January
- The end of last year’s annual campaign is marked with careful gift acknowledgement.
- Thank you letters are sent.
- The thank you letters, phone calls, and notes are simultaneously the last event of the last campaign and the first event of the next campaign.

February
- Volunteer recruitment.
  - Vocation or calling: “that place where the world’s great need and your deep hunger meet.”
- See Sample Job Description
- Clear time frame.
- Articulated expectations.
- Inter-generational leadership.
- Skill-based, not need based.

March/April
- Open staff and lay leadership input and creative conversation hosting on design, theme, content, schedule of campaign.
- Design campaign letter system, schedule, goals, and case materials.
- Review campaign prospect lists to determine special asks for major gifts.
- Tell Vestry/Bishop’s Committee that you will be expecting early pledges as an act of leadership and modeling.
- 1 year-round thanking opportunity.

May
- Write an article and publish how the last campaign went and give an introduction to the next campaign. What went well? What was funded? Why was their gift valuable to mission?
- First quarter collections/thank you letter to all donors confirming pledge and confirming amount paid and amount still due (note: all collections letters need to look like thank you letters but include pledge payment status. These letters end when the pledge is fully paid).
- Case materials production.
- 1 year-round thanking opportunity.
- Brainstorming of possible Ministry Moment speaker
  *Develop list and then refine for recruitment.

June/July
- Ministry Moment speakers are recruited.
- Phone-a-Thon is designed and planned. Recruitment for October events begins.
- Plan campaign kick-off: menu, volunteers, event plan, budget, and secure leader.
- Plan campaign ending dinner: menu, volunteers, event plan, budget, and secure leader.
Second quarter collections/thank you letter to all paying donors, confirming pledge and confirming amount paid and pending due. No letter sent to paid pledgers.
• 1 year-round thanking opportunity.

August
• Campaign direct mail warm-up letters to all non-advance campaign prospects.
• Phone-a-Thon callers are recruited.
• Continue campaign kick off plans.
• Second quarter collections/thank you letter to all paying donors, confirming pledge and confirming amount paid and pending due.
• 1 year-round thanking opportunity.

September
• Drafting of communications: collects, bulletin announcements, and celebrant announcements (themed weekly from Ministry Moments. Learn more about Ministry Moments on Page 15).
• Campaign brochure and pledge cards direct mail sent.
• Phone-a-Thon team coaching.
• Stewardship Campaign kick-off.
• 1 year-round thanking opportunity.
• Ministry Moments

A "Ministry Moment" is a time in each service during your pledge campaign where a parishioner gives a personal testimony to the impact of mission and ministry of the church.
• Visuals are better.
• Record them!
• Pay attention to representation.
• Scripts/talking points can be useful.

October
• Encouragement Phone-a-Thons.
• Ministry Moments.
• Third quarter collections/thank you letter to all paying donors confirming pledge and confirming amount paid.
• Thank you letters are sent within 24 hours of a pledge arrival.
  • Letter notes amount of pledge and payment plan confirmation (Rector).
  • Second letter sent from Warden.
  • Handwritten note.

November
• Celebration Event: Mark the end of the campaign!
• Pledge Blessing Sunday.
• Year End letters: end of the year gift opportunities for tax benefits.
• Fourth quarter collections/thank you letter to all paying donors confirming pledge and confirming amount paid.
• 1 year-round thanking opportunity.

December
• Assessment: use measurable goals. What worked? What didn’t?
• Year-end letter and brochure sent to all donors and donor prospects (members).
• Collect all planning information, organize for next year.
• 1 year-round thanking opportunity.
Sample Job Description
Stewardship Committee

Stewardship Committee Member

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 compromised 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 be accountable 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.

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, eNewsletter, prayers, monthly newsletter, brochures to be mailed or made available in the gathering area, homilies from the pulpit, use of the parish website 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.

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.
Case for Support Development

Design

Your brochure doesn’t need to be outsourced. You can utilize a number of standard programs to design your own brochure from a template. Word, Publisher, even Powerpoint. Or partner with a graphic designer in your community and utilize InDesign or Quark.

Cover

Show photos of life going on in your parish or photos/graphics that help represent your theme. Don’t forget your parish logo and the theme of the campaign.

Content

One of the chief weaknesses of campaigns to raise money (pledges) or people (membership) is the weakness of communications strategy, design, and implementation. The church is used to assuming people will pledge or join simply because they always have. That is no longer true.

Other agencies doing effective and powerful work in the world are able to communicate why people should make philanthropic investments and why people should join communities of mission. The ability to communicate effectively will support any ability a church may have to raise money or people. Too often, churches communicate in case-development and their self descriptions are only aspirational hopes rather than the actual, truthful, measurable effectiveness they are able to prove in a particular place and time as a church.

Voice

Tell your story through the theme lens. Maybe use:

- 3rd person narrative.
- the voice of a child who is thanking the parish for his future spiritual home.
- a collection of first person narratives from parishioners.
Response

Mailing list: is it clean? A better list equals better communication — your best friend is your list. Include a return envelope with postage to return the pledge. Also have online pledging available as an option.

Quality

Strive for excellence. If the animal shelter is seeking a pledge from you, and they gave you an awfully designed brochure covered with 6 different fonts and clip art of cute little puppies and kittens, would you be inspired to write a big check? If it isn’t up to your standards of excellence, go a different route.

Translate to Other Mediums

How will you use your design and content in other areas of communication?

- Website: INVEST in your website. Build in capabilities to allow interaction. More people will look through your website than will read your brochure.

- eNewsletters

- Bulletins

- Sermons

- Verbal Announcements

- Videos

- Social Media

- Potty Posters

- Postcards

- Posters

- Banners

- Ministry Moments
Ministry Moments

A Ministry Moment is a time in each service during your pledge campaign where a parishioner gives a personal testimony to the impact of mission and ministry of the church.

Ministry Moments are a case-development and pledge encouragement activity. The program takes careful planning, curating, coaching, and editing, but the end result is tremendous for the health of a church.

How?

a. Recruit well and early (before the theme design):

b. Who is authentic?

c. Who fits with your brand?

d. Who does what they say they will do?

e. What people represent the mission?

f. Have 500-word statements written by recruits.

g. "Why I love this church."

h. Meet with recruits individually to review statements.

i. Coach brevity, clarity, one message, authenticity.

j. Coach fearlessness, prayer, prep, familiarity.

k. If they are verbose, too theological, or too spiritual then coach them. Tell them the truth.

l. Each statement needs to be under 500 words and needs to be finalized after a few drafts. Get comfortable with drafts and revisions. Do not settle until it is perfect!

m. Thank the speakers after the campaign.

n. Meet with the speaker in the week prior to their scheduled presentation so that they can practice at the podium with your critique.
Pledge Cards & Online Pledging

Pledge cards are an important part of your communications for a stewardship campaign.

- Be clear.
- Be concise.
- Keep it to one page or less.
- Personalize if possible. If sending via mail, do a mail merge to form fields to fill in the information on file that you already have for them. No one wants to fill out their address for you again.
- Use the pledge card to collect additional information beyond their address which you already have, and the financial commitment you are seeking. Don’t make it a survey, but do collect email addresses and cell phone numbers if you don’t have them; and consider a small number of boxes that members can check for things like:
  - I am interested in including the church in my will and/or estate planning. Please contact me.
  - Please save on postage and printing by communicating with me by email only whenever possible.
  - I would like to give monthly by credit card or through automatic bank withdrawal. (Make sure you’re set up to handle this, of course!)
A CALL TO LOVE
A FINANCIAL & FAITH COMMITMENT FOR 2016

2016 Christ Church Pledge Certificate

Having prayed about this annual pledge to fund the mission of Christ Church in 2016 and in the context of gratitude for all that God has given to me/our family, please be advised of the 2016 pledge of

$ __________ Yearly
during the next fiscal year (January 1, 2016 to December 31, 2016).

(We realize that in the event of a financial problem in 2016, we can confidentially adjust our pledge by calling the clergy).

Signature(s) ____________ Date ____________

Name(s) ____________________

Address ____________________

Email ____________________ Phone ____________

We intend to give. (A weekly pledge is very helpful in our financial planning!)

☐ Weekly ☐ Monthly ☐ Quarterly ☐ Full Amount Yearly

By: ☐ Automatic Bank Transfer ☐ Credit/Debit Card Giving ☐ Offering Plate Giving

☐ We are interested in making a separate gift (in addition to the annual support listed above) to a specific project for which funds are needed. Please have the clergy contact me about having this conversation.

☐ We are interested in receiving information about planned giving (estate planning, charitable trusts, making a will or living will, etc.) Please contact me/us about this by sending literature which will help to inform my/our planning.

THANK YOU
FOR YOUR
COMMITMENT

You will be sent a letter confirming your pledge in November 2015 and a letter for your tax use reflecting your 2016 contributions in January 2017.

Please send your completed pledge card to:

Stewardship Campaign
Christ Church
815 Church Street
Euphotic, CO 77701

You may also pledge online at Christchurch.org/pledge

† Christ Church
Generational Giving

Each generation has unique characteristics that make its members more likely to support different causes. When you understand the behaviors of each generation, you can communicate in a way that resonates and secures their support.

Generational Characteristics

- **Matures**: Born 1925 and earlier
- **Baby Boomers**: Born 1946-1959
- **Millennials**: Born 1977-1986
- **Generation Z**: Born 1997 and later
Generational Giving

Matures
Born 1945 and Earlier
Aka "Greatest Generation"

Matures represent 26% of total giving
This generation has a 24% volunteer rate

11% donate to human rights causes
Religious & spiritual causes
60% donate
51% volunteer

Top Supporters of
Emergency Relief
Troops & Veterans
The Arts
Advocacy & Election Campaigns
Generational Giving

**Millennials**
Born 1977-1995

**Represent over a 1/4 of the US population**
(And now surpass Baby Boomers in size)

**84% of Millennial employees donated to a nonprofit in 2014**

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**Generational Giving**

**Millennials**
Born 1977-1995

**Top Supporters of**
- Human Rights & International Development
- Child Development
- Victims of Crime/Abuse
Common Value: The Good News!

“What finally brought me back, after years of running away, wasn’t lattes or skinny jeans; it was the sacraments. Baptism, confession, Communion, preaching the Word, anointing the sick — you know, those strange rituals and traditions Christians have been practicing for the past 2,000 years. The sacraments are what make the church relevant, no matter the culture or era. They don’t need to be repackaged or rebranded; they just need to be practiced, offered and explained in the context of a loving, authentic and inclusive community.”

Rachel Held Evans