giving, Mother Caroline, Treasurer Larry Peacock or Stewardship Chair Pat Peacock are available to you.

Walk with us...
seeking & serving Christ in His creation.



Before making your pledge prayerfully consider

- What God is doing in your life
- Your personal relationship with Jesus Christ
- What Holy Innocents' means to you & your family, what Holy Innocents' provides to the LBI community
- What God does in providing for your bounty and blessings and what you will return to Him

Holy Innocents' Episcopal Church
Pearl & Marine Streets • Beach Haven • NJ • 08008
609•492•7571 www.hiebch.com

Attitude of Gratitude...

A FINANCIAL & FAITH COMMITMENT FOR 2020

Holy Innocents' Episcopal Church Pledge Certificate

Having prayed about this annual pledge to fund the mission of Holy Innocents' with an Attitude of Gratitude for all that God has given, I/We pledge our support in fiscal year January 1 to December 31, 2020.

I/we realize that in the event of a financial problem in 2020, we can confidentially adjust our pledge by contacting the Parish Priest or the Treasurer.

Yearly \$ _____

Signature(s) _____

Name(s) _____

Address _____ Phone _____

Email _____

I/We intend to give (a weekly pledge is very helpful in our financial planning):

Weekly Monthly Quarterly Full Amount Yearly

By: Automatic Bank Transfer US Postal Service Offering Plate Giving

I/We would like Pledge Envelopes Yes No

Please have the Parish Priest contact me about:

Making a Separate Gift (in addition to the annual support listed above) to a specific project for which funds are needed.

Receiving information about Planned Giving (estate planning, charitable trusts, making a will or living will, etc.)

FOR MY 2020 RECORDS

I/We pledged \$ _____ yearly to Holy Innocents' Episcopal Church. I/We intend to give:

Weekly Monthly Quarterly Full Amount Yearly

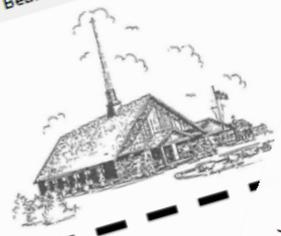
Thank You FOR YOUR COMMITMENT

A letter confirming your pledge will be sent in December 2019.

Place your pledge card in a sealed envelope & return at any Service by placing it in the Offering Plate or mailing to church by:

Blessing of Pledges
Oct. 27th • 9:30 AM Service
Champagne Brunch to follow

Holy Innocents' Episcopal Church
 410 South Atlantic St.
 Beach Haven, NJ 08008



ATTITUDE of GRATITUDE

Stewardship 2020 Walk With An Attitude of Gratitude

Our parish life is dependent on our contributions of time, talent, and treasure. Please spend some time reflecting on your gifts and how they can be put to use serving the Lord and your fellow parishioners. Each of us is called to have an active part at Holy Innocents' and to give thanks for our many blessings.

Please fill out the form below and return it with your pledge card, or drop it off in the church office.

Please check as many boxes as you'd like!

Name _____ email _____ phone _____

In gratitude, I would like to offer some of my time in the following way(s):

Please check as many lines as you'd like!

ACOLYTES

- serve as an acolyte
- help supervise acolytes
- join this ministry

ALTAR GUILD

- help with fall sanctuary clean up and polishing brass
- help with spring clean up and polishing brass
- help prepare for liturgies
- care for altar linens, vestments, and candles
- join this ministry

BUILDINGS AND GROUNDS

- monitor/check on church playground
- check grounds/clean up litter
- wash windows
- shovel snow/salt walkways
- help with minor repairs/handyman
- care for potted plants on grounds
- help with fall clean up
- help with spring clean up
- join this ministry

EPISCOPAL CHURCH WOMEN (ECW)

- help with fall card party
- help with spring card party
- join this ministry

CHURCH OFFICE

- make copies
- fold bulletins
- help with mailings
- other simple tasks

FLOWER GUILD

- deliver flowers after Sunday service
- help with flower arrangements
- help to green the church at Christmas
- help with flower decorations for Easter
- join this ministry

HOSPITALITY

- bring food for coffee hour
- help clean up after coffee hour
- bring food for receptions
- help clean up after receptions
- join this ministry

