



STEWARDSHIP, STABILIZATION, & SUSTAINABILITY

PREPARED FOR THE CONGREGATIONS OF THE EPISCOPAL DIOCESE OF NEW JERSEY

October 27, 2020



Agenda

Opening Prayer

1. Upcoming Stewardship Activities
2. Reporting the Results
3. Sample Post-Commitment Sunday communications

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:



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

Preparing for
your Ingathering
/ Commitment
Sunday

POLL

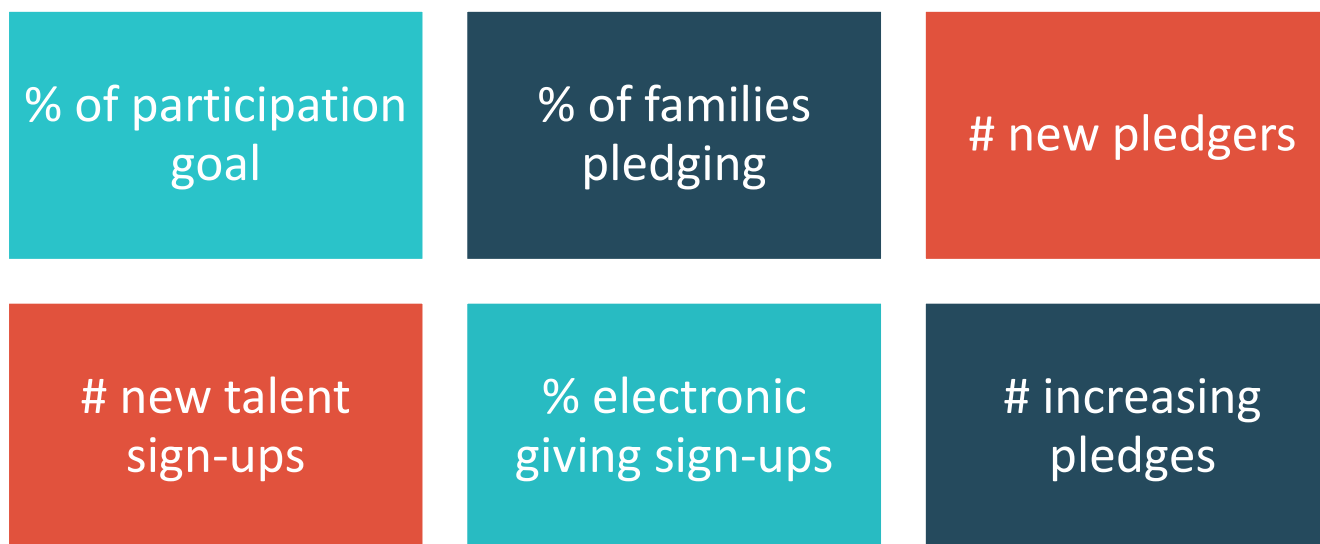
Preparing for Commitment Sunday

- This coming Sunday, {DATE}, will be our {Ingathering / Commitment} Sunday, the day we will fill out our 2021 pledges together.
- You may be asking how we are going to fill out our pledge cards together in a mostly virtual setting. Good question! We will be mailing and emailing pledge cards this week, and there will be several ways to record your pledge:
 - ✓ Those attending the in-person service can **fill out their pledge card during the service and place it on the altar** during the service.
 - ✓ Those that cannot attend in person are invited to respond either by **using the online form that was emailed to you and on the church website, or by mailing your pledge card back to the church.**
 - ✓ Everyone is invited to stop by the church courtyard on Sunday afternoon between **1:00 and 3:00 where a small celebration will greet you!** You can drop off your pledge card, say hello, and pick up some cookies. Please wear your mask and be ready for socially-distant socializing! If you prefer to stay in your car, simply pull up to the curb, roll down your window, and a volunteer will take your pledge card and hand you a goodie bag.
- Regardless of which method you choose to respond, it is important that we respond together this Sunday to show our unity as one body in order to serve the needs of today and stay prepared for a full return.

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).



