



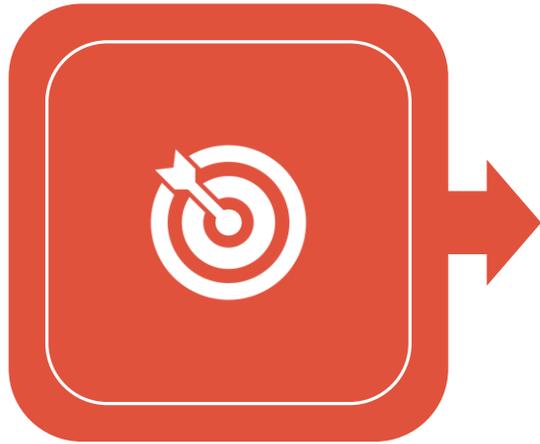
STEWARDSHIP, STABILIZATION, & SUSTAINABILITY

PREPARED FOR THE CONGREGATIONS OF THE EPISCOPAL DIOCESE OF NEW JERSEY

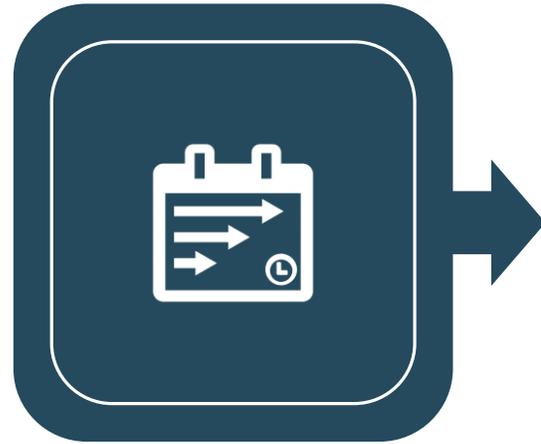
September 1, 2020



Stages of a Stewardship Campaign



1 DEFINING
THE GOALS



2 PLANNING



3 DELIVERING
THE PLAN



4 REPORTING
THE RESULTS

September is Here!

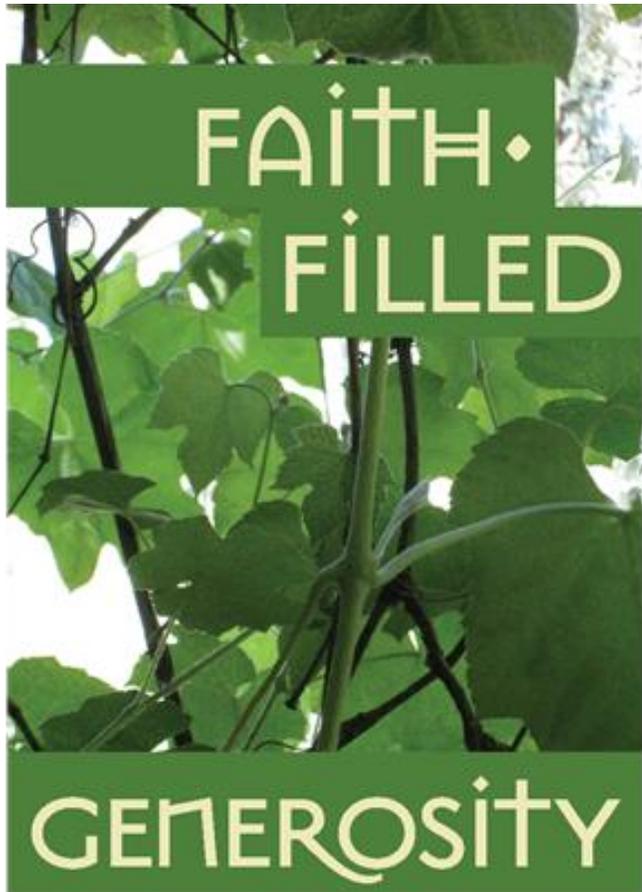
Refine Schedule

Finish Recruitment

Finalize and Print
Materials

Organize Volunteers

Plan Small Groups



**REIMAGINED
CONSECRATION SUNDAY**

STEWARDSHIP PROGRAM

Prepared for the Congregations of the
Episcopal Diocese of New Jersey

2020

Utilize Your Available Resources

Example Timeline

OCTOBER 11

Email

Announcement

Bulletin

OCTOBER 18

Introduction Letter
with Brochure

Announcement

Stewardship Homily
(Matthew 22:15-22)