SUNDAY SCHOOL

- teach Sunday School
- assist with Sunday School
- help with fall back pack drive
- help with Advent Giving Tree
- bring eggs for Easter egg hunt
- join this ministry

MEMORIAL GARDEN

- care for the pond
- clean up litter
- help with general clean up
- join this ministry

READERS & LAY EUCHARISTIC MINISTERS

- serve as a reader
- serve as a chalice bearer
- serve as a Eucharistic visitor
- join this ministry

USHERS & GREETERS

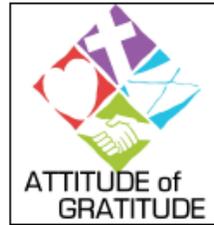
- serve as a greeter
- schedule ushers & greeters
- check pews to replenish welcome/prayer cards/pencils
- join this ministry

COMMUNICATIONS

- contribute written content for various parish and diocesan publications, including website and social media
- contribute photos for various parish and diocesan publications, including social media.
- join this ministry

OFFER TO DO SOMETHING NOT SHOWN

STEWARDSHIP



Our Gratitude Chain continues to grow. Here are some of the things our parish family is grateful for:

SPIRITUAL

Creation of God, Ocean & the Reflection of His Power & Creativity •
Worship at the Beach • God • Faithful to Christ
Inspiring Sermons • Ellen & Music Ministry
Deacon's Ministry • Beautiful Worship
Maggie & Sunday School

INTANGIBLES

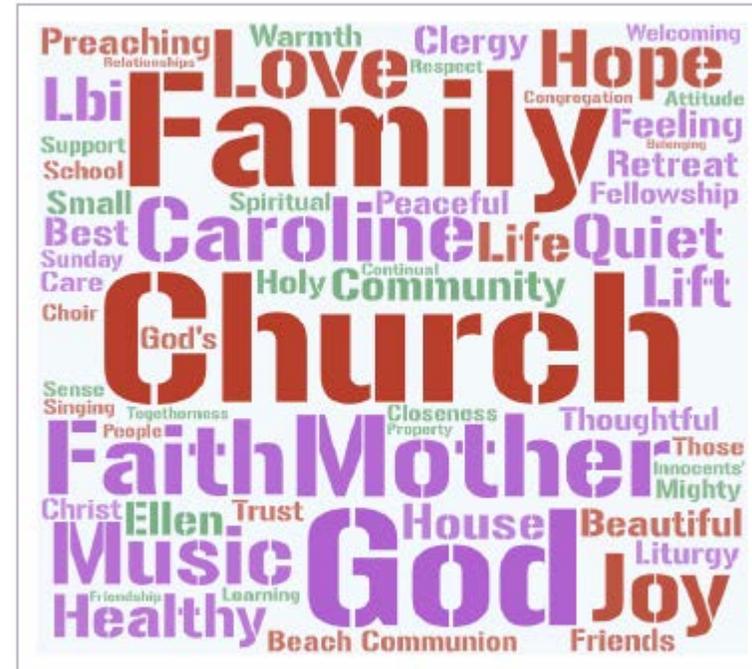
Peace & Tranquility • Forgiveness • Acceptance
Kindness • Love • Unity & Faith • Comfort • Mercy
Miracles • Redemption • Generosity

GROUNDING

Playground • Clean Facilities • Our Church Building
Beautiful Memorial Garden

FEELINGS OF LOVE

Friends • Fellowship • Mutual Support • Lasting Friendships • Congregational Family • Choir Family
Loving People • Sharing & Caring Community
Family in God • Love of Jesus



Thank You!

Parish Spotlight:
St. David's
Episcopal Church

Cranbury, NJ

Presented by:
Tena Achen
Stewardship Chair



St. David's Stewardship 2021

Recruit Committee Now

- Service on Stewardship is spiritually rewarding
- What brought me to God in this place

Advance Stewardship in the calendar - September/October

- Easy to do since some/many of fall activities won't take place
- Start planning now to allow enough time for conversation to develop

Theme?

- St. David's In Community
 - There is no worship without an offering
 - Call and Response

Delivering the message - letters, Stewardship minute, sermon, VISUALS

- Lesson learned from Habitat campaign (slide)
- Are you using a brochure? How to make it fresh?
- **New ideas for visuals on the website, in weekly e-Blast, in monthly e-newsletter?**

(Holistic Planning - Stewardship, Fundraising, Legacy, Outreach)

St. David's Episcopal Church Habitat for Humanity Outreach



Stewardship Talk - Excerpt

We truly are one in Christ. We are all connected. We care for each other - we minister to each other. I'd like to take a minute to think about some of these ministries. I hope you'll bear with me and play along.

