

Walking the Way



Essential Steps in Planning Your
Annual Giving Campaign

March 26, 2014

The Rev. Laurel Johnston
Executive Director
The Episcopal Network for Stewardship



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Early Christians known as *People of the Way*



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Jesus Money & Values

Jesus challenged the disciples, scribes and the crowds about relationship to money and their possessions.

Scripture references:

Prayer	500 times
Faith	>500 times
Money	2,000 times



GIVING IS WORSHIP



The practice of the tithe was an outward acceptance of Yahweh's authority in the covenant partnership



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The Way is made by walking....



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The Purpose of a Stewardship Ministry is to help
people grow in their relationship with Christ
through the gifts God had entrusted to them.



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Walking
the Way

10
Best Practices
Annual Giving Campaign



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The Annual Giving Campaign is Discipleship Formation



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- Giving as Spiritual Discipline
- A Concrete Expression of Worship & Gratitude
- Funding God's Vision through Your Congregation



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Walking The Way Stewardship Series & Annual Giving Campaign

- Nine bulletin inserts
- Letter from the Rector/Vicar
- Letter from the Senior Warden
- Letter from the Stewardship Chair & Ministry Team
- Pledge card,
- Prayers of the people,
- Prayer over the pledge cards
- Thank you letter.



Walking
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Available in Spanish, Chinese and Korean



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Six Week Stewardship Narrative Series

October 5-November 9 2014



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Stewardship Narrative Series

Proper 26 - Matthew 23:1-12
Sunday, November 2, 2014
All Saints Sunday

*But do not do what they do,
for they do not practice what they preach.*

One night, I sat with a close friend drinking inexpensive port and eating blue saga cheese on dark, rich gingersnaps. My friend asked me a question which impressed me. He asked "What do you believe?" The fire was roaring and the meal recently eaten was nestling into my gut. I could suddenly feel my scalp. Every nerve ending seemed to be alive – waiting in anticipation of what I was about to say.

I tried to stall by saying rather priestly-like: "I believe a lot of things!" I silently hoped that was a good answer. It was deemed by my guest unacceptable with a small smirk and a look out the tops of his eyes. "Damn!" I thought.

I took another long drag on my cheap port and went over to my desk. It occurred to me that whatever I say was going to be either shallow or pious, stilted or pock-marked with false humility. Nothing I could think of saying told the story of what I believe. I could quote scripture but I was sitting with a theologian whose knowledge was greater than mine. I could



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Six Week Stewardship Narrative Series

Reflection Questions

his face. One eyebrow was up. It was annoying. He added to the pressure.

I said “I love God and I love my friends and the people I know and meet and serve. At least I try to, every day.” And that is true. I do love people and I do love God.

I then placed my check-book on the table. He did not pick it up. He did not look in it at the register of checks I had written that month. He could have, but he didn't. We both understood what I was saying. We both knew that the proof of what I believe is in my check book. As one looks at my checks, one can see that I give a chunk of money to the church and another big chunk is spent on food for the many friends who come to my home for dinner. One can also see that I buy a lot of clay and chemicals for glazes, and gas for the pottery kiln.

My check-book is the theological statement in my life which states what I believe. It never lies. My speech can lie but my checkbook never does.



*The Rev. Charles La Fond
Canon Steward, St. John's Cathedral
The Episcopal Diocese of Colorado*



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Reflection Questions

- How does giving profess what you believe?
- How does your checkbook reflect your values?
- How does giving shape your walk with God?

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#1 Analyze the Trends



- Know your community

<http://www.episcopalchurch.org/page/studying-your-congregation-and-community>

- Know who is new, moved, died or left the parish and the impact on pledging.
- Analyze Giving Trends over the past five years. (See handout).
- Pledging information known by Rector/Vicar



Should I know what people give?

- Need information to be effective
- Can be trusted
- Know how to keep information confidential
- Learn not to be judgmental
- Do not perpetuate the conspiracy of silence around money
- We need to talk about money in church, Jesus did.



#2 Create a Vestry Stewardship Statement

We believe that...God, who is the giver of every good gift, You are ever present in our lives and in the world. You act through us, your people, to care for and provide for everyone.

We invite....We pray for the courage to break out of our insecurity and fear around money as we deepen our understanding of our relationship to You and how we use our financial resources to do Your work in the world.