OCTOBER 25 –
NOVEMBER 8

Testimonials and
Announcements

Small Groups /
Coffee Hours

Request Letter with
Pledge Card

NOVEMBER 15 –
NOVEMBER 22

All Pledges Received
and Reported

Thank You
Cards / Letters

Celebration of
Commitments

Follow-up

Recruitment

In identifying parishioners to recruit for the committee or as volunteers, consider the following criteria:

SPIRITUALLY MOTIVATED

- People of prayer
- Concerned about parishioners' relationship with God; not just about the needs of the church
- Eucharistic
- Grateful for their relationship with Jesus and acts on that gratitude
- Attends services faithfully

STEWARDSHIP AS A WAY OF LIFE

- Personally committed to stewardship as a way of life
- Volunteers their time in various parish and community activities
- Committed, regular, and generous pledgers

VISION FOR THE FUTURE

- Have the same understanding of Stewardship in a general way before they join and, more specifically, after they join and are educated
- Be able to develop a vision of where the congregation can be in 5, 10, or 15 years from now

QUALITIES FOR SUCCESS

- Accountable (they do what they say they'll do when they say they will)
- Persistent
- Optimistic
- Organized
- Patient
- Creative
- Excited to share their faith with others

Recruitment

Tips for recruiting leaders and volunteers:

Invite them to share their story

Explain why you think they are perfect for the role

Suggest they help just with this fall if time is a concern

Convey how important this year's campaign is given the current environment

Invite them to attend the next meeting and decide afterward

Introduction Letter

WHO	To members from the Rector/Priest-in-Charge or co-signed by the Stewardship Committee Chair
WHAT	A communication (letter/email) stressing the importance of stewardship in the individual lives of members and that of the church
WHEN	Distribute at the beginning or in the weeks leading up to the first week of the annual campaign
WHERE	By email or mail or both!
WHY	Serves as an invitation to prayerfully discern the gifts members have received and how they plan within the ensuing year to return those gifts proportionately, generously, and sacrificially in thanksgiving in service to their church

Consider accompanying your introduction letter with a case for support or brochure!

Sample Introduction Letters

Stewardship Sunday Is Coming Sunday, November 3

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, approved by the Mission Committee (Vestry), 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.

Stewardship is based on the biblical philosophy of the need of the giver to give 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 should pay dues, we will treat people like followers of Jesus Christ who want to give unselfishly as an act of discipleship. Stewardship encourages people toward proportionate 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 missionary, benevolent, and educational ministries in this 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 opposed 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 solicitation to ask people to complete cards. During morning worship our guest leader, Fr. Lee Powers, will conduct a brief period of instruction and inspiration, culminated by asking members to make their commitments as a **confidential** act of worship.

The Stewardship Committee as well as the Mission Committee (Vestry) 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



Like good stewards of the manifold grace of God, serve one another with whatever gift each of you has received. – 1 PETER 4:10

Date

Dear [family name/s],

When we set "Faith-Filled Generosity" as the theme for this year's stewardship campaign, none of us could have known what this year would be like. I need not remind you of the disruptions, losses, and anxieties that this year has brought to our communities, for we are all still living with the impacts. I can say, however, that although the coronavirus pandemic has tested our resolve, it has not tested our faith. We are stronger, more resilient, and more connected than we have ever been as a Church and as a community of neighbors. Thank you. Thanks to each one of you doing your part in your homes, workplaces, schools, neighborhoods, families, and here in our church.

Our stewardship and our mission this year have been focused on service. As we experienced some weeks of not being able to gather in person, the usual focus on weekly worship was spread throughout the week as we found ways to gather virtually, taking more time to pray for each other's needs and serve our communities. You used this time to discover, hone, and put to use the gifts you have received from our Creator God and to serve one another.

I have witnessed the countless ways that you have used your resources for the mission of the Church and to help each other. I have found it inspiring and hopeful as we plan our work together in 2021. This coming year, we will explore the way that our generosity is inspired by our faith, how we are formed and led into relationship with each other as we share our gifts with the world. This is what we mean by "Faith-Filled Generosity."

