



# STEWARDSHIP, STABILIZATION, & SUSTAINABILITY

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PREPARED FOR THE CONGREGATIONS OF THE EPISCOPAL DIOCESE OF NEW JERSEY

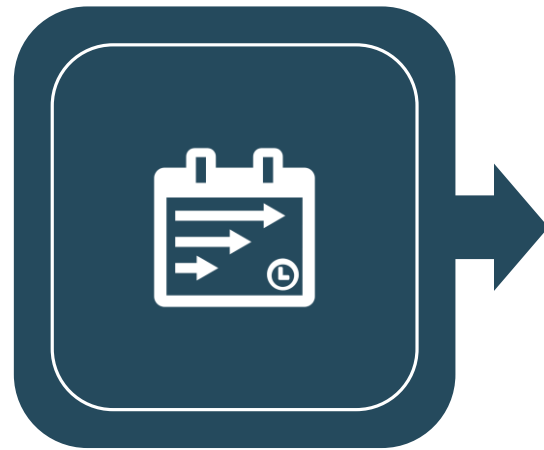
September 16, 2020



# Stages of a Stewardship Campaign



**1** DEFINING  
THE GOALS



**2** PLANNING

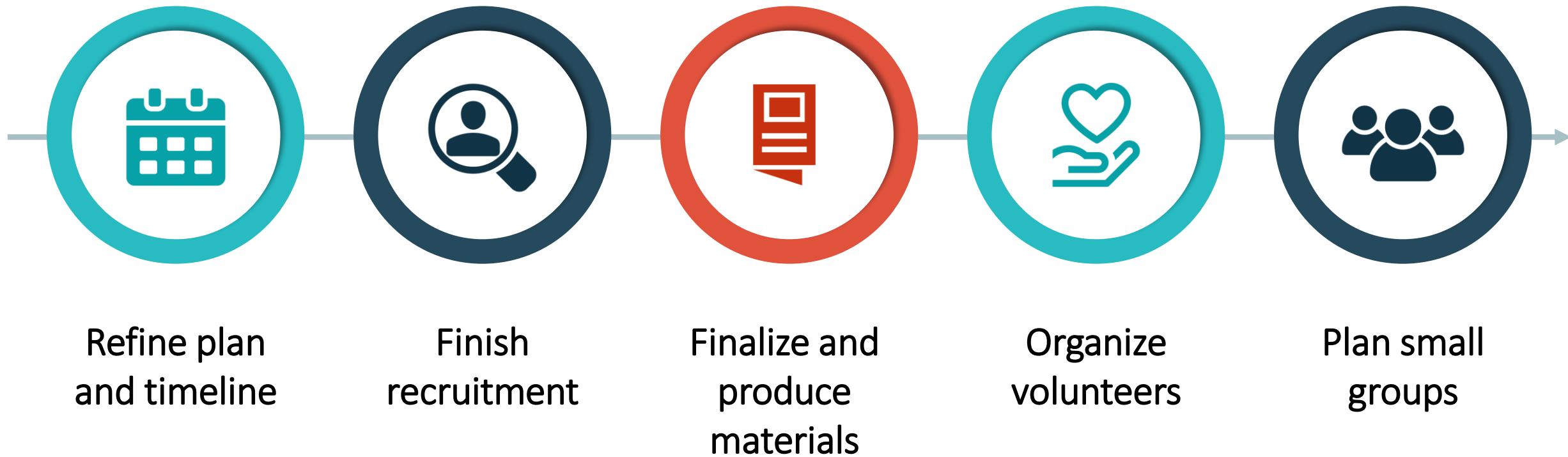


**3** DELIVERING  
THE PLAN



**4** REPORTING  
THE RESULTS

# September is Here!



# 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

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

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

Frequently Asked  
Questions

Ways to Give  
(including online)

Tithe Chart and/or  
Step Chart

Proportional Giving  
Worksheet

# Frequently Asked Questions

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

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

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

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

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

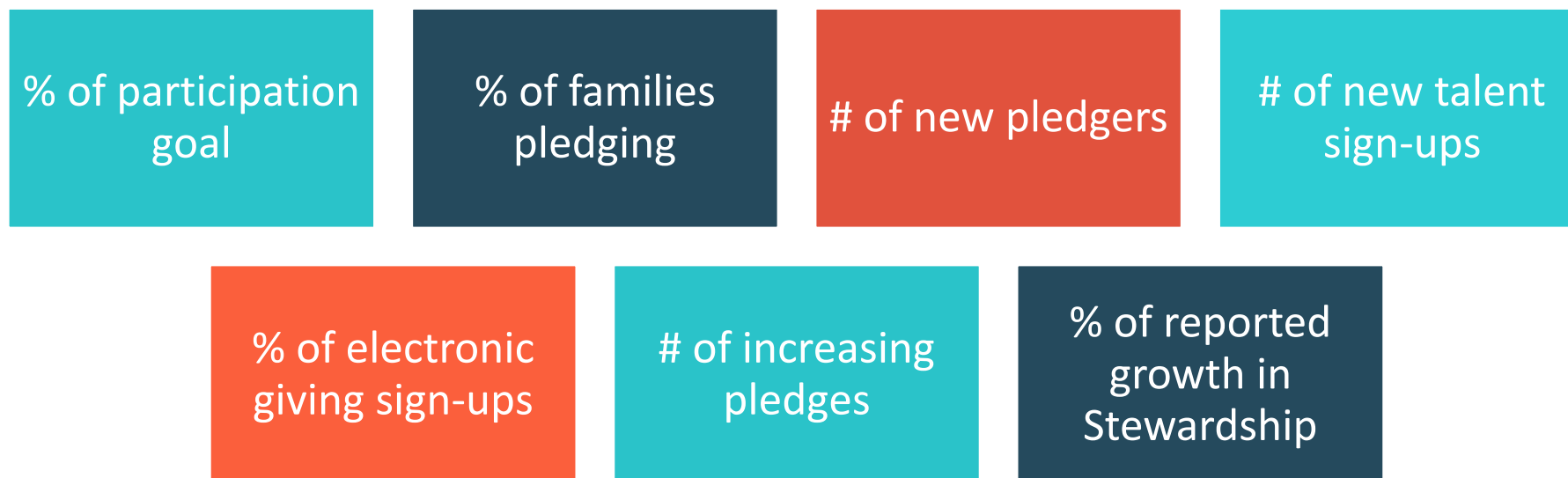
Personalizing the follow-up by acknowledging prior support can be an effective way to encourage response.

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

With  
New Members

During Sermons

In Children's  
Messages

During the  
Offering

At Vestry  
Meetings

In Quarterly  
Reports

At Annual  
Meeting

During Visioning

During Budgeting

Through Parish  
Communications

In Bible Groups

In Reports to  
Vestry

During Pastoral  
Visits

In Sunday School

During  
Confirmation  
Training



# BREAKOUT DISCUSSIONS

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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](http://ccsfundraising.com)

[ednj@ccsfundraising.com](mailto:ednj@ccsfundraising.com)

