PLAN: Resources for the Leadership Team

Navigating Stewardship Materials

We organized the stewardship materials according to the four steps of donor engagement.

- Plan: The leadership team prepares, organizes, and reflects on the stewardship campaign.
- Learn: The congregation engages generosity as a spiritual practice through worship, sermons, and study by adults, youth, and children.
- Ask: The congregation asks people to make a commitment of financial support for the coming year.
- Thank: The congregation expresses gratitude for gifts and shares stories of impact of mission and ministry.



Section Overview

This material is designed to be an *every member canvas* program. Our goal is to contact *every person or family* in the congregation via multiple communication channels. Letters, newsletter articles, bulletin inserts, preaching, teaching, testimony by lay persons, social media, emails, and phone calls are all employed to this end. When you arrive at your version of Commitment Sunday, no one will be surprised or caught unaware.

The most effective stewardship programs teach about the spiritual practice of generosity throughout the year. If you didn't do year-round stewardship last year, make a plan to take at least one step toward it. Here are three ways to think about your campaign:

> **Basic** - A basic stewardship campaign centers around a Commitment Sunday at which members turn in their estimates of giving cards. It is preceded by several weeks of testimonials and sermons. Try at least adding one more stewardship sermon and adult study six months before or after the commitment Sunday.

Better - In addition to the several weeks focus on stewardship, a better approach would include quarterly sermons and testimonials on generosity and attention to the process of thanking donors. Try adding faith formation activities on generosity.

Best - The best campaigns involve a well-thought-out commitment Sunday, at least a monthly testimonial or sermon on generosity, regular faith formation for all ages, and a thank you routine that both expresses gratitude and names the impact of the gifts.

However many resources you use from these materials, the weeks leading up to commitment Sunday are critical. The stewardship invitation should be the main focus around which activity and communication are centered during this time. It requires planning and proper execution from a number of different people or groups working in concert regardless of the size of your congregation. For commitment Sunday itself, plan special activities and programs that make it a Sunday not to be missed.

This resource includes supporting theme interpretive materials that allow you to print what you need, when you need it. Letterhead, giving guides, step charts, pledge cards and promotional posters are simply waiting for you to push "print". However, if ordering them pre-printed is your preference you can do that, just follow this link: www.uccresources.com. We have also included all the related graphic artwork in simple to use JPEG files so that you can create your own supporting materials. Feel free to modify what we have provided for your context. *You have full copyright permission for use within your own congregation.*

Contents

PLAN: Resources for the Leadership Team.....4

Build a Leadership Team..... 7

Campaign Chairperson..... 8

Communication Coordinator..... 9

Mission Interpreter..... 9

Event Planner / Meal Coordinator..... 10

Calling Team Coordinator..... 11

Education Facilitator..... 11

Calendars..... 12

When Do You Make the "Ask"?..... 12

Basic Calendar..... 12

Better Calendar..... 13

Best Calendar..... 13

PLAN

Leadership Team Prompts and Tools 15
Understanding Generosity 15
Why Make a Commitment? 15
Patterns of Giving 16
Develop Mission Clarity 19
Create a Narrative Budget 20
Write a Compelling Annual Report 22
Preaching Generosity 23
Organize Testimonials 24
Create Customized Images 27
Using Social Media to Increase Stewardship 27
Review Online Giving Options 31
Events 32
Notes about the “Tools” Folder 34
Reflect on the Year 35
Outside Consultants 36