Agenda

Opening Prayer

1. Upcoming Stewardship Activities

2. Parish Spotlight:
   
   *St. Augustine’s Episcopal Church – Asbury Park, NJ*

3. Digital Commitment Forms

4. Planning Virtual Events

Closing Prayer
Stages of a Stewardship Campaign

1. DEFINING THE GOALS
2. PLANNING
3. DELIVERING THE PLAN
4. REPORTING THE RESULTS
The Program is Underway

Over the next four weeks, your congregation should be:

- Preaching about Stewardship
- Mailing/emailing request letter and pledge form
- Making In-Person and Video Testimonials
- Placing reminder phone calls to parishioners
- Making regular pulpit and bulletin announcements
Parish Spotlight:
St. Augustine’s Episcopal Church
Asbury Park, NJ

Presented by:

Shirley Thompson
Stewardship Chair
As we look back on 2020, taking into consideration the numerous issues that face our nation may seem overwhelming at times, but we are people of both faith and God has blessed each of us. The pandemic prevented us from being able to worship together in a physical building, but that did not stop us. As people of faith, we met the challenge head on. Initially, we met by conference call and graduated to Zoom in a few short weeks. The lifting of some of the restrictions along with the One Call Now Phone Communication keeps everyone informed of the changes and we are busy church. Also, our 5th Annual Summer is posted on our website. This summer is a wonderful concept and generated weekly by one of our youngest church family members. This member is 50 years old.

Becoming a Zoom Jesus Church has aligned us with our faith mission by working with local, state, worship leaders at a church and see each other’s faces, share a conversation and help others, and meet our friends who we see in church. Our church cannot continue to be successful without your help. It is your time, talent, and gifts, both spiritual and financial that make the numerous ministries and outreach that we conduct through our church that makes it successful. It is your ability and willingness to share your time, talents, and gifts that set us apart.

WHAT IS PLEDGING?

Pledging is a covenant made between you and God to return to your church offerings, both financial and spiritual, to assist your church in expanding its ministry. Our Stewardship campaign which culminates at Commitment Sunday, October 25, 2020 is the date that we will collect for your pledge commitment. The coming year to God as an offering, for what he has done in our lives, for keeping us safe, but most of all for the blessings we know that he has planned for us. How do we know that he has already proven himself by blessing us in the past. If he did it before, as a community of faith and he will do it again. We are building for 100% participation by our members in this process to provide our church with the clear vision of how they can make for our church and the respective ministries.

WAYS TO PLEDGE

Please return your pledge card or before October 25, 2020 in one of the following ways:

- Mail to St. Augustine’s Church 9224 3rd Avenue, Asbury Park, NJ 07712
- Deliver your pledge card to the church office
- Email complete form to:
  diogene@staugdems.org
St. Augustine’s Episcopal Church, Asbury Park
Our Commitment to Time, Talents, and Treasures 2021

It is your time, talents, ideas, and gifts, both spiritual and financial that make the numerous ministries and outreach that we conduct through this church that make it successful. It is your ability and willingness to share your time, talents, and gifts that we call stewardship.

Please Print

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| CHRIAN EDUCATION
  Leader
  Small Groups (adult study)
  Youth Leader Events |

| PASTORAL CARE
  Leader
  Visitor/ caller/home communion –
  For shut-ins
  Telephone (staff, new/community) |
  Lay Eucharistic Minister |

| FELLOWSHIP
  Coffee Host
  Special event (planning/serving/clean-up)
  Decorating/getting supplies Youth |

| PROPERTY
  Grounds maintenance team
  Buildings maintenance team
  Supplies Inventory (monthly) |

| OFFICE
  Office Volunteer
  Special production/distribution (directories, mail-out, brochure) |
  Website, Facebook, Bulletin etc. |

| SUNDAY SCHOOL
  Assistant
  Clean-up (once a month)
  Volunteers |

| WORSHIP
  Altar Guild
  Acolyte
  Lay Reader |
  Chalice Bearer |
  Flowers |
  Choir |
  Play an Instrument |
  Usher |
  Worship Committee |

