STEWARDSHIP, STABILIZATION, & SUSTAINABILITY

PREPARED FOR THE CONGREGATIONS OF THE EPISCOPAL DIOCESE OF NEW JERSEY

August 18, 2020
Opening Prayer

1. Review Stages of a Stewardship Campaign
2. Defining Your Goals
3. Planning for the Campaign
4. Breakout Discussions

Closing Prayer
Stages of a Stewardship Campaign

1. DEFINING THE 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?
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

DEFINING YOUR GOALS

PLANNING

DELIVERING THE PLAN

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
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
Role of the Stewardship Committee (Reimagined Consecration Sunday)

1. Secure the enthusiastic endorsement of the campaign plan from the Rector/Priest-in-Charge and help secure the Rector’s commitment to preach two stewardship homilies during the campaign.

2. Secure the services of a competent and experienced GUEST LEADER

3. Plan and execute all campaign-related communications

4. Make sure that EVERY Estimate of Giving card is acknowledged and thanked in a timely fashion

5. Make sure that all who pledged in 2020 but did not respond to the 2021 campaign are personally contacted and encouraged to participate

6. Arrange for an online ZOOM Town Hall meeting to take place two weeks after Consecration Sunday to celebrate results of the campaign and THANK everyone who made a financial commitment for 2021
Key players, voices of faithful giving

➢ **Identify and invite a member** of the congregation to give a testimonial – a quick word on why they support your congregation.

➢ **If you are running** weekly stewardship meetings, invite a diverse group of speakers: vestry, youth, choir or music, clergy, outreach, other ministry areas.

➢ **Ask a member** to moderate the conversation on Zoom so that the leader does not also have to monitor the Q&A. Ask people to mute themselves and use the chat function to ask questions, or to raise their hands and be called on to contribute to the conversation.
Goals: Transparency > Trust

- **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.
Establish a Year-Round Timeline

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<td>Report results</td>
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<td>Eblasts</td>
<td>Virtual Events</td>
<td>Celebrate!</td>
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<td>Letters</td>
<td>Commitment</td>
<td>Thank you</td>
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<td>Next vision</td>
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<td></td>
<td>Name team / Prioritize / Set Goals / Write plan / Communicate and Educate</td>
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Planning

2. PLANNING

- 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

1. DEFINING YOUR GOALS
   - Reflections for Bulletin
   - Liturgy – Homilies & Announcements
   - Testimonials

2. PLANNING
   - Request Letter
   - Case for Support
   - Wow! Cards

3. DELIVERING THE PLAN
   - Pledge “Card”
   - “LYBUNT” Letter
   - Thank You Letters

4. REPORTING THE RESULTS
Campaign Materials

- **Use the Sunday bulletin** insert to generate a Bible study on generosity.

- **The case for giving**: This could be a one-page document with pictures highlighting some of the ministry areas of your congregation. If there is a specific goal or ministry milestone that you are working toward, this is the time to talk about it.

- **Budget for 2021**: Some congregations present their anticipated budget in narrative form, aggregating expenses in key ministry areas. This is a mission-forward way to show how the budget is raised and spent.

- **Pledge cards**: Don’t forget to include either a physical one or a link to your online giving web page or app.
Sample Brochures

LIVE GENEROUSLY

Proportional Giving Worksheet

The society is the heart of the operation of proportional giving. What does this mean?

1. Identify all the spending of our current income and where it is going.
   - 15% of the budget is designated to the church.
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Grace Episcopal Church

2019 Stewardship Brochure

Stewards of Grace

― Be good stewards of the manifold grace of God, serve one another with whatever gift each of you has received.‖ 1 Peter 4:10

Christianship is the grateful and responsible use of God's gifts in the light of God's purpose for our lives, as revealed in Jesus Christ. The Stewardship Committee was challenged to develop a narrative budget that demonstrates how pledges and other income are invested through parish to reach the four objectives to reach those objectives, and a continued emphasis on the importance of endowment funds.

This is a story of Grace Parish working together, reaching out to the local and wider community, educating its children, youth, and adults, connecting us with one another through fellowship and worship, and making a difference in the lives of others.