1

DEFINING
YOUR GOALS

2

PLANNING

3

DELIVERING
THE PLAN

4

REPORTING
THE RESULTS

Reporting the Results

WHO	From Stewardship Chair and/or Priest-in-Charge to members of the congregation
WHAT	Public “Thank You” and reporting of results
WHEN	Following Commitment Sunday
WHERE	<ul style="list-style-type: none">• During announcements• On the website• In the bulletin• On social media• At Annual Meeting / in Annual Report
WHY	Celebrate the results and encourage others who have not participated yet to do so

HOW:

- Recognize committee and lay witness speakers
- Share goal and progress made toward goal
- Illustrate impact of their generosity
- Explain follow-up steps
- Prepare for wholistic Stewardship approach

For 2019, the Stewardship Committee planned and carried out the annual campaign which began on Sunday, September 29 and formally concluded on Sunday, November 24 which we designated "Thanksgiving Sunday" in recognition of the many pledges we received from our faithful parishioners. Members of the Stewardship Committee include Dawn Carter, Florence Ellen Cowden, Jane Martin, Watson Barnes, and Bill Bivins. Assisting the committee were Cookie Cantwell and Chris Hamby. The committee chose the stewardship campaign theme, "Forward in Faith: A Time of Transition, A Time for Recommitment". This theme was chosen to emphasize the importance of stewardship in providing commitments of time, talent, and financial resources so that the parish can continue its mission and ministry during this time of transition. But the theme also emphasizes stewardship as an important part of our personal faith journey.

Our goal this year was to secure pledges from every parishioner or family, no matter the amount, so that we could have 100% participation in this important effort in support of the parish. At Sunday services during the month of October, stewardship homilies were delivered by our clergy and by guest clergy Jim Hanisian, and by Reid Murchison who presented three very thoughtful and inspiring sermons. We were also blessed to have stewardship messages in *The Grapevine* on the Sundays from September 29 to November 17 from parishioners Brenda Wolff, Coleman Burgess, Betsy McDonald, John Murchison, Jane Rippy, Sheila Osann, and Florence Ellen Cowden. Their stories and their inspirational words were very meaningful and much appreciated. Follow-up activities will include sending thank-you notes to those who have sent in their pledges, and further reminders to those parishioners who have not yet sent in their pledges.

If you have not yet sent in your pledge, it is not too late—we need everyone's participation. The Stewardship Committee would like to thank the clergy, staff, and parishioners who helped us with this campaign, with special thanks to the parishioners who have so generously contributed this year to the mission and ministry of this great parish.

Reporting the Results

Pledge Thank You Letter

Dear <personalize>,

Thank you so much for your commitment to (Parish) for 2021. This has been a trying year for (Parish) and our parish families, and the response we have seen to our fall appeal the past few weeks has been truly inspiring.

Our goal for this year's fall stewardship campaign was to receive commitments from #% of (Parish) families, and I am pleased to share that we are now at #%. As we head into the New Year, it is comforting to now that we will be able to invest in mission, ministry and programing with the faithful backing of so many great stewards.

Thank you once again for your commitment to (Parish) and for helping us enter 2021 with the resources necessary to furthering God's Work in (Town) and beyond.

Pledge Confirmation Letter

Dear <Personalize>,

Thank you for your financial commitment to (Parish) for the coming year. Our fall stewardship campaign was a success, and the results are being tabulated. A full report will be available after the first of the year.

According to your commitment form, your total financial pledge for the coming year is \$____, payable at (\$____per week), (\$____per month), (\$____per year). If this is not correct, please notify the church office as soon as possible.

Offering envelopes will be available beginning Sunday, (date). If you have not already done so, please consider using our online giving program or your bank's bill pay system to set up an automatic contribution.

We are delighted to know that you are actively supporting (Parish's) mission and ministry.

Non-Participant Letter

Dear <Personalize>,

Thank you for your financial commitment to (Parish) in 2020.

Our fall stewardship campaign was a success, and the results are being tabulated. A full report will be available after the first of the year.

We do not find a financial pledge recorded for you for the coming year. While we wish to assure you that whatever financial support you offer is appreciated, we also hope that you will consider making a pledge.

The Vestry does not prepare the budget for the coming year until it knows the financial resources it can expect. Our pledges provide the vestry with this information. If every member of the parish makes a pledge, the Vestry will be able to prepare a budget that represents the most accurate estimate of what our parish financial resources will be. With those estimates in hand we will be able to plan for (Parish's) mission and ministry next year with confidence.

We hope you will prayerfully consider making a pledge.

I am glad that you are a part of (Parish's) mission and ministry. And do know that we are always here for you.

POLL



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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