



ELCA
Foundation

Building an Activity- Focused Stewardship Calendar

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Foundation

Stewardship Defined

“The careful and responsible management of something entrusted to one's care.”

--Merriam-Webster



Stewardship Defined

In a congregational context:

Seeing God as the source and God's children as the caretakers of all that is under our care.

--Charles Lane



The What of Stewardship

Time

Talent

Treasure



The What of Stewardship

Time

Talent

Treasure



The Why of Stewardship

Pick one:

“The goal of our stewardship ministry is to help God’s people grow in their relationship with Jesus through the use of the time, talents, and finances God has entrusted to them.”

“The goal of our stewardship ministry is to raise enough money to pay the bills next year.”

(Ask, Thank Tell, - Lane)



The Who of Stewardship

Stewardship Committee Endowment Committee

Finance Committee

Congregation Council/Session?

Pastor?



The How of Stewardship

A Solid Platform Consists of:

- **Case for Support**
- **Key Leader Commitment**
- **Gift Policy**
- **Endowment Bylaws/Policy**



The How of Stewardship

At least 7 intentional touchpoints

Track them

It's not necessarily about how many you send, but how many are received by someone. It is up to you to segment your lists and target specific messages to specific group of people.



Activity-Focused Calendar

Stewardship Activity Calendar 2026

	<i>Inform 1</i>	<i>Inspire</i>	<i>Invite</i>	<i>Thanks</i>	<i>Notes/Other</i>
Jan.					
Feb.					
Mar.					
Apr.					
May					
Jun.					
Jul.					
Aug.					
Sept.					
Oct.					
Nov.					
Dec.					

Activity-Focused Calendar

Inform

Inspire

Invite

Stewardship Activity Calendar 2026

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Your Activity Calendar

Inform –

- **Newsletter articles/announcements**
- **Annual report**
- **Endowment impact statements/updates**
- **Introduce concepts**
- **Best used with planned giving**
- **At least every-other month**



Your Activity Calendar

Inform –

- **Introduce gifts of stock or giving through your IRA**



Your Activity Calendar

Inspire –

- **Has your congregation received a recent bequest?**
 - **What's the story?**
 - **What was the impact?**
 - **What are you able to do now that you couldn't prior?**



Your Activity Calendar

Inspire –

- **How does giving tie back to your congregational mission statement?**
- **Can a leader/elder in the congregation speak or share about their heart connection to the ministry of the congregation and why they give?**



Your Activity Calendar

Invite –

- **Asking members to put their faith to action**
- **Mini-appeals**
- **Annual pledges**
- **Attendance at upcoming event**
- **Legacy workshop**



Your Activity Calendar

Thank –

- **Often skipped or too general to make an impact**
- **Annual contributions (\$250+)**
- **Members with planned gifts**
- **Volunteer appreciation**
- **Pledge acknowledgment**
- **Monthly givers**
- **Endowment appreciation**