How will you discover and use the gifts you have been given to help our church this year? How will you hear the Gospel call to seek and serve Christ in all people, and respond with generosity? As I look at each family, each individual in our community, I realize that we are the stewards of God's manifold grace because we give to the world from what we have received.

This year, your stewardship committee will be sending you a packet with your pledge card and an appeal. I invite you to receive this with grace and prayer as you consider how you will share with God and God's Church from what you have received.

In the spirit of generosity and love,

Parish name
Address / Website / Phone



**The Parish of
St. Francis Episcopal Church
Dunellen, NJ**

FALL 2020

A PEACE OF LOVE

Stewardship in the Age of COVID-19

**Example Brochure
to Accompany
Introduction Letter**

**St. Francis Church
Dunellen, NJ**

Request Letter

WHO	To members from the Stewardship Committee, Chair, or Senior Warden
WHAT	A letter thanking members for their past generosity and asking for their continued support by completing and returning the enclosed commitment form / estimate of giving card by a specific date
WHEN	Distribute sometime during the three-week period leading up to the Commitment (Consecration) Sunday
WHERE	By mail - also consider preparing an electronic version of both the letter and a link to the estimate of giving card that can be emailed
WHY	Important for members to have the commitment forms in hand and on their minds as they hear the Stewardship sermon and testimonials leading up to the day forms are to be returned

Don't forget to include your commitment form/estimate of giving card/pledge card with the request letter!

It is also recommended to provide an envelope within which members can confidentially and easily return their completed forms.

Sample Request Letters

November 14, 2018

Dear Members and Friends of St. David's,

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. St. David's doesn'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 the work God has given us to do. If we have more, we can do more. If we have less, we are forced to do less. So, knowing how much your vestry can count on is very important. 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. If you were pledging \$20 a week two years ago and are still pledging \$20 a week, because of inflation the real value of your pledge is now only \$19. If we do the same year after year, we fall behind in terms of what we can accomplish at St. David's.

As we begin our 51st year, let us grow in faith. And with gratitude, let us reflect God's love to the world through offering up our gifts to do His work.

Faithfully yours,

Tena Achen



St Mark and All Saints Episcopal Church
429 South Pitney Road
Galloway, NJ 08205
609-652-6222
smasoffice@aol.com

October 13, 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 now to assist you in considering and planning your giving for the coming year.

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

Sincerely,

Vicki Sharp
Senior Warden

Reminder Phone Calls

Some congregations may choose/need to make phone calls once the letters are delivered in order to encourage responses by the requested date and to offer opportunities for questions and/or discussions about stewardship.

Hello, this is _____ and I am calling from (Parish). Can I please speak with _____?

I'm calling regarding the parish's annual stewardship campaign currently underway.

Have you received the letter from the Stewardship Committee yet?

Well the reason I am calling tonight is to remind you that this year's campaign will be very important, and we hope everyone in the congregation will pray about their commitment and be able to respond by _____.

Do you have any questions about Stewardship, this year's program, or about our goals for next year?

Testimonials

WHO

Stewardship Committee to identify and recruit prospective speakers early (now) – try to be diverse in how they experience the parish (social justice ministry, youth ministry, visited in hospital, inspired by music, art or architecture, moved by liturgical beauty, etc.)

WHAT

Personal testimonies, also known as “Ministry Minutes” or “Witness Talks”, presented as part of services during the campaign - these are opportunities for members to share how the parish has helped them in their life and Christian walk

WHEN

Brief 3-5-minute testimonials during pre-selected services

WHERE

Written and presented in various forms - printed in the bulletin/broadcast during services/uploaded to the website

WHY

Important for other members to hear the impact the church has on its members and surrounding community

Ask prospective speakers if they would be willing to speak on a predetermined subject or about stewardship in general and if they are free on (pre-determined Sunday) to speak at all services.

These can be live or pre-recorded depending on technical capabilities.

Sample Ministry Minute/Testimonial Outline

1 INTRODUCE YOURSELF

While many of your fellow parishioners will know you, some may not. Give a description of your family, the number of years in the congregation, etc.

2 PROPERLY DEFINE CHRISTIAN STEWARDSHIP

It is a response we make in gratitude to God for what He has given to us. It is an intentional, planned, proportionate giving of our time, talent, and treasure.