We are using all that we have received from God to do the work that God wants us to do.

In order to continue our work in 2019, including support for our minister and some value of these needs, church's budget will need to increase, please prayerfully reflect on the fifty you have received from God, as we consider what amount to pledge and return to God.

Grace will celebrate the beginning of Write 19, September 16, 2018. Please bring your pledge card to services. The pledge card will be placed in the collection plate on your way out to worship. If you wish to place your pledge card early, we will set aside a collection plate for your use.

The 2018 annual budget for Grace Church increased slightly. The largest source of income is paid-in-kind giving, which funds approximately 40% of Grace's operating budget. There is a gap between what the church can raise through paid-in-kind giving and the expenses of the church.

The following pie charts illustrate Grace's income and expenses:

- 2018 Budget Highlights
- 2017 Budget Comparison
- 2016 Budget Comparison
- 2015 Budget Comparison
- 2014 Budget Comparison
- 2013 Budget Comparison
- 2012 Budget Comparison
- 2011 Budget Comparison
- 2010 Budget Comparison
- 2009 Budget Comparison

Frequently Asked Questions

What is a stewardship? A stewardship is a plan of living that allows God to use your resources for his purposes. A stewardship is a commitment to use the talents and resources that God has given you in a way that will honor him and bring glory to his name.

How much should I pledge? How much you pledge is a personal decision. Some people only have the ability to pledge a certain amount, while others may choose to give more. It is important to balance your financial responsibilities with your spiritual growth.

What is a write-off? A write-off is a practice that has been used to address the expenses of the church. A write-off is a way for the church to recover the expenses of the church.

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Sample Placemat Brochures

St. Chrysostom's

What does it mean to be St. Chrysostom's?

What is a Stewardship?

What is a Plunge?

What is a Plunge? A commitment to give every year, whatever, and in any way that looks different each year.

What keeps you coming back?

The Service Begins

The Worship Has Ended

STEWARDSHIP FAQS

What is a pledge? Pledging is a wonderful way to concentrate in a certain amount of money that you can afford each month. Pledging allows you to plan and save for your financial goals, while giving you greater flexibility in your budget. Pledging also reduces the amount of money we have to raise each year. Pledging can be a great way to support our community in a specific way.

What if I just can’t give the amount I pledged? It’s not necessary to give the amount you pledged. Don’t feel bad if you can only give part of your pledge. Don’t feel pressured to give more than you can afford.

How does the parish get its Sunday offerings? The parish gets its Sunday offerings from the weekly collections. Each Sunday, the offerings are collected during the Sunday service. The offerings are then used to support the parish’s many activities and events.

How does the finance committee make decisions? The finance committee makes decisions based on the parish’s needs and the community’s priorities. They consider the needs of the parish and the community, and make decisions that will benefit the parish in the long run.

A Letter from the Rector

Building a Community that Serves

This year, as ever, the St. Paul’s community continues to serve the people of the world through our open hands, open hearts, and open doors. Our commitment to community service is a core value of our church, and we are proud to be a part of something greater than ourselves. We are grateful for the opportunity to serve others, and we invited you to join us in this important work.

Thank you for your support of St. Paul’s, for making all those things possible.
Sample Tri-Fold Brochures

Dear Friend and member of Trinity:

Recently, a pedestrian needed help when she was told to stay. He recalled her being pulled up to the bank and the conversation she had with her bank personnel. She had told them she had no food and didn’t have any work. He felt terrible for the woman, and he offered to help.

To you, we are grateful for your “Blessings Abound.” To you, we are thankful for your generosity. To you, we are thankful for your kindness. We are grateful to know you and your family are part of Trinity Tri-Fold Brochures.

Blessings Abound

Sunday, October 6 – Sunday, October 17

TRINITY STEWARDSHIP 2020

The YEAR 2020 Loan

For the past many years, Trinity has been able to help people in need with the help of the “YEAR 2020 Loan.” The loan is available to help people with unexpected expenses, such as medical bills, car repairs, or other unexpected expenses. The loan can be used to help families in need, and it can be used to help friends and family members.

