STEWARDSHIP, STABILIZATION, & SUSTAINABILITY

PREPARED FOR THE CONGREGATIONS OF THE EPISCOPAL DIOCESE OF NEW JERSEY

September 16, 2020
Stages of a Stewardship Campaign

1. DEFINING THE GOALS
2. PLANNING
3. DELIVERING THE PLAN
4. REPORTING THE RESULTS
September is Here!

Refine plan and timeline

Finish recruitment

Finalize and produce materials

Organize volunteers

Plan small groups
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
# Brochure

<table>
<thead>
<tr>
<th><strong>WHO</strong></th>
<th>To members as part of the introduction mailing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WHAT</strong></td>
<td>Single-page, tri-fold or multi-page document featuring spiritual and practical information about the parish and this year's campaign</td>
</tr>
<tr>
<td><strong>WHEN</strong></td>
<td>Distribute along with the introduction letter early in the program</td>
</tr>
<tr>
<td><strong>WHERE</strong></td>
<td>By mail and email – can also be posted on website</td>
</tr>
<tr>
<td><strong>WHY</strong></td>
<td>Allows for more information to be conveyed than by just sending a letter. Can help reinforce the importance of this year's campaign.</td>
</tr>
</tbody>
</table>

A brochure can be an especially helpful document for educating members, making the request, and giving emphasis to the annual campaign – especially if one hasn't been used recently.
Common Sections / Features

- Introduction / Request
- Mission / Vision / History
- Year in Review
- Goals for 2021
- Narrative Budget
  - Worship
  - Pastoral Care
  - Christian Education
  - Fellowship
  - Service/Outreach
  - Capital Upkeep
- Importance of Pledging
- Testimonials
- Ways to Give (including online)
- Tithe Chart and/or Step Chart
- Frequently Asked Questions
- Proportional Giving Worksheet
# Frequently Asked Questions

<table>
<thead>
<tr>
<th><strong>WHO</strong></th>
<th>To members as part of the introduction mailing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WHAT</strong></td>
<td>Questions and answers to commonly asked Stewardship or church matters</td>
</tr>
<tr>
<td><strong>WHEN</strong></td>
<td>Distribute along with the introduction letter early in the program</td>
</tr>
<tr>
<td><strong>WHERE</strong></td>
<td>By mail and email – as part of the brochure document or as its own stand-alone piece</td>
</tr>
<tr>
<td><strong>WHY</strong></td>
<td>Gives you another way to easily grab the reader’s attention and focus on key messages and facts</td>
</tr>
</tbody>
</table>

Consider creating a *Frequently Asked Questions* section in your brochure.

An FAQ is a great way to bring people’s attention to key points and areas you feel should receive additional attention.
Questions to Consider for the FAQ

• What is Stewardship?
• Is Stewardship all about money?
• Why do we pledge?
• How do I fulfill my pledge?
• How much should I give?
• What if I can’t meet my pledge?
• Is my pledge confidential?
• Why not give as I can through the offering plate?
• Doesn’t the church have enough money?
• Does the church receive support from the Diocese?
• Did the church get funding from the CARES Act?
• What is e-pledging?
Survey

<table>
<thead>
<tr>
<th>WHO</th>
<th>To members from Stewardship Committee and Clergy</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHAT</td>
<td>Brief survey about understanding of Christian Stewardship and reactions to annual campaign plans</td>
</tr>
<tr>
<td>WHEN</td>
<td>Distribute one at the beginning of the program and another once the annual campaign is completed and reports are being counted</td>
</tr>
<tr>
<td>WHERE</td>
<td>By mail and email – send paper versions to non-email households</td>
</tr>
<tr>
<td>WHY</td>
<td>Gives you a way to measure spiritual growth as a result of the annual campaign and/or year-round stewardship program</td>
</tr>
</tbody>
</table>

Consider using a survey to track your progress toward establishing a culture of grateful giving.

By conducting two surveys as a bookend to your program, parishioners can help you gauge the effectiveness of your messaging and plan for a year-round education program.
SYBUNT and LYBUNT Letters

<table>
<thead>
<tr>
<th>WHO</th>
<th>To non-respondents from Stewardship Committee</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHAT</td>
<td>Letter that specifically mentions prior participation in pledging and a request for them to consider pledging once again this year</td>
</tr>
<tr>
<td>WHEN</td>
<td>Immediately as pledges are received and no later than a week after Commitment Sunday</td>
</tr>
<tr>
<td>WHERE</td>
<td>By mail, in a #10 envelope along with a reply card and envelope</td>
</tr>
<tr>
<td>WHY</td>
<td>Sometimes people forget, but they may also need a reminder that their past support has been appreciated and that they are missed.</td>
</tr>
</tbody>
</table>

Personalizing the follow-up by acknowledging prior support can be an effective way to encourage response.

The SYBUNT and LYBUNT letters need not include the amount of previous pledges - simply a recognition that they gave last year or in a previous year and a request that they consider doing so again this year.
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).
Establish a Year-Round Stewardship Education Plan

<table>
<thead>
<tr>
<th>With New Members</th>
<th>During Sermons</th>
<th>In Children’s Messages</th>
<th>During the Offering</th>
<th>At Vestry Meetings</th>
</tr>
</thead>
<tbody>
<tr>
<td>In Quarterly Reports</td>
<td>At Annual Meeting</td>
<td>During Visioning</td>
<td>During Budgeting</td>
<td>Through Parish Communications</td>
</tr>
<tr>
<td>In Bible Groups</td>
<td>In Reports to Vestry</td>
<td>During Pastoral Visits</td>
<td>In Sunday School</td>
<td>During Confirmation Training</td>
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</tbody>
</table>
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?

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ednj@ccsfundraising.com