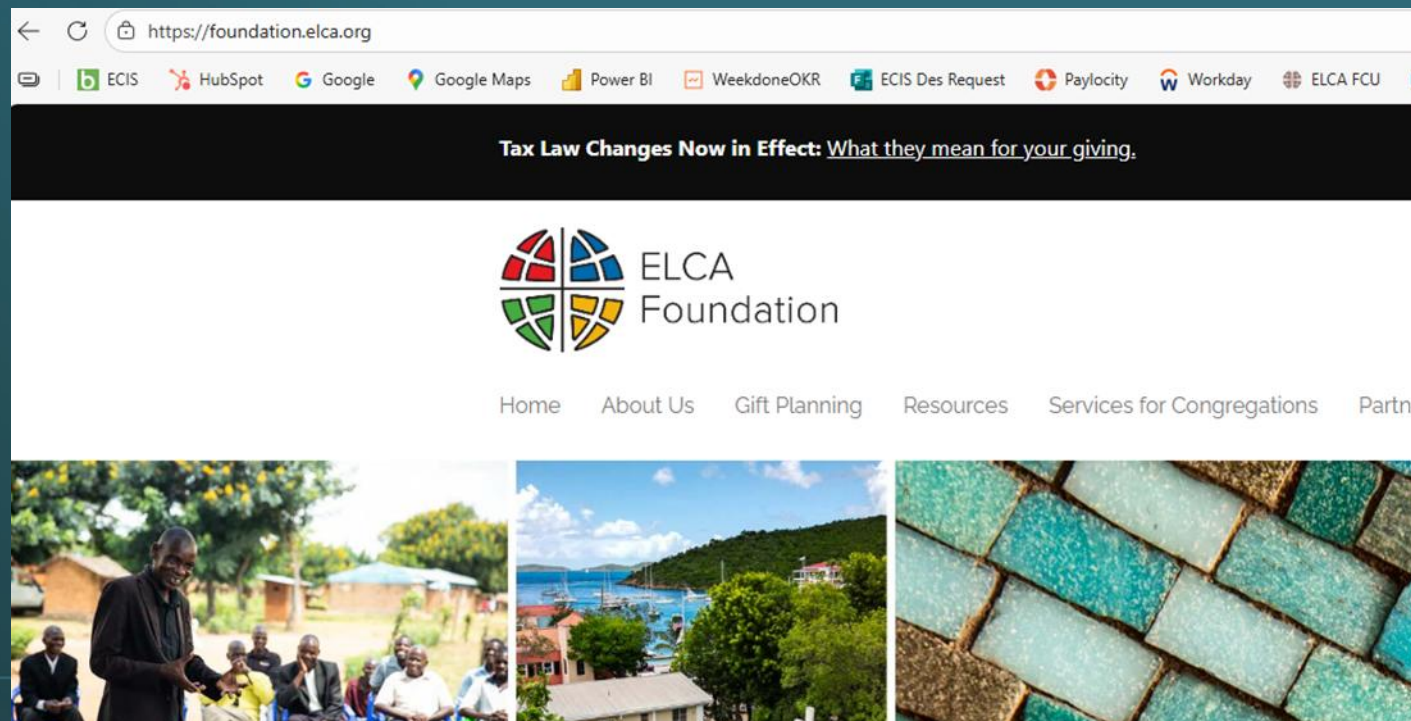
Resources

- *Ask, Thank, Tell* – Book by Charles R. Lane
- ELCA Foundation Gift Planner
- Presbyterian Foundation Ministry Relations Officers
- ELCA Synod Director for Evangelical Mission