St. Augustine’s Episcopal Church, Asbury Park
2021 Pledge Commitment

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Building and Grounds

| OPTIONS FOR MAKING COMMITMENT
  Download commitment form
  Attention: Diane Felsenthal
  PO Box 245, Asbury Park, NJ 07712 |
  Email completed forms to
  staugustinestewardship@gmail.com |

MAKE PAYMENT VIA:
  • Check or Cash
  • Cash App
  • Electronic Funds Transfer (EFT) |

A REVEALING BREAKDOWN OF OUR CONGREGATION’S GIVING PATTERNS IN 2020

FIND WHERE YOU ARE ON THIS CHART
(your weekly giving includes pledge and maintenance)

| 1 | $201+ per week |
| 2 | $151-$200 per week |
| 3 | $101-$150 per week |
| 4 | $51-$100 per week |
| 5 | $41-$50 per week |
| 6 | $21-$40 per week |
| 7 | $11-$20 per week |
| 8 | $6-$10 per week |

WILL YOU GROW ONE STEP THIS YEAR?
Digital Commitment Form Options

**Set Up a Google Form**  Create a Google form for potential donors to populate their basic information. Send a link to the form via email, paste it into Zoom chat or FacebookLive chat, or put the link on your webpage.

**Send an e-survey**  Use e-survey provider to capture basic pledge information. Send a link to the survey via email, paste it into Zoom chat or FacebookLive chat, or put the link on your webpage.

**Use Vanco or Other Online Giving Vendors**  to capture recurring gift information.

**PDF Form**  Convert pledge sheet into a PDF form for donors to complete and press submit when populated. Email as attachment or make available for download.

**Web Page Form**  Create a custom form on your webpage and send link to donors to complete basic pledge information.
Creating a Digital Commitment Form

✓ Keep it simple
✓ No credit card information! (except if going through your online giving program)
✓ Get Their Response:
  - Already Turned In
  - Yes
  - Need More Time
  - No
✓ Capture Key information:
  - Name
  - Address
  - Total Pledge Amount
  - Payment Frequency
  - Payment Method
  - Desired Reminder Schedule
  - Please send me information on how to...
Google Forms

- Requires Google account
- Create from scratch or use a template
- Looks like a webpage
- Donor clicks on each field to populate
- Once complete, donor clicks “Submit”
- Form is automatically returned
My Pledge for 2021

Digital Pledge Form
* Required

Please Select one of the Following Responses

- Yes - I am making my pledge here
- Amen - I've already turned in my pledge
- Praying - I need a bit more time to make my decision
- Prayers - I'm sorry but I cannot pledge at this time
PDF Forms

Requires Adobe Acrobat

Convert existing Word document into form

Adobe identifies form fields

Donor clicks on each field to populate

Once complete, donor clicks “Submit”

Form is automatically emailed back
Pledge Commitment for Year 2015

Name ________________________________
Address ______________________________
Phone ________________________________
Email ________________________________

Accept this pledge as a symbol of our/our commitment to follow Jesus through the intentional practice of giving.

We offer this pledge in gratitude for all the ways this community supports me/us in following the Way of Jesus.

In faith and prayer my/our commitment is $ ______ to be given ___ weekly \_ \_ monthly \_ \_ quarterly \_ \_ annually

So ________________________________
Pledge

Accept this pledge as a symbol of my/our commitment to follow Jesus through the intentional practice of giving.

I/we offer this pledge in gratitude for all the ways this community supports me/us in following the Way of Jesus.

In faith and prayer my/our commitment is $_________ to be given: [ ] weekly [ ] monthly [ ] quarterly [ ] annually

to__________________________

Name__________________________
Address__________________________
Phone__________________________ Email__________________________

Walk the Way
The Episcopal Network for Stewardship
Survey Monkey

Create free or premium account

Use template or create from scratch

2,400+ fields to choose from

Donor clicks on each field to populate

Once complete, donor clicks “Submit”

Survey response automatically emailed back

CREATE A SURVEY
How would you like to get started?

Start from template
Choose from our library of ready-to-use survey templates.

Start from scratch
Build your survey from scratch or copy and paste a survey that you've already written.
Name your survey

2020 Stewardship Commitment Form

Form or application

- My questions are already written.