3 HOW DID YOU BEGIN PRACTICING STEWARDSHIP?

When did you first become aware of the concept? Did you have reservations? Be honest about your first reactions. People will relate to any feelings of “discomfort.” How did your family react to the idea? Was the initial “plunge” difficult? How did you go about it?

4 WHEN DID YOU BEGIN TO EXPERIENCE THE BENEFITS?

Speak of the effect that Stewardship has had on your faith life. Use anecdotes from your own family life if possible. How do you and your family give your time and talent? Were you able to give full tithe (10%) right away? If not, how are you working toward that goal?

5 URGE YOUR FELLOW PARISHIONERS TO GET INVOLVED

Invite the congregation to join you and your family in making a proportional pledge this year. Ask them to look at all that God has given to them and make a generous response to His many gifts.

Tips for Presenting Ministry Minute/Testimonials

The following are tips you speakers should consider in preparing their comments:

- ✓ **Prepare your personal remarks** so you are comfortable with them. Use your own style, wording, and delivery.
- ✓ **Write out your talk word for word first.** Then, if you feel comfortable with the approach, use notes of key words to guide you through your presentation so that it is more natural.
- ✓ **Rehearse your talk aloud.** If you just practice reading it silently, you won't have the same effect. If it is possible, practice it in the church when no one is there, using the sound system. Practice on your computer if you'll be recording or livestreaming your talk.
- ✓ **Be comfortable** enough with your material so that you can look up from your notes and make eye contact.
- ✓ In a large church, **remember to turn to the sides** occasionally to include everyone.
- ✓ **Have a glass of water in an unobtrusive place...**and use it if you need it.
- ✓ Above all, be **sincere, enthusiastic, and friendly.**

Some Do's and Don'ts for the Ministry Minute/Testimonials



DO

- ✓ Explain that Stewardship means giving the first fruits, not what was left over
- ✓ Talk about the personal need of each Christian to give back in gratitude for the blessings we continue to receive
- ✓ Say “Many of you know from your own giving experience that what I have told you is true” (acknowledging that you are not in this alone)
- ✓ Stress the sense of joy and fulfillment that comes to those who give God the first share of their time, talent, and treasure as a way of expressing their gratitude and trust in God
- ✓ Emphasize that it is important to set aside and make commitments for all three “time, talent, and treasure”



DON'T

- ✗ Talk in bargaining terms (e.g. “I give this much time or treasure and God gave me this in return”)
- ✗ Stress church needs or budgets
- ✗ Talk in dollar or time amounts: “If everyone could increase by \$1 a week” / “If everyone could give 3 hours per week”
- ✗ Use threats of possible consequences stemming from the failure to give: “We won't be able to heat or air-condition the church”
- ✗ Suggest that giving is an obligation

Delivering the Campaign Plan

EVENTS

- Small group Bible studies or facilitated group discussions on Stewardship
- Congregation-Wide Event
- Family-Friendly Education
- Check out the TENS Webinar on [September 12](#) (Virtual Events/Galas)

COMMITMENT SUNDAY

- The date by which everyone is asked to respond / confirm
- Offer “Amen” and “Praying” options
- Bring the commitment forms forward and offer a blessing of the commitments during services (or the following week)

FOLLOW-UP

- Thank You Letters / Notes
- “Last year but not this year” Letter
- Prioritize Follow Up to non-respondents
- Personal follow-up to non-participants - ask why
- Conduct a Survey

REPORTING

- Offer thanksgiving for the responses and for the efforts put in by your volunteers
- Host a virtual coffee hour to celebrate
- Share the results openly and often
- Every pledge, every dollar is a spiritual decision

Small Group Bible Study Format (TENS)



The Episcopal Network for Stewardship

The following is a suggested format from TENS on Virtual Stewardship Bible Studies:

- Opening Prayer: perhaps a prayer of thanksgiving or a prayer inviting the Holy Spirit to be present during the meeting and particularly the engaging scripture.
- Ask someone to read the passage the first time.
 - *Group Conversation: What word, phrase, idea, or sentence stands out for you?*
- Ask a different person to read it a second time, perhaps from a different bible translation.
 - *Group Conversation: What is God/Jesus/this passage saying to you?*
- Ask a third person to read it, perhaps from yet another bible translation.
 - *Group Conversation: What is God/Jesus/this passage calling you to do?*
- Close with prayer for each person, that each of you may become more and more the faithful, loving, generous stewards God calls us to be, that each of us may indeed respond to what God is calling us to do and to be.