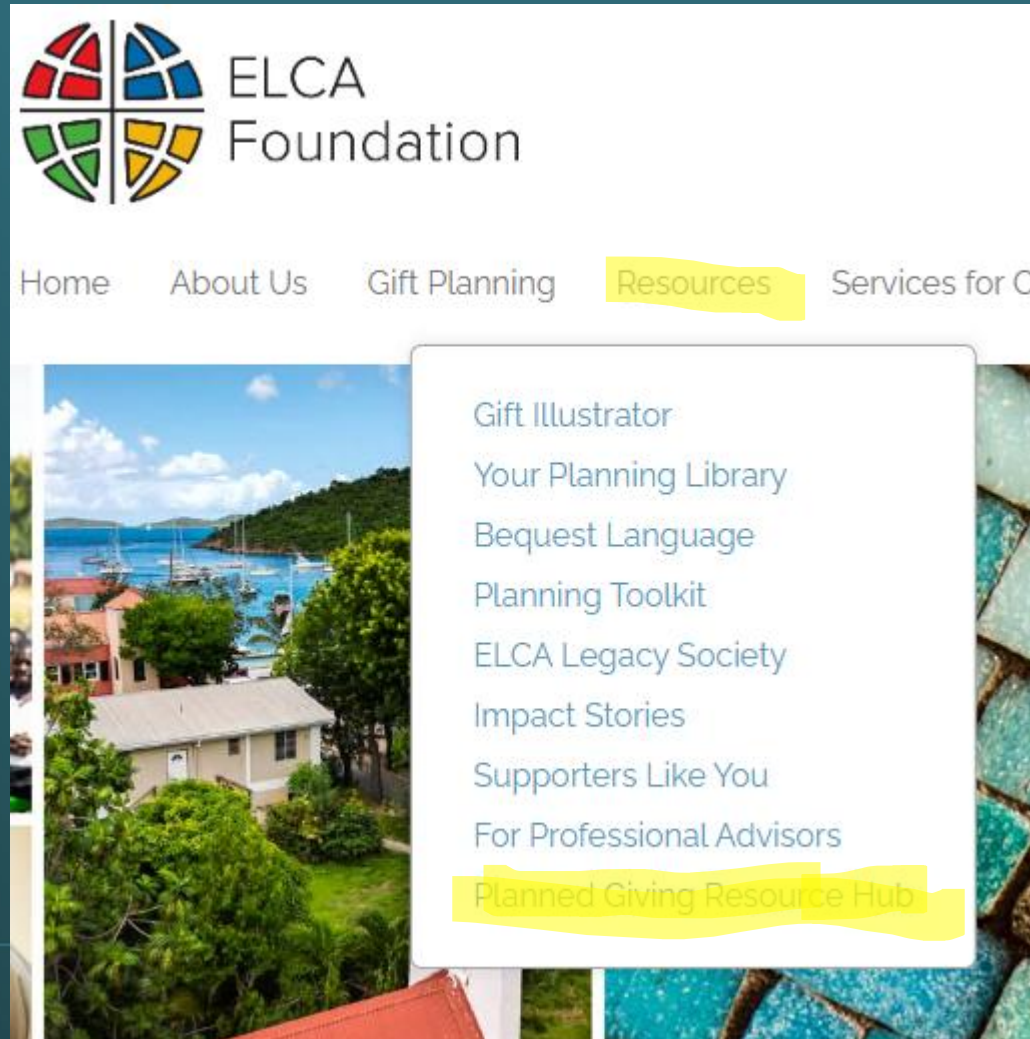


Resources

Foundation.elca.org



Resources



Resources

Planned Giving Website Content

It doesn't have to be complicated to add planned giving information to your ministry's website. [This web content](#)  is designed for you to copy and paste into your website editor.

Planned Giving Articles

These royalty-free articles provide an easy way to add high-value content to your digital communication strategy. Share these on your website, in your next newsletter, or as a social media post to promote your planned giving program in your congregation or ministry.

- [With One Simple Choice, You Can Do Amazing Things](#)
- [How Much Gets Taken Out for Taxes](#)
- [Your Very Own Estate Plan Assistant](#)
- [What to Do Each Decade of Your Life](#)
- [There is No 'I' in Estate Plan](#)
- [Has Your Life Changed? So Should Your Estate Plan](#)
- [Why Your Legacy Gift Matters](#)
- [Do You Have These Essential Documents?](#)
- [Keep? Shred? Share? What do Do With Personal Papers](#)
- [7 Critical Things to Keep in Mind When You Give](#)
- [What Is Your "Why"?](#)
- [Don't Myth Out! Know the Truth About Wills](#)
- [DAF: Your Amazing Charitable Savings Account](#)
- [Find an Estate Planning Attorney in 3 Easy Steps](#)
- [Unleash Power Simple Tool](#)
- [Do I Need a Trust?](#)
- [Begin Your Legacy Now](#)



Resources

Ryan Ebner

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I can:

Help you build your calendar

Send/connect you to marketing resources

Meet with your pastor

Attend a council meeting

Work with your stewardship/endowment/finance committees

- create/update gift policy
- create/review endowment policy/bylaws
- compose special mini-appeals (IRA gifts, stock gifts)

Legacy presentations

Individual meetings with members to create gift plans





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Thank you