We commit.....We pray these things that we might know You better, that You will increase our desire and ability to give and help others thru ministry and friendship and to gratefully commit ourselves to the work You have given us to do. AMEN. (Trinity Episcopal Church, Swanton VT. October 2010)

To learn how to create a Vestry Stewardship Statement go to
<http://www.tens.org/blog/creating-a-vestry-stewardship-statement>

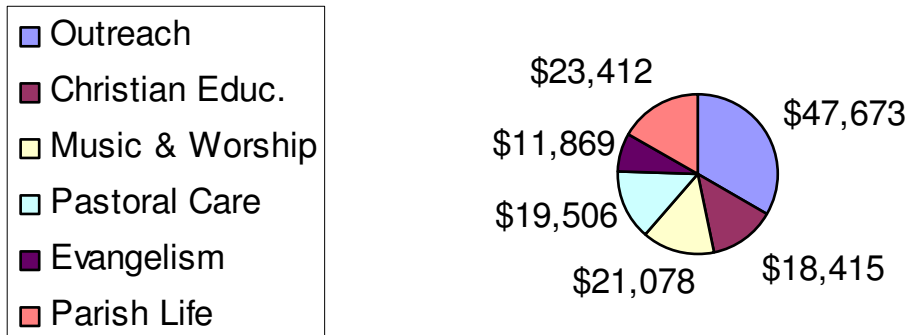


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#3 Create a Narrative Budget

- Narrative Budget is the sacred story of your congregation
- Integrates mission, money and people into one portrait.
- Educates congregation about how resources are stewarding God's kingdom through your church.

St. Paul's Investment in Ministries in 2004



#4 Choose Type of Campaign

- Festive Meal/Speaker
- Personal Letter Writing
- Cottage Meetings/Small Groups
- Every Member Canvass
- Consecration Sunday
- Mix and Match



#5 Offer Multiple Mediums of Giving

Generation		Average Gift	Giving Method
Silent Generation	1922-1945	\$1,750	Pledge Card/Offertory Envelopes
Boomer Generation	1946-1964	\$1,500	Check & E-Giving
Generation X	1965-1981	\$1,500	E-Giving & Volunteer
Millennial	1982-2000	\$750	Volunteer First-Text
Gen Z	2001 -	\$100	Cash

Average Pledge \$2,410 in the Episcopal Church: Episcopal Domestic Fast Facts: 2011

The State of The Church Giving-2010: Empty Tomb Research



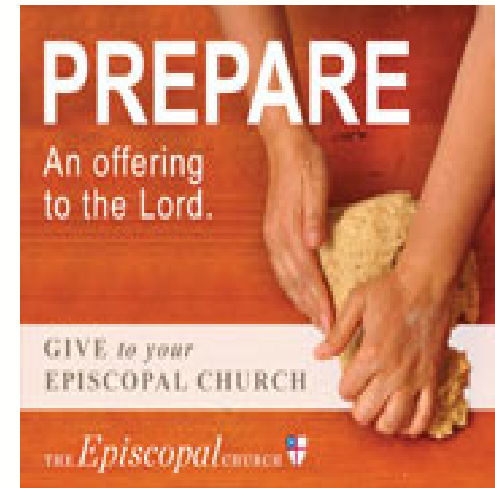
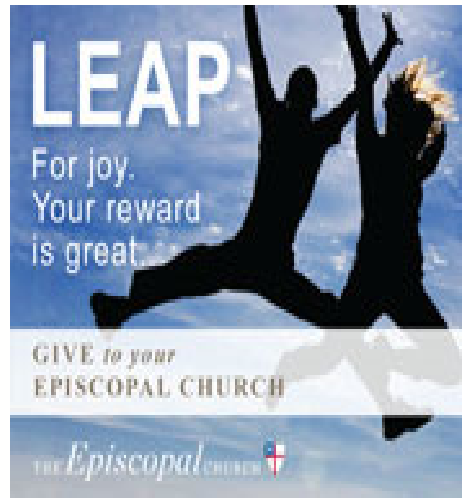
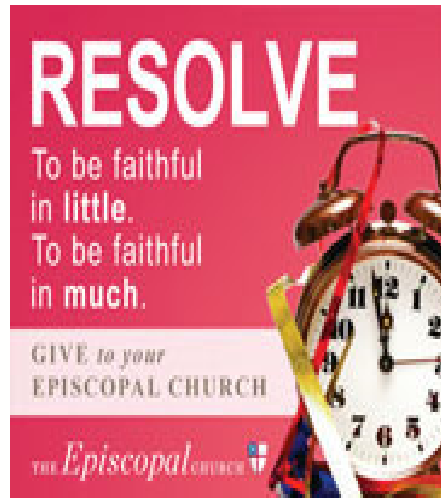
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#6 Recruit Lay Witnesses/Testimonials

