



STEWARDSHIP, STABILIZATION, & SUSTAINABILITY

PREPARED FOR THE CONGREGATIONS OF THE EPISCOPAL DIOCESE OF NEW JERSEY

November 11, 2020



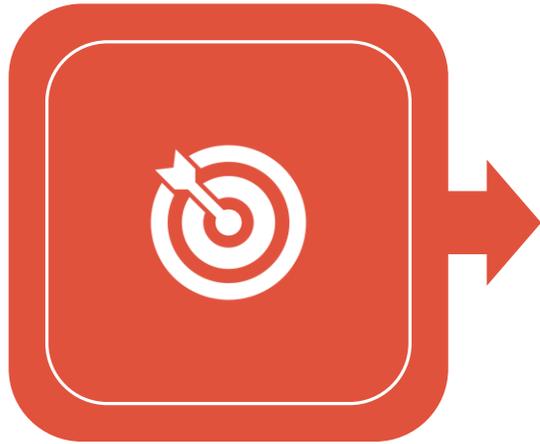
Agenda

Opening Prayer

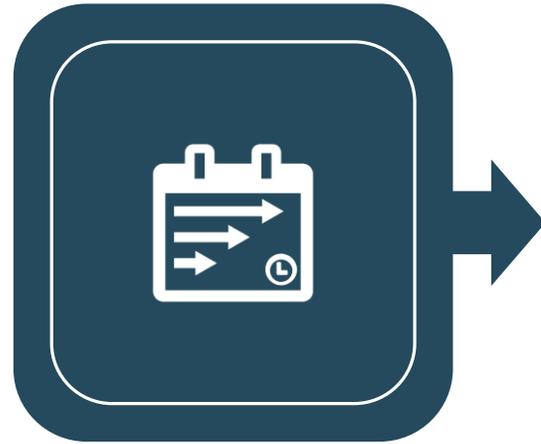
1. Commitment Sunday
2. Holistic Stewardship Planning
3. Year-End Giving Strategies
4. Discussion

Closing Prayer

Stages of a Stewardship Campaign



1 DEFINING
THE GOALS



2 PLANNING



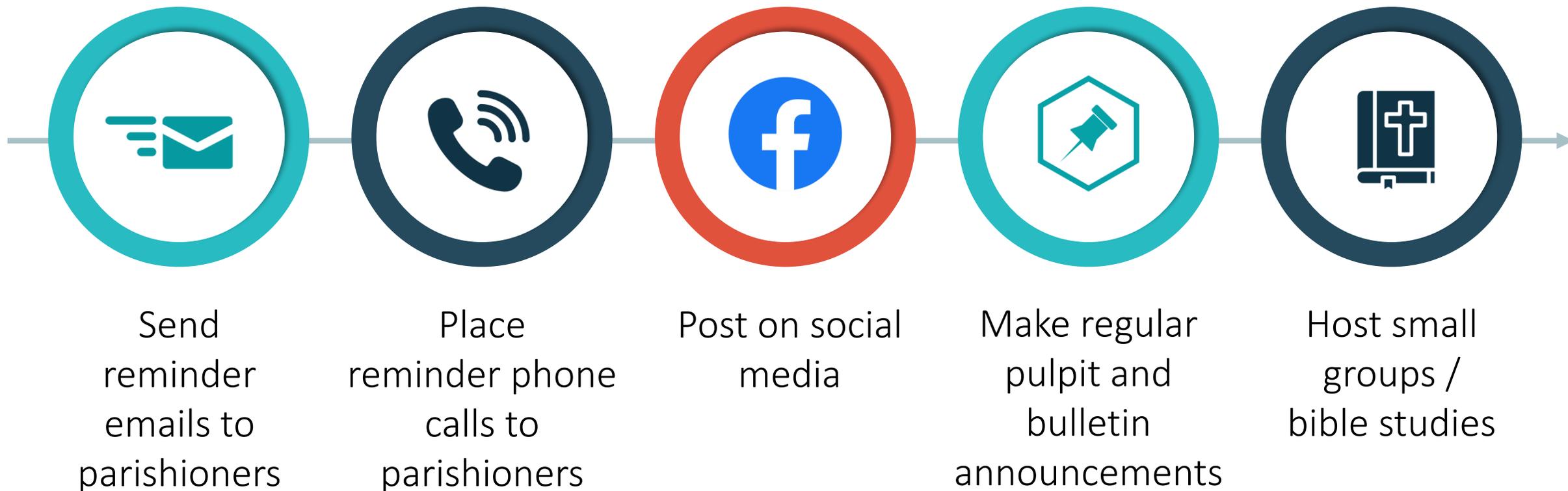
3 DELIVERING
THE PLAN



4 REPORTING
THE RESULTS

Ensuring a Successful Commitment Sunday

Continue to drum up awareness, participation, and excitement for the big day!



Holding a Successful Commitment Sunday

1

Make it a special moment



2

Involve everyone



3

Have online link available to the pledge form



4

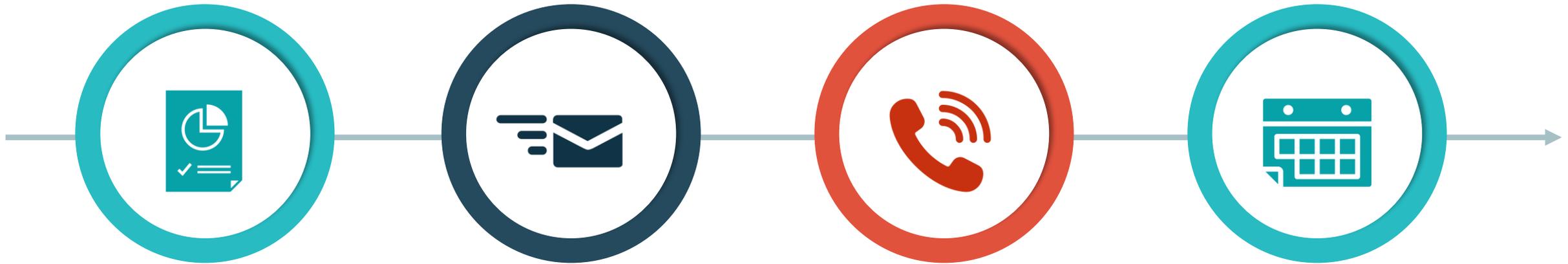
Ask everyone to complete a form



What are you planning to make Commitment Sunday a special moment for everyone?

Following Commitment Sunday

Thank everyone involved!



Collect and
report the
results

Send Thank You
and confirmation
letters to all
pledgers

Make phone calls
and send follow-
up letters to non-
participants

Form plan to
continue stewardship
education throughout
the rest of the year

Considerations for Holistic Stewardship Planning

Regular giving is part of the Christian way of life. Regular giving needs constant renewal.

The financial needs of the Church have not been solved even if they have been temporarily met. Without annual campaigns, the congregation may not be able to grow or meet missionary commitments.

Consistent, holistic education about stewardship is critical to renewal.

The frequency and intensity of stewardship communication in between campaigns will vary by congregation, but it is essential to decide on a year-round plan and to stick with it.

Maintaining Momentum

Keep your stewardship committee active. Meet regularly and charge them with:

- ❑ What activities can we plan for the New Year?
- ❑ How can we build enthusiasm for Stewardship at Annual Meeting?
- ❑ How can we incorporate Stewardship education into all aspects of parish life?
- ❑ How can we encourage greater commitments of time and talent throughout the year?

AREAS OF FOCUS

- Committee and Vestry Education
- Volunteer Opportunities
- Religious Education
- Adult Faith Formation
- New Members
- Bible Studies
- Small Groups
- Hospitality
- Activities and Events



Establish a Timeline

2021 Q1

JANUARY

- Thank you
- Lessons learned

FEBRUARY

- Annual meeting
- Reporting
- Next vision

MARCH

- Discernment
- Planning
- Homily

2021 Q2

APRIL

- Name team
- Write plan
- Education

MAY

- Set goals
- Communicate
- Homily

JUNE

- Events
- Celebration
- Education

2021 Q3

JULY

- Planning for Fall Appeal

AUGUST

- Writing
- Homily

SEPTEMBER

- Final Preparations
- Recruit
- Communicate

2021 Q4

OCTOBER

- Announce
- Mail
- Homily

NOVEMBER

- Testimonials
- Virtual events
- Commitment Day

DECEMBER

- Thank you
- Follow-up
- Share results
- Celebrate!

Thinking Beyond the Pledge

Recurring Donations

Capital Campaign
Requests

Planned Giving
Education

Major Gift Requests

Fundraising Events

Grants for Community
Outreach Work

Project Resource



<https://dioceseofnj.org/stewardship>

Resources:

Presentation 1: Where We Begin
Presentation 2: Introduction
Presentation 3: Annual Giving
Presentation 4: Major Gifts
Presentation 5: Planned Giving
Presentation 6: Next Steps

Handouts and More:

Resurrection Icon
The Spiritual Autobiography of Money
Intangibles Handout
A Collect for the Day
Wow Card Handout
Pledge Card Handout
My Tool Kit
The Rich Young Ruler Icon
The Rich Young Ruler Resource Text
Major Gifts: Sample Moves Management Tracker
Major Gifts: What Every Church Leader Should Know
Major Gifts: Nurturing vs. Selling
Major Gifts: Designing the Ask
Major Gifts: Top 10 Aspects of the Ask
Major Gifts: Sample Gift Chart for Capital Development
Major Gifts: Eight-Step Process Exercise
Major Gifts: Six Things to Remember When Considering a Capital Campaign
Major Gifts: Capital Campaign Planning Calendar (Macro View)
Major Gifts: Capital Campaign Readiness Assessment
The Myrrh Bearers Icon
Planned Giving Narrative Handout

Year-End Giving Strategies

GIVING TUESDAY

- Be present on social media.
- Make sure your online giving link is visible.
- Ask parish leaders to give early and share your posts.

SPECIAL CHRISTMAS APPEAL

- Your members are being asked for year-end gifts elsewhere – make your ask!
- Consider funding specific needs (feeding program, home-bound parishioner support, snow removal, etc.).

APPRECIATED STOCK

- Stocks are up 30% since March and gifting them to charity can help donors avoid capital gains taxes.

CARES ACT TAX DEDUCTIONS

- The 2020 CARES Act incentivizes charitable giving by increasing tax deductions for itemizers to 100% of AGI for charitable donations.
- Even non-itemizers can claim a \$300 deduction this year.

COVID Electronic Engagement Checklist

MUST HAVE

Website and Facebook page

Livestreamed services

Ability to generate regular e-blasts

Ability to receive pledges and pledge payments electronically

HELPFUL TO HAVE

Easy-to-Access online giving portal (such as Vanco)

Virtual meetings / small group / Bible studies / Sunday School / Coffee Hour

Ability to “pass the virtual plate” during services

HAVE IF YOU CAN

Ability to create and deliver regular video messages to congregation

Staff member dedicated to hosting livestreamed services, and posting videos online

Other social media channels



DISCUSSION

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

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