

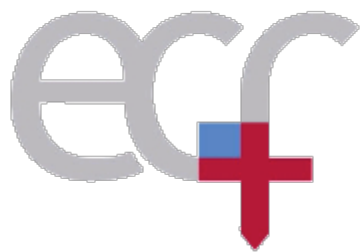


Volunteer Recruitment for Stewardship

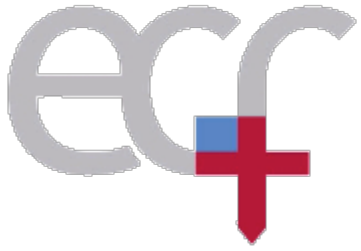
An Introductory Webinar

Erin Weber-Johnson, Program Director

May 6, 2015

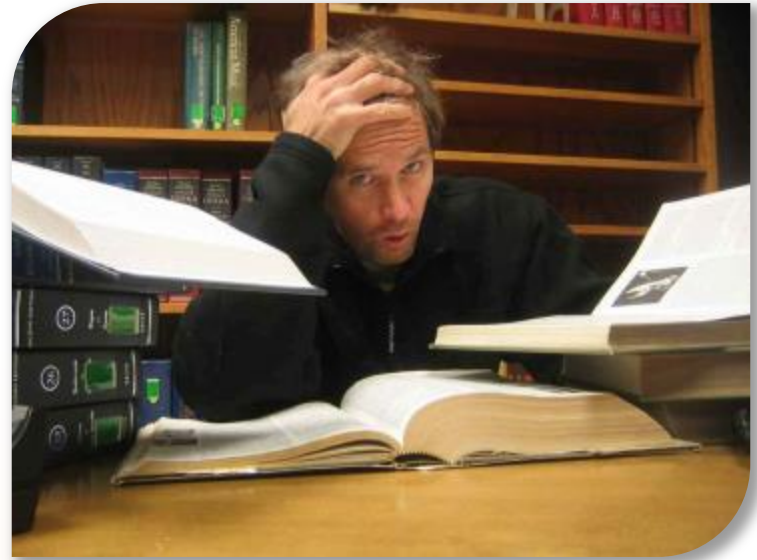


Strengthens the leadership and financial capabilities of Episcopal congregations, dioceses and communities of faith to pursue their mission and ministry



What We'll Cover

- Quick theology of volunteerism
- Landscape of non-profit volunteering
- The role of impact on recruitment
- How to effectively plan for volunteers
- Successful recruitment practices
- Say Thank you!





A Spirituality of Fundraising

(Upper Room Books-2010)

“People have such a need for friendship and for community that fund-raising has to be community-building. I wonder how many churches and charitable organizations realize that community is one of the greatest gifts they have to offer. If we ask for money, it means we offer a new way of belonging.”

Henri J. M. Nouwen



Theology of Volunteerism:



Vocation or calling:

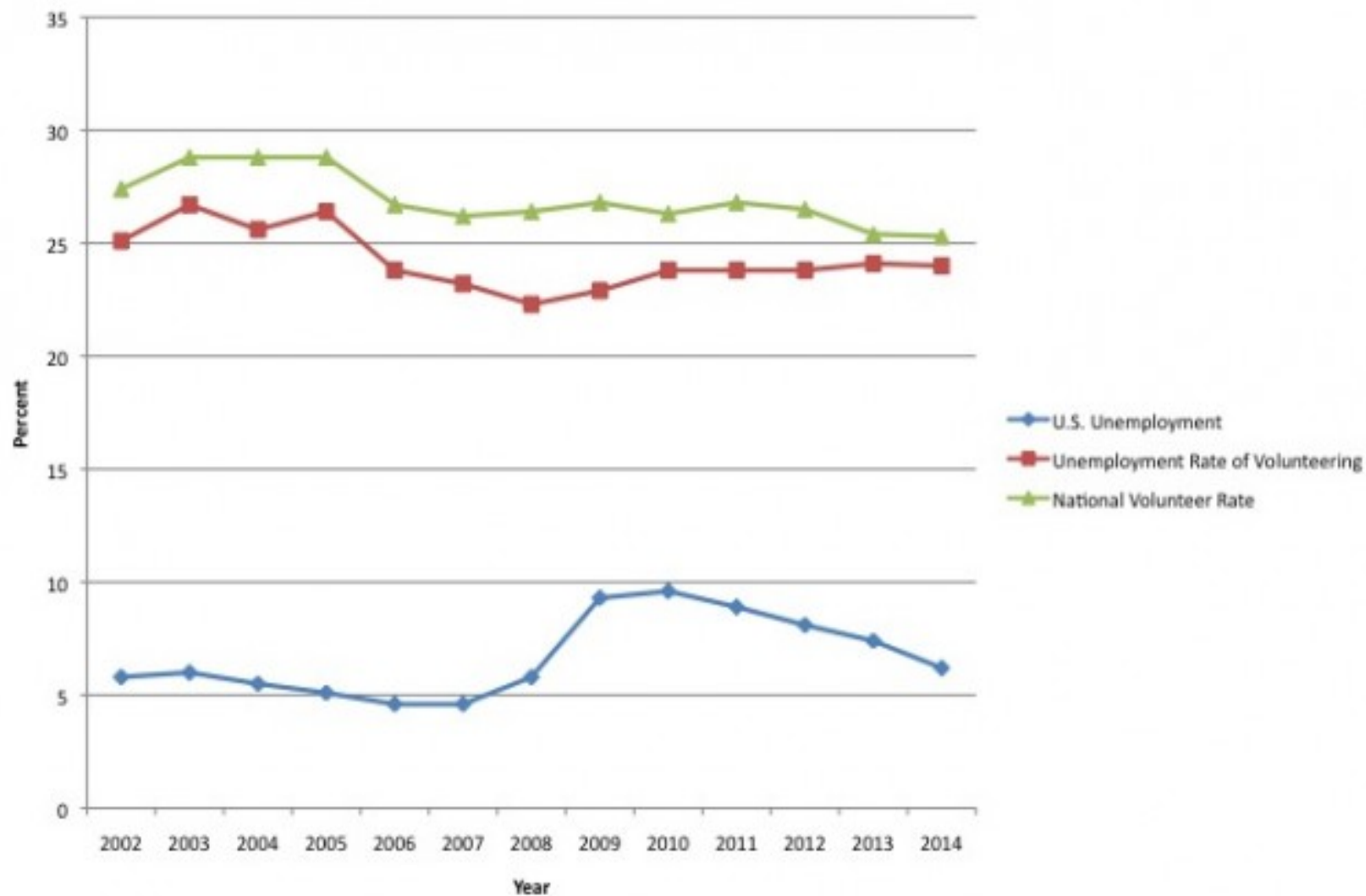
“that place where the world’s great need and your deep hunger meet.”



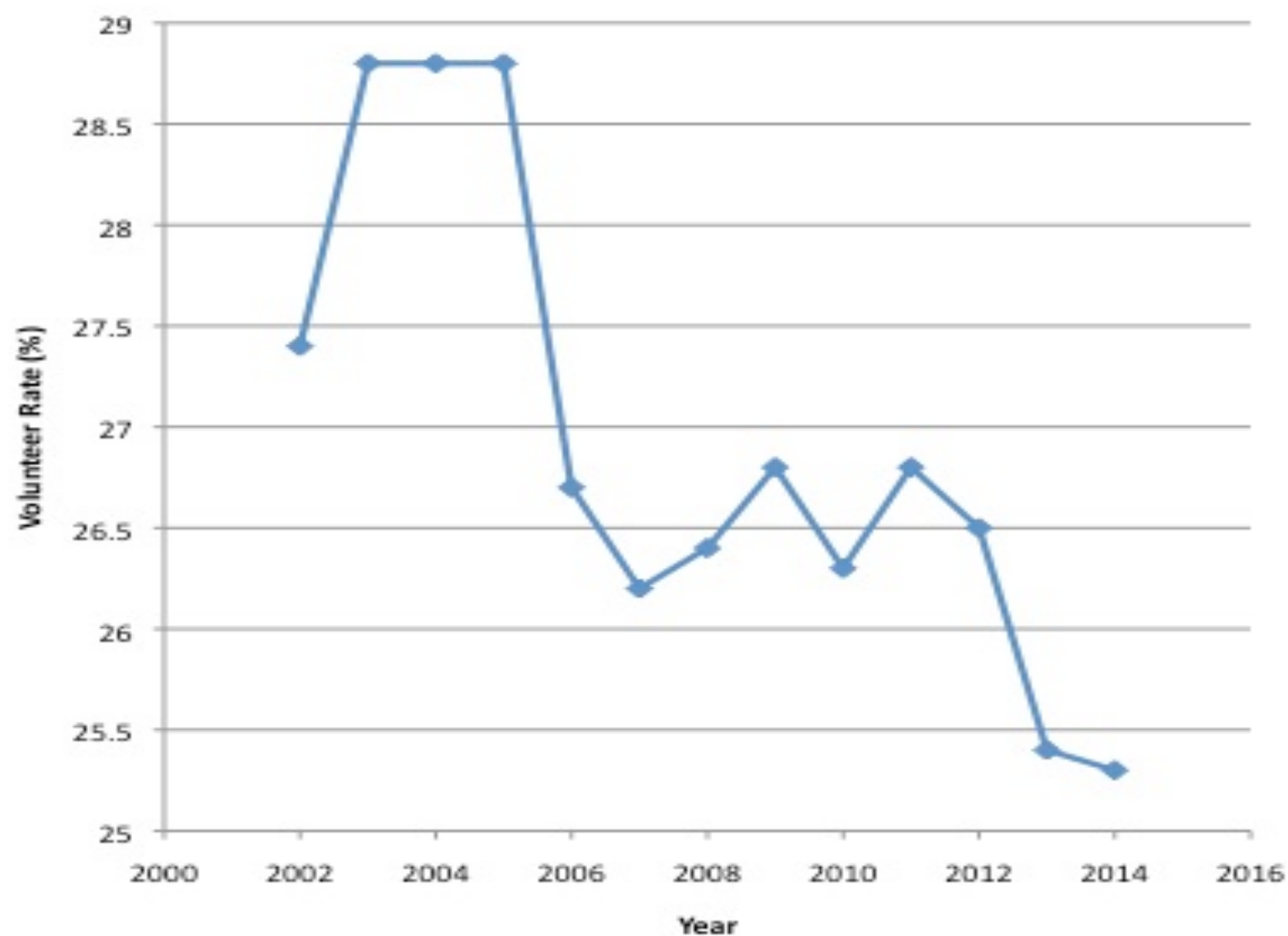
What does Justin Timberlake have to do with volunteering?



