



Forming the Campaign Team *A Guide for Clergy*

What: A pledge drive campaign team is your practical team charged with communicating this year's theme and plan to raise the operating funds of the church.

- Creating materials for the case for giving – your mission goals
- Working with the Treasurer and the Communications team to align messaging
- Plan the roll-out of the campaign
 - Timeline
 - Structure and method
 - Acknowledgement and follow-up
- Plan Kick-off and Ingathering. If these are events, this can take a lot of time and energy

Why: We form a stewardship team for four reasons:

