STEWARDSHIP, STABILIZATION, & SUSTAINABILITY

PREPARED FOR THE CONGREGATIONS OF THE EPISCOPAL DIOCESE OF NEW JERSEY

September 30, 2020
Opening Prayer

1. October Activities - Stewardship Campaign

2. Parish Spotlights:
   - St. Peter’s Episcopal Church (Clarksboro)
   - Christ Church in the City of New Brunswick

3. Virtual Events

4. Breakout Group Discussions

Closing Prayer
POLL
Stages of a Stewardship Campaign

1. Defining the Goals
2. Planning
3. Delivering the Plan
4. Reporting the Results
October is Right Around the Corner!

Over the next two weeks, your congregation should be:

- Finalizing and producing materials
- Mailing/emailing announcement letter
- Recruiting testimonial speakers
- Planning reminder phone calls to parishioners
- Launching your Stewardship campaign!
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
POLL
Parish Spotlight:
St. Peter’s Episcopal Church
Clarksboro, NJ

Presented by:

Rev. M. Mantelle Bradley
Priest-in-Charge

Mary Duke
Rector’s Warden
Thank you for being a faithful contributor to the financial health of St. Peter’s. We appreciate your pledge. We have included the form below so you may seriously consider your next step in continuing to fund mission and ministry at your church for 2021.

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1. Find where you are on the chart below (the chart is based on weekly income/giving.)
2. Move one block left to find what 10% would be for you.

Thank you for your pledge of financial support for the private and ministries of St. Peter’s Episcopal Church for 2021. Below is a summary of your 2021 pledge. Please review the information for accuracy and contact Wayne Zister, People’s Warden, or Stewardship, if there is any discrepancy.

The Stewards, Warden, and Vestry are very grateful for the faithful support of members like you. Your pledge makes a difference!

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Wayne Zister, People’s Warden
For the Stewardship and Finance Committee
St. Peter’s Episcopal Church, Cranbrook
info@stpeterscranbrook.org
call 802-237-2923

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Parish Spotlight:
Christ Church in the City of New Brunswick

Presented by:

Mark McMahon
Stewardship Chair
October 3, 2020
Dear Christ Church Family,

This year has reminded us in so many ways of the strength and resilience of the Christ Church community. Even in the pandemic we’ve been able to support each other through prayer and acts of kindness. It’s been a challenging year, but we have never stopped—our faith in Christ has been a steadfast light through all of the darkness.

We hope you have found these opportunities to give through our pledge and service campaigns. The money collected has been used to support our community and our neighbors. We are grateful for your generosity and know that your gifts will be put to good use.

We are excited to announce that this year we will be launching our annual pledge campaign. Your support will enable us to continue providing for our community and to continue supporting those in need.

Thank you for your generosity and support.

In the spirit of generosity and love,

Sincerely,

Julie Cooper
Reverend's Warden

Peta Lowe
People's Warden

Christ Church in the City of New Brunswick
5 Patterson Street, New Brunswick, NJ 08901 | 732-496-9056 | christchurchnb.org
Dear Christ Church Family,

You hold the key to our success

As we move forward with the “new” normal and re-engage, re-enter and re-imagine Christ Church, you are the holders of the key to our future. Just as the first parisioners dreamt in the early 1700’s about establishing a physical presence to worship in New Brunswick, you are our critical success factor in re-defining our presence in the community.

During the past several months, you have welcomed us into your living rooms, kitchens, dens and other areas of your homes to worship and pray together spreading the Word of God to our quarantined communities, both here in New Jersey, and through electronic media, various other parts of the country and the world. We have had the opportunity to look each other in the face and not at the back of our heads and pray for those who have been devastated by the pandemic, losing their jobs, their health and unfortunately for some, their lives. We have laughed, we have cried, we have come even closer than we were before the crisis. We have grown as a congregation and spread God’s word further than the plot of land between Church Street and Paterson Street in New Brunswick.

We have changed, yet we have maintained our faith. Your outpouring of generosity has helped us continue, and may I say, expand our work with beneficiaries of the Food Pantry and Laundry Love. We have become involved with the Dignity Center providing hygiene kits and laundry packages to the homeless who use the Center to bathe. Women’s Spirit has maintained its spiritual work and the Tuesday night book club has started and finished more than one book and engaged in deep and at times silly conversations.

If anything we have realized that the church never closed. The physical structure may be empty of the congregation, music and song, but our mission has continued as we serve you our parishioners and the greater community. We are here, we are strong, we are you and your manifestation in the glory of our Lord Jesus Christ. And for this we thank you. It has not been easy for any of us, but like our ancestors we are not a congregation that shrugs challenges. We embrace them, learn from them and grow with them.

In 2020 we have shared with you the financial status of the parish in two letters, one shortly after the pandemic forced us to close the sanctuary and another in early August. We wanted to keep you informed of the challenges we are facing and the actions we are taking to mitigate the effects of the decline in revenues, particularly plate income and rental income. We informed you of the Vestry’s decision to maintain our staffing levels, because it was the right thing to do. We took steps to minimize unnecessary expenses and to defer or delay some church-related payments as allowed by the Diocese. Many of us have worked closely with other parishes on various Diocesan groups and I must say it is an honor to represent Christ Church’s parishes at these meetings. The communal support within the Diocese has only reinforced that we are on the right path to fulfill the mission that the Lord has given us.