Bible Study Suggestions (TENS)



The Episcopal Network for Stewardship

Genesis 1:27-28 We are made in God's image

Psalms 24 and 104 The world belongs to the Lord and all that is in it

Malachi 3:7-12 Robbing God

Matthew 3:1-12 What does our baptism mean for us as stewards?

Matthew 5:1-12 The Beatitudes and stewardship

Matthew 6:7-14 Praying the prayer Jesus taught us as stewards

Matthew 25:14-30 The Parable of the Talents

Mark 4:21-25 A Lamp on a Stand

Mark 10:17-25 The Rich Young Man

Mark 12:41-44 The Widow's Offering

Luke 12:13-34 The Parable of the Rich Fool

Luke 12:22-34 Where is your heart?

Luke 15:1-10 The Parables of the Lost Sheep and the Lost Coin

Luke 15:11-32 The Parable of the Lost Son

Luke 18:9-14 The Pharisee and the Tax Collector

Luke 18:18-27 The Rich Young Ruler

Luke 19:1-10 Zacchaeus

Luke 5:1-11, John 21:1-14 Two Fishing Stories

John 6:1-13 The Feeding of the 5,000

Colossians 3:12-17 Paul's guidance for living lives as God's Children

1 Peter 4:7-11 Stewards of the manifold grace of God

1 Timothy 6: 17-19 Be rich in good works

1 Corinthians 4:1 God loves a cheerful giver.

Thank You Letter

WHO To pledgers from Rector/PIC, Vestry, Stewardship Committee

WHAT Invite your vestry or stewardship team to write personal thank you cards to each family. Your Rector / Priest in Charge should write the thank you notes to first-time pledgers and those who have made a significant increase in their pledges.

WHEN Immediately as pledges are received and no later than a week after Commitment Sunday

WHERE By mail, in a #10 envelope and/or a note card

WHY People like to be thanked. More importantly, we must set an example as we encourage giving back out of gratitude by expressing thanks for all pledges received.

Expressing gratitude is a vital component in building a culture of generosity in your parish.

The thank you letter need not include the amount of the pledge - simply a thank you for supporting the ministries of the parish. In this case, the treasurer should send a formal pledge acknowledgement.

The Acknowledgement Process

1. The Vestry writes and signs an open letter **thanking the parish for the hard work, prayer, discernment and sacrifices** and (hopefully) reports that pledges have met the needs of the parish as discerned for the ministry budget of the next year.
2. The Rector takes a few working days of quiet solitude to write thank-you notes to parishioners, thanking them for their pledge. People like to be thanked. **People like to be thanked personally.** People consider this to be a very generous act on the part of their rector.

THANK YOU!!!! Thank you for the offerings you have made and are making to St. Mark's. Your offerings, of your time, of your God-given talents, and of your money, help support all that we do at St. Mark's. St. Mark's could do nothing without the faithful offerings of its members. Together, we are the Body of Christ. When we are giving, we are being the faithful people God calls us to be.

Our offerings bring about blessings on many levels. We are transformed, made new, through our offerings. We believe in a God who is generous. And we are created in God's image. So we are called to be generous as God is generous.

Our offerings also help to transform others. There would be no Godly Play without our offerings. And it is through Godly Play that young people learn about God, about God's love and generosity. And through that learning they are transformed.

There would be no J2A program or Rite 13 program without our offerings. And it is through those programs the next generation is transformed.

Without our offerings, we would not be able to give Open Pantry 4,700 pounds of food a year, as the people of St. Mark's did last year, feeding those in need who might go hungry otherwise.

William Temple, a former Archbishop of Canterbury once said, "The Church is the only society that exists for the benefit of those who are not yet members. A statement of your financial offerings for the first quarter is enclosed. Again, thank you for your offerings.

Yours in Christ,
The St. Mark's Stewardship Ministry Team



BREAKOUT DISCUSSIONS

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