Unemployment Rate and Rate of Volunteering



Percentage of U.S. Volunteers, 2002-2014





Economy's counterintuitive connection

- You are more likely to volunteer if you are employed than if you aren't
- the data show that states with higher rates of unemployment tend to have *lower* rates of volunteering.

The most important thing separating volunteers from non-volunteers is **NOT** free time.



The role of meaning making and impact



Workers who find their jobs meaningful are more engaged and less likely to leave their current positions



Communicate Impact



Why is your Stewardship ministry important. What is the impact.....



Communicate Impact

The impact is **NOT** the amount raised.





Have a plan

New Consecration Sunday:

Team Leader
Celebration Luncheon Coordinator
Leadership Dinner Coordinator
Sunday Announcer 1
Sunday Announcer 2
Sunday Announcer 3
Treasurer/Financial Secretary
Pastor
Guest Leader



STAFF FOR THE PLAN

What skills and passions will make your plan really sing?

Communication (public speaking, writing, graphic arts, social media)

Hospitality

Spiritual/theological grounding

Organization



Where to find them

- Time & Talent Fair
- The Power of Observation
- Ask them





Before you recruit...

- The importance of job descriptions
- Note difference between responsibilities & tasks
- What tools will they need?



POSITION DESCRIPTION FOR A STEWARDSHIP COMMITTEE MEMBER

ST. JOHN THE EVANGELIST EPISCOPAL CHURCH - ST. PAUL, MN

Stewardship Mission at St. John's

We strive to make stewardship part of the fabric of our daily life together: for all of our members to take ownership and support our church's programs and future by pledging toward our annual campaign and considering planned giving options.

Membership and Time Commitment

- The Stewardship Committee shall be comprised of at least 6 and up to 8 members of the parish. At the discretion of the Stewardship Chair and Rector, more committee members may be recruited and more volunteers enlisted. Members of the Executive Committee, Rector, and Parish Administrator will be ex officio members.
- The Stewardship Chair is asked to serve a three year term; the first year as co-chair with the incumbent chair and the third year as co-chair with the succeeding chair.
- Stewardship committee members are asked to serve at least one year and no more than three years, and should be prepared to meet at least once a month May through January, as needed February through April, and take accountability for the execution of agreed areas of responsibility.

Qualities of a Stewardship Committee Member

The Stewardship Committee Member shall:

Be spiritually motivated – A person who is seeking a deep relationship with Jesus and is grateful for that relationship; regularly spends time in prayer, scripture study and regular attendance at Eucharist; will be concerned about the relationship of all parishioners with God as well as the needs of the church.

Exemplify and live out stewardship – A person who is already committed to stewardship as a way of life; who volunteers their time in various parish and community activities; who is committed to making a regular and generous financial pledge and additional financial contributions as able to St. John's.

Envision where stewardship can take the parish – A person who can work with the rest of the committee and have the same general understanding of stewardship in order that they can move forward together.

Be comfortable talking about money – A person who can tie together the concepts of giving of time, talent and treasure.

Have personal qualities that contribute to success – A person who follows through on what they have agreed to do and is persistent, optimistic, organized, patient, creative and willing to share their faith with others.

Responsibilities of the Stewardship Committee

Ongoing Stewardship Ministry:

Stewardship Formation - Cultivate a prayerful and spiritual identification of Stewardship as a way of life in our parish through messages in the weekly bulletin, e-newsletter, prayers, monthly newsletter, brochures to be mailed or made available in the gathering area, homilies from the pulpit, use of the parish web site and social media presence, and education programs.

Children, Youth, and New Member Stewardship - Encourage a stewardship curriculum for all levels of Faith Formation and seek to increase children, youth, and new member stewardship awareness, education, and participation.

Time and Talent - Communicate opportunities available for all parishioners to share their time and talent with our parish and our community as a whole; prepare a time and talent brochure of parish activities and organizations, and keep the brochure current.

Sample job description, pg 2

- *Events* – Organize annual events, such as the Ministry Fair, Annual Meeting, and Service Sunday, to demonstrate the impact of parishioner’s contributions, showcase the ministries of St. John’s, and encourage parishioners to share their time, talent, and treasure.
- **Annual Pledge Campaign:**
 - *Stewardship Chair* – With the assistance of the Rector and Executive Committee the Stewardship Chair is asked to assume primary responsibility for:
 - Recruiting, training, and managing members of the committee and volunteers for the stewardship efforts.
 - Collating, analyzing, and presenting budget information and stewardship data.
 - Making personal asks of donors.
 - Sending a personal thank you to all pledgers and/or donors.
 - *Committee Members* - With the assistance of the Parish Administrator and Rector members of the Stewardship Committee are asked to:
 - Assume primary responsibility for creating ideas and themes for the campaign, develop a time and action plan for implementing the campaign, create and collate content for the stewardship materials, and recruit and prepare speakers for the campaign.
 - Assist with the layout and execution of the communication materials, assembling bulk mailings, managing volunteers in stewardship efforts, and making personal asks of donors.



Uncle Sam

Nothing builds commitment and loyalty
like someone saying

“I want you.”





Invite—don`t push
(Its about teamwork!)



Paint a Full Picture

- Need: Is there a problem?
- Solution: Can this job help solve it?
- Fears: Will I be capable of helping with it?
- Benefits: What's in it for me?
- Contact: How do I get involved?



How to engage Millennials/ Generation X

(YES, it can/should be done.)

97%

**OF MILLENNIALS
PREFER USING THEIR
INDIVIDUAL SKILLS
TO HELP A CAUSE**



Gumby is flexible



Listen to your volunteer's passions and adapt.



Make connections: Introductions





Rosie the Riveter

Empower your volunteers.





The Role of Gratitude

The way you thank communicates your theology of Stewardship.





A quick poll: How much are volunteers worth?

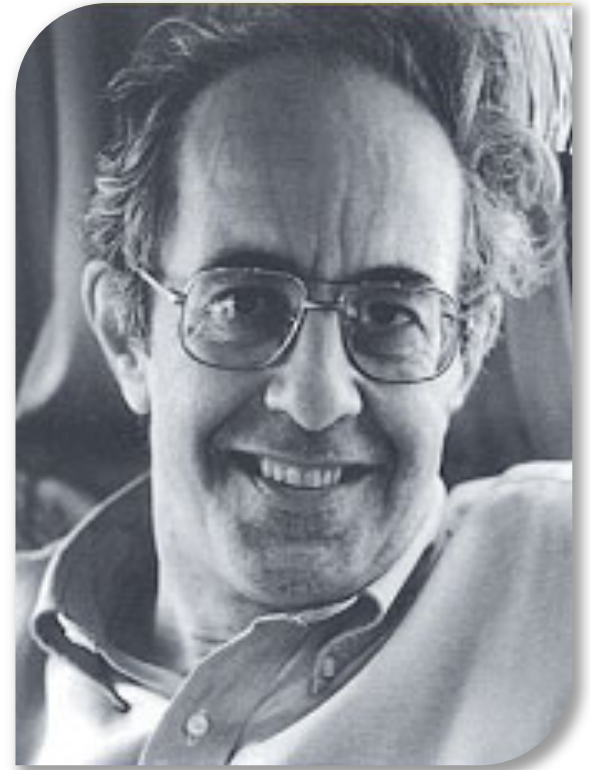
- \$6.15/hr (Minimum wage)
- \$10/hr
- \$18/hr
- \$20/hr
- \$23/hr



Henri Nouwen

“When fundraising is done right, the person asking and the person giving come together to participate in a new thing that God is doing.”

The Spirituality of Fundraising





Upcoming Webinars

Lessons for all Churches from Church Planting

May 19, 2015, 7:00pm ET

For a complete listing, visit <http://www.ecfvp.org/webinars/>



Questions?

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