- Represent different demographic of your congregation
- Invite congregation into discernment
 - value of their shared life in community
 - giving as reflection of values
 - joy of giving
 - taking risks, boldness
- Not just about the tithing, but about the trying
- Intentional preparation and coaching
- Contemporary Epistle (Witness in place of 2nd reading)
- Sermon/E-Newsletter/Video



7 Create a Year-Round Stewardship Communication Plan



<http://www.episcopalchurch.org/page/faith-action>



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#8 Create Kick-Off & Distribution of Packets

- Individualized Letter
- Instructions about the Process
- Narrative Budget
- Vestry Stewardship Statement
- Tithing or Giving Chart
- FAQ about Pledging
- Pledge card



#9 Thank You & Follow Up

- We are a Eucharistic People: We give thanks!
- Personal Handwritten Notes from Rector/Vicar
- Thank You Letter from Stewardship Chairs
- Phone Calls
- Quarterly Statements of Giving: Opportunity to give thanks
- Express Gratitude year-round
- Monthly Phone Calls/Emails
- Affirmation of Ministries



#10 Evaluate!

- 1) What do the numbers say?
- 2) How did the campaign feel?
- 3) Integrate what worked well into next year's campaign



Steward Leadership

Fear

Scarcity

Entitlement

Transactional

Tipping

Closed Fists

Love

Abundance

Gratitude

Transformational

Tithing

Open Hands



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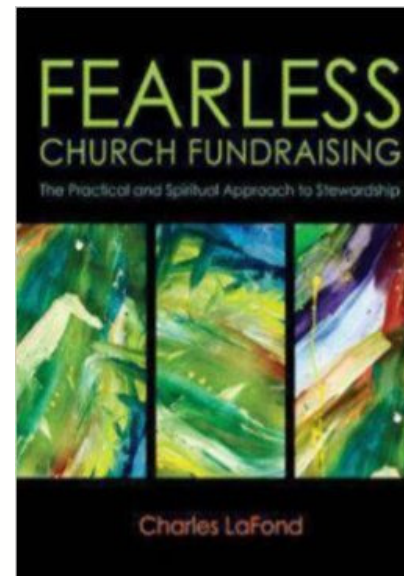
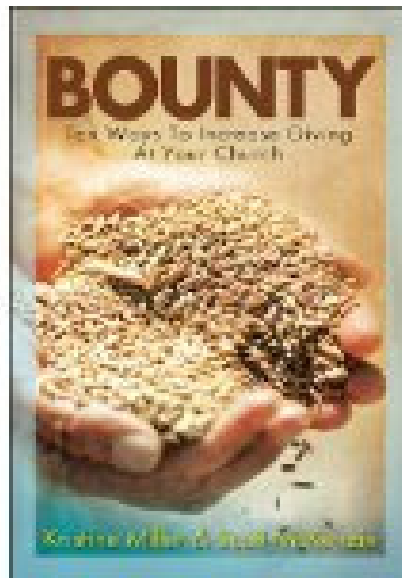


Questions?