For more information about the “YEAR 2020 Loan,” please contact the church office.

LIFE AT THE MISSISSIPPI

Life at the Mississippi is the perfect place to live. The Mississippi River is a great place to enjoy the outdoors and to travel. The Mississippi River is a great place to fish and to canoe. The Mississippi River is a great place to enjoy the outdoors and to travel.

For more information about Life at the Mississippi, please contact the church office.

PROPORTIONAL GIVING

We respond to God’s call to be a partner in God’s work. The shared leadership and church board of directors are responsible for the overall management of the church’s assets and liabilities. Our church’s fiscal year is July 1 to June 30.

For more information about Proportional Giving, please contact the church office.

YOUR PLEDGE TO ST. JOHN’S

1. The church receives money from the diocese. Actually, we have helped the important and valued ministry of the Episcopal Church of Massachusetts through a sizable annual budget.

2. The church doesn’t need any money. The ministry of St. John’s funded by our annual operating budget is only possible because of your generous contributions. Without your money, we couldn’t do what we do.

3. The church gets most of its money from a few wealthy members. Nearly half of the gifts in 2017 were between $1,000 and $100,000. Every dollar offered to the church is important. Thank you for your support. We appreciate your generosity.

4. To pledge, you must physically enter our pledge card. Not true! You can pledge (with or without paying) online with just a few clicks at www.stjohns-lansing.org.

From Father Tim

Thank you for your kindness, your 2018 pledge to St. John’s. I can’t wait to see you in 2019 to thank you for your generosity, and to encourage you to support a worthy cause and institution. In the end, however, it is the Lord’s work being done. Thank you for your support.

Our Church

Our Faith

Our Future

For More Information

Please contact Stewardship Chair, Glenda Baker at 781-746-4624 or gbaker@patriot.net or speak with Father Tim. Thank you for your generosity and commitment to St. John’s!
Tips for Writing Stewardship Letters

1. Always write from the perspective of our need to give and not the needs of the parish.
2. Highlight the benefits of giving and the end result: how will my giving impact the lives of others?
3. Ask for the gift or the pledge three times in the letter copy.
4. Use short words and simple sentences.
5. Use underlining and "bold" print when needed but keep it to key elements of the letter.
6. Don’t bury the lead! Don’t make folks read the whole letter to find out why you are writing.
7. No copy is too long but it can be very boring. Despite what a stewardship committee may think, longer is better if you really have something to say.
8. If you have enclosures be certain to mention them in the letter.

Source: TENS: Suggestions for Writing Stewardship Letters
Pledge “Card”

PRACTICAL

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

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...”

Annual amount $_______

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

“By: Automatic Bank Transfer / Credit-Debit Card / Check by Mail / Offering Plate”
Fill Out Your Step Chart

A Revealing Breakdown of our Congregation’s Giving Patterns
(Find out Where You Are on this chart of Weekly Giving)

Will You Grow One Step This Year???
Planning

MONTH

1

2

3

- 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
  - LetterStuffers
  - Testimonials
  - Ambassadors
Stewardship Sunday – October 18, 2020

*Gospel Reading: Matthew 22: 15-22*

‘Give therefore to the emperor the things that are the emperor’s, and to God the things that are God’s.’ Bishop Stokes has suggested each congregation consider making October 18th a day for preaching on Stewardship. In the Gospel reading for October 18, Jesus affirms the all-encompassing reach of God's ownership. Everything we are and everything we have belongs to God. We are stewards of these gifts God has given to us, which include the gifts of our time, talents and treasure.
Other Considerations

- Clergy involvement can have tremendous impact!
- Hold a Ministry Fair and encourage commitments of time and talent
- Take advantage of your electronic giving program to gather commitments
- Ask for year-end special gifts — remember the CARES Act offers an extra gift deduction for 2020
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
Where are you in planning your Fall Stewardship campaign?
Do you plan on conducting a virtual campaign?
What challenges are you anticipating? What resources do you need?

ccsfundraising.com
ednj@ccsfundraising.com