We must admit that we have no idea what the future will bring. We are passing through global times that have never been faced before. What we do know is that with your help and support Christ Church in the City of New Brunswick will continue to be a beacon of faith and hope. We are asking you today to renew your support for our mission and ministries for 2021. Please look deeply and reflect on what you can do to help ensure the future of Christ Church. You hold the key to our success.

Soon we will be informing you on how the pledge process will be conducted this year, but today we just wanted to send you a message of thanks, gratitude and a “virtual hug” for all of your continuing support for Christ Church.

Sincerely,
POLL
Virtual Events

If your congregation relies on galas, auctions, or dinners for outreach fundraising, you should consider offering these virtually. According to Live Polls taken earlier this year:

- **95%** had to cancel / postpone fundraisers this year due to COVID-19
- **16%** had made plans to transition cancelled / postponed fundraisers to virtual events
Virtual Auctions and Events

A Few Creative Ideas

✓ **Make it mission related.** Be clear about what the funds are going for, if they are different from the general operating budget.

✓ **Invite representatives of the community** to appear virtually, especially if these are outreach-focused events.

✓ If using Zoom, **employ the waiting room** so that you can verify attendees have tickets or are a part of your community. When you let them in, announce them. “Here’s Jim and Mark! Everybody say hi!” “Here’s Jenny, looking great in her favorite flannel.” etc.
Virtual Auctions and Events (cont’d)

✓ Keep it short. When you gather in person, it’s easy to fill up a few hours with friends, food, and fashion. Online, respect people’s time, and keep it to two hours at the most!

✓ Make it as much like an in-person gathering as possible

✓ Cue music between slides or parts of the event to signal a change

✓ Use Zoom meeting, not webinar, so that people can see each other. Events are where people see friends. Use the chat for fun conversation and side talk.

✓ Special guests and videos should be of beneficiaries or grantees – in their own words (you can coach them)
What kinds of events can you do virtually?

**Talent shows!** Everyone can participate from the safety of their own homes. Use online tools in Zoom like **polls and voting** to give everyone a high score and a thumbs up!

**Dinners!** Choose a menu or options from a local catering company and have members pick up their meals or have them delivered, and eat together while you watch presentations about the mission or have fun together on Zoom.

**Craft fairs / Bake sales!** Show off your skills, and members use bidding or donation applications to win. Delivery is contact-less.

**Auctions, silent or live!** We’ll go over this in detail later.
Fund-A-Need / Text-to-Give

- **Competitive fundraising** is perfectly suited to virtual events.

- Fund-a-Need usually happens after an auction. **The goal is 100% participation** from your audience. Start high, work down.

- Allows your guests to see who is making a gift, inspires generosity or competition for a good cause.

- **Instant gratification** – donors make a gift and can see it add up.

As members of TENS, congregations get a discount to implement Tithe.ly’s Text-to-give platform.

Visit [https://tithe.ly/rp/tens/register](https://tithe.ly/rp/tens/register) to receive a $10/transaction discount on text-to-give.
Auction Considerations

Is this the year for an auction?

• Do we need more stuff?
• Do we have ethical or moral feelings about accumulating things with so much uncertainty around us?

Do you usually ask local businesses to donate?

• What does that look like in 2020?
• Idea: How can you help local businesses stay open / rebuild after a devastating year?

Auctions can be vibrant, fun, important fundraising events. This year, it’s even more important to keep them mission-focused.
Free Tools

EventBrite

• This is the best solution to run a virtual event if you are not using an enterprise platform that includes ticketing
• Doesn’t include auctions or donations
• Transaction processing included
• Completely integrated with FaceBook, Twitter, Instagram
• Set-up: Free
• All fees are passed onto the donor (5.5% or 7.5%)

ebay for Charity

• You must first register your church or ministry with ebay for charity. Verification takes 1-3 business days (allow for more in COVID)
• Free to use
• Payment integrated through PayPal
• Allows for direct selling and community selling – users can post their own items to sell, benefiting your ministry
Mid-Tier Level Tools

**BenefitEvents**
- Works with many back-end systems
- Payment processing included
- Mobile bidding is integrated
- Easy to procure and track items
- Does not include ticketing
- Set-up: $500
- Fee: 8% up to $25,000, 5% thereafter

**Auctria**
- Straightforward auction and bidding process
- Payment processing included
- Mobile bidding is integrated
- Check-out / payment is easy
- Does not include ticketing
- Set-up: $199 - $399, depending on number of auctions
- Fee: 0.5% on credit card transactions

**BiddingForGood**
- Fully integrated on website and mobile platforms
- Connected to your network – through promotion, but also to a national network if you make the items visible
- Sponsorship Portal
- Does not include ticketing
- Set-up: $249
- Fees: Depending on volume, they take a percentage to handle processing fees
BREAKOUT DISCUSSIONS

Are you on track in the planning for your Stewardship campaign?  
Where do you need the most assistance in planning your Stewardship campaign?  
Are you planning on conducting virtual events?  

ccsfundraising.com  
ednj@ccsfundraising.com