STEWARDSHIP, STABILIZATION, & SUSTAINABILITY

PREPARED FOR THE CONGREGATIONS OF THE EPISCOPAL DIOCESE OF NEW JERSEY

November 11, 2020
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!

- Send reminder emails to parishioners
- Place reminder phone calls to parishioners
- Post on social media
- Make regular pulpit and bulletin announcements
- Host small groups / bible studies
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
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<tr>
<th>Year</th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
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<td>FEBRUARY</td>
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<td>Thank you</td>
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<td>Discernment</td>
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<td>Planning</td>
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<td>Events</td>
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<td>Celebration</td>
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<td>Writing</td>
<td>Final Preparations</td>
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<td>Homily</td>
<td>Commitment Day</td>
<td>Share results</td>
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<td>Celebrate!</td>
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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
## 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?

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