Choose how to collect responses
- Purchase a panel
- Use my own contacts

Choose a survey format (Optional)

- One question at a time (Automatically scroll to the next question)
- Classic (Show all questions on a page at once)
- Conversation (BETA) (Turn your survey into a chat conversation)

Which format is right for me?

CREATE SURVEY
How would you like to collect responses to your survey?

Choose a collector from the options below to send your survey and get responses. Learn more

- **Send by Email**
  Create custom email invitations and track who responds using SurveyMonkey’s email system. Send follow up reminders to those who haven’t responded.

- **Get Survey Link / Share a Link**
  Copy and paste your link and share instantly. Works great with features like scheduling a recurring link, multiple responses, and tracking custom variables.

- **Buy Targeted Responses**
  Find people who fit your criteria from our global panel of respondents. Select region, age, gender, income, and more.

- **Post on Social Media**
  Post your survey on Facebook, LinkedIn, or Twitter.

- **Share in Messenger**
  Let others take your survey directly in Facebook Messenger.

- **Embed on Website**
  Embed your survey on your website or a link to your survey in a popup window.
Website Forms and Online Giving

Stewardship Payments to Grace Church

Donate safely here. Thank you.

Possible, please add 5% to your donation to cover the cost of processing your online giving. This will ensure that your full and intended amount is available.

My Stewardship / Estimated Giving Pledge

Recurring

- One Time
- Weekly
- Monthly
- Quarterly
- Yearly

Envelope Number (If Known)

Total: $0.00

Confirmation

Name *

First

Last

Prince of Peace Episcopal Church

Click here to Support

- Amount
- Frequency
- Start Date

Add to Basket

Stewardship Pledge / General Operations

As stewards (managers on God’s behalf), we are called on to look at all that God has blessed us with and give something in thanksgiving in return. We are most grateful for any financial support you can provide to the general operations at Prince of Peace Episcopal Church. We are most appreciative for those who are called to prayerfully consider to commit to a sustaining pledge to our Church. Blessings, thanks and peace.
Commitment Sunday

KEYS TO SUCCESS

• Ask everyone to complete a form (even if they already sent it in)

• Walk them through the process of filling out their form

• Keep it brief – the time for preaching and educating was the last five weeks. Today, it’s all about the decision.

• Collect the forms immediately from those in person.

• Ask those worshiping online to enter “Amen” in the chat once they’ve submitted theirs.
Posting Links to Commitment Form on Livestream

**Zoom** Paste link in chat

**Facebook Live** Put in description and paste link in chat

**YouTube** Put in description and paste link in chat
POLL
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 to receive a $10/transaction discount on text-to-give
Planning an Event

1. Set the date, pick the theme, get out the information
   • If you have a committee for this, recruit them and set them to task in your usual timeline

2. Review and select your technology
   • Ticketing and Promotion
   • Auction software
   • Donation or Text to Give software

3. Promote and sell tickets
   • Promote your event on your Facebook page, Twitter feed, or Instagram feed
   • If you are doing an auction, feature items on social media that will be auctioned – build the hype
During the Event

**4 Launch event**

- Gather on your conference platform, **have fun** as people arrive
- **Set a waiting room** so that you can admit people who have purchased tickets or who are known to your community
- Keep the addresses or speeches **brief**, especially if there are multiple speakers
- If you have produced an **inspirational video**, show it
- Keep the **chat function open** so guests can talk with each other

**5 Run your auction**

- Take **good photos** of your items and write interesting / catchy descriptions
- Create your auction using the **technology with your selected platform**, setting minimum prices and bid minimums (e.g. $50 opening, with $10 increments)
- **Make it interactive** – you’re on a web conference. Have fun. Bark up the expensive items. Use humor to increase bidding.
Closing an Event

6 Set up Fund-a-Need / Text-to-Give

• After a fun and successful auction, there may still be some money left to collect
• Set-up a Text-to-give campaign
• Be energetic! Be confident! Don’t be shy! Ask for those gifts - it’s all going to a good cause!

7 End with gratitude

• Acknowledge everyone for being there, for their donations, and for their hard work.
• Make sure your donors know that nearly 100% of their funds will go to mission. With a virtual event, there was very little overhead!
• Give them next steps or ways to continue to connect to your mission and ministry
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
ednj@ccsfundraising.com