If you are a church school teacher, would you please stand up. Would the children in church school stand. Would the parents who bring their kids to church stand up. The kids grow into J2A - would the teenagers and their leaders please stand up. Some of the teenagers are Acolytes and part of the formal worship service. So is the Altar guild - please stand. What would worship be without music - Choir, please stand. After the service, the choir recesses out and the Ushers - please stand - open the doors so we can go do the work God has given us to do. But before that, we go to coffee hour - anyone who has ever helped with that - stand, please. OK now there are people not standing but everyone has given time to St. David's - perhaps you worked on the yard sale, or you serve on the Vestry, or you have taken a meal to someone who is sick, or you have been a knitter for the Seamen's Institute, or maybe right now, all you can give is your presence on Sunday morning. That's huge. So, everyone, stand up!

We give our time and we share our faith. We minister to each other and through that we have a very rich life in Christ. But it does take more than time and faith and prayer. It also takes money. The warmth of the St. David's family is tremendous, but it won't heat the building in January. The organist and choir director needs to be paid. The church school needs some supplies - not a ton - but they still cost money. And so it goes. Today, I'm just speaking about the ministries within St. David's. Next week, our speaker will talk about St. David's ministries to the world....

Stewardship Letter - Excerpt

Several people have asked, *why should I make a pledge since I give to St. David's whether I pledge or not?* That's a good question.

When the pledges have been gathered in and totaled, then the Vestry knows how much it can allocate for St. David's ministries in the coming year - how much to Outreach, Christian Formation, Pastoral care, Worship, Music, and our many other ministries. We don't set a budget and then hope and pray that the collective pledges will cover the needs. Instead, we see what financial resources we have for carrying out God's work. If we have more, we can do more. If we have less, we are forced to do less. That's why pledging matters so much.

If you are able, please consider taking a step up in your giving this year. It's easy to fall into the habit of just giving what you gave last year. I know - I've done that myself many times. But everything costs more every year. That's inflation...

Stewardship Questions

Why are people hesitant to pledge?

- My gift would be too small.
- My financial circumstance are uncertain - what if I can't pay my pledge?
- I don't like talking about money, it makes me uncomfortable.
- I am not there every week - I'll put money in the plate on the Sundays I am there.

Why pledge?

- There is no worship without an offering.
- My pledge is my offering to God - it is my commitment to God.
- God does not judge whether your gift is too small - he asks you to search your heart.
- Pledging enables the Vestry to plan. The Vestry builds its budget based on what has been pledged.
- If we have more, we can do more. If we have less, we will need to do less.

Who are the non-pledging but fairly consistent givers?

- Attend less frequently?
- Less committed to your parish?
- Just don't like the idea of pledging - feel it locks them in or is unnecessary.

What is the message to this group of non-pledgers?

Immediate Priorities

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



COMMENTS AND DISCUSSION

ccsfundraising.com

ednj@ccsfundraising.com





APPENDIX



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.

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
- Reflections
- Request letters

2 DEDICATE

- Sermon
- Testimonials
- Bulletin
- Volunteers
- Next Steps

Delivering the Campaign Plan

1

DEFINING
YOUR GOALS

2

PLANNING

3

DELIVERING
THE PLAN

4

REPORTING
THE RESULTS

3 FULFILL
KEY PARTS

- Virtual events or activities
- Small in-person gatherings
- One-on-one (virtual) visitation
- Ministry Minute
- Drive activity toward Stewardship 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

1

DEFINING
YOUR GOALS

2

PLANNING

3

DELIVERING
THE PLAN

4

REPORTING
THE RESULTS

4 FOLLOW UP

- Pledges secured on Commitment Sunday
- Follow-up to non-respondents
- LYBUNT letters
- Reporting initial results

COMMITMENT SUNDAY

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

Tools: LYBNTY
“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

1

DEFINING
YOUR GOALS

2

PLANNING

3

DELIVERING
THE PLAN

4

REPORTING
THE RESULTS

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.

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

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

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