

# You're the Team

## annual stewardship in a small church

Maggie Harmon

# Overview and Agenda

- Define key terms
- Design an annual pledge campaign
- Build a stewardship communications calendar and content outline



## Assumptions for the Day...



- You have a small team (or you are the team)
- Most congregations are small (<100)
- Most people don't like talking about money
- Most people think stewardship is synonymous with money

**Time for the stewardship, pledge,  
annual, offering campaign...**

What does that mean and what do you want from me?

# Stewardship

'The Lord God took the man and put him in the garden of Eden to till it and keep it.'

–Genesis 2:15

- The job of supervising, or taking care of something, such as an organization or property
- The careful and responsible management of something entrusted to one's care
- The responsible overseeing and protection of something considered worth caring for and preserving

# Generosity and Offering

- Showing a readiness to give more of something, as money or time, than is strictly necessary or expected
- A sacrifice ceremonially offered as a part of worship

O Lord, deliver me from the man of excellent intention and impure heart; for the heart is deceitful above all things and desperately wicked. - TS Eliot



# Pledge

‘When you make a vow to God, do not delay fulfilling it; for he has no pleasure in fools. Fulfill what you VOW.’

–Ecclesiastes 5:4-5

- A solemn promise of undertaking
- A binding promise or agreement to do or forebear

# Campaign

## Know Your Goal!

- An organized course of action to achieve a goal
- A connected series of operations designed to bring about a particular result



# The Annual Campaign

- There is no "stewardship season"
- There are better and worse times for a giving campaign
- Give yourself 2-3 months to prepare
- Tell people what is coming
- Determine the campaign length
- Pick your theme
- Write "The Letter"

# The Theme

## Encouraging vs. Compelling

- You will be enriched in every way for your great generosity, which will produce Thanksgiving to God through us; for the rendering of this ministry not only supplies the needs of the saints but also overflows with many thanksgivings to God. -2 Corinthians 9:11-12
- He looked up and saw rich people putting their gifts into the treasury; he also saw a poor widow put in two small copper coins. He said, "Truly I tell you, this poor widow has put in more than all of them; for all of them have contributed out of their abundance, but she out of her poverty has put in all she had to live on." -Luke 21: 1-4
- Give liberally and be ungrudging when you do so, for on this account the Lord your God will bless you in all your work and in all that you undertake. Since there will never cease to be some in need on the earth, I therefore command you, "open your hand to the poor and needy neighbor in your land." -Deuteronomy 15:10
- Do not store up for yourself treasures on earth, where moth and rust consume and where thieves break in and steal; but store up for yourselves treasures in heaven...for where your treasure is, there your heart will also be. - Matthew 6:19-21
- No one can serve two masters; for a slave will either hate the one and love the other, or be devoted to one and despise the other. You can not serve God and wealth. -Matthew 24



You can use any scripture you want!  
It's all about being in relationship with God!

# The Letter...

- Plan for no more than two pages; one page is better
- Pick in advance 3-5 highlights from the prior year
- Pick 2-3 aspirations for the coming year
- Start with the scripture
- Paragraph 1: the introduction
  - Why are you writing this letter; what does the scripture have to do with the 'why'?
- Paragraph 2: what did you accomplish last year and how did having money help?
- Paragraph 3: what do you hope to do next year? How does the scripture inform this?
- Paragraph 4: what do you need from the reader? Time, talent, and treasure. How can they give this?
- Paragraph 5: Repeat your ask, provide logistics, say thank you.

# The Annual Program: 1-3

- Month 1: educational messaging
  - What is: pledging, stewardship, tithing
  - How does the church run
  - Last year's budget summary and explanation
- Month 2: continue educational messaging, AND tell them what to expect in a campaign
- Month 3: run the campaign

# The Annual Program: 4-7

- Month 4 or 5: thank you, reflect on the theme
- Month 5 and/or 6, and 7: start every other week written body-mind-spirit stewardship
  - Quotes about giving
  - Personal reflections on generosity
  - Tips on self-care, meditation, prayer
  - Giving updates
  - How to get involved/service needs/special offering opportunities

# The Annual Program: 8-12

- Month 8: legacy message
  - Highlight a legacy gift; remind congregation to consider the church in their estate
- Month 9: reminder for 'end of year' giving: QCD, tax education, budget update
- Month 10: reflections on generosity
- Month 11: legacy planning: how to make an estate gift
- Month 12: reflections on the theme and the impact for the year