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Recommended Reading



Bounty: 10 Ways to Increase Giving at Your Church
by Scott McKenzie and Kristine Miller

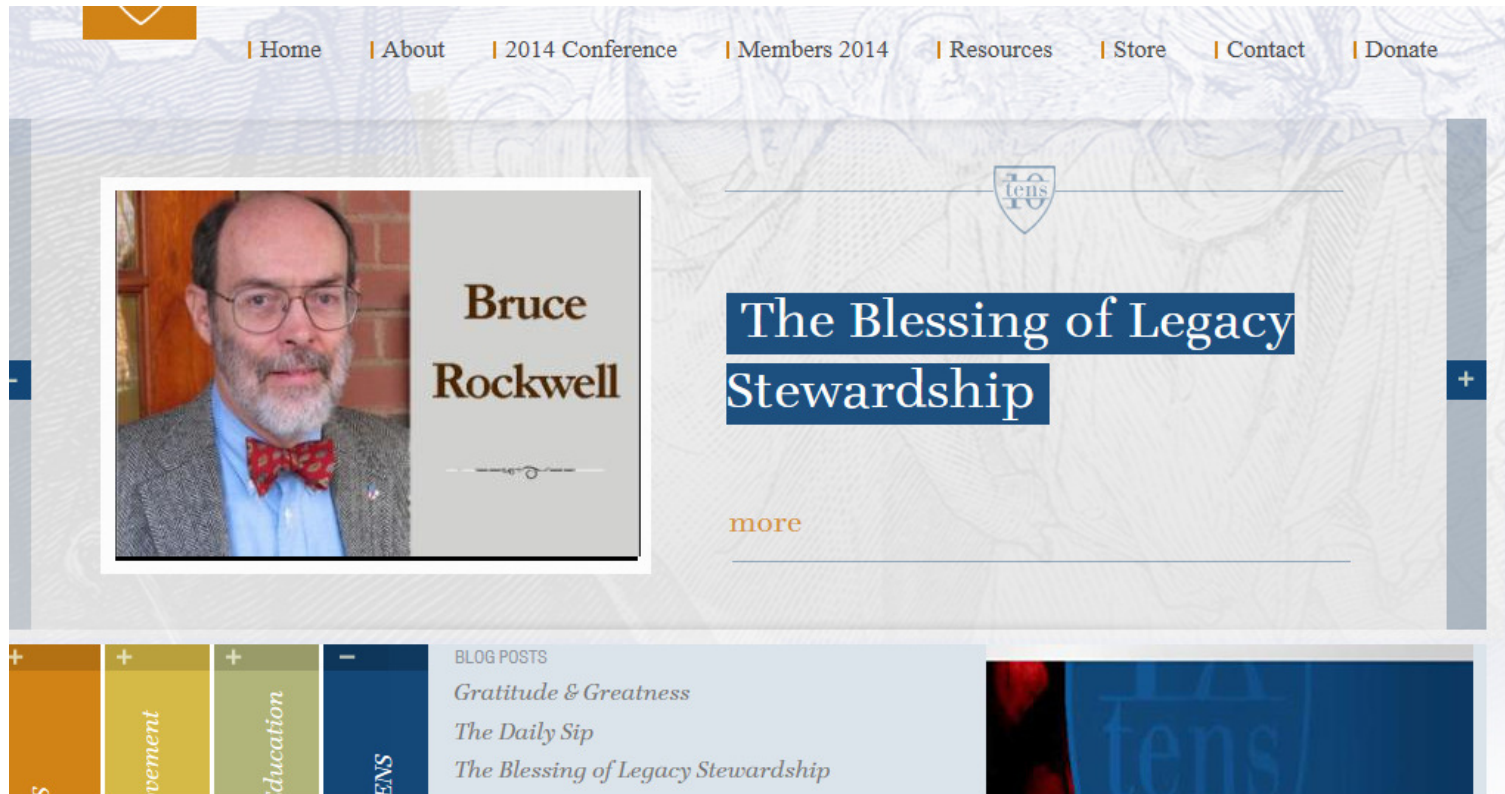
Fearless Church Fundraising by Charles La Fond



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www.tens.org



The screenshot shows the website's navigation menu with links for Home, About, 2014 Conference, Members 2014, Resources, Store, Contact, and Donate. The main content area features a profile for Bruce Rockwell, a man with glasses and a beard wearing a red bow tie. To his right is the title 'The Blessing of Legacy Stewardship' in a blue box, with a 'more' link below it. The sidebar on the left contains a list of blog posts: 'Gratitude & Greatness', 'The Daily Sip', and 'The Blessing of Legacy Stewardship'. The website's background has a faint, repeating pattern of the TENS logo.



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Questions?

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TENS 2014 Stewardship
Conference
June 6-7 Emory University,
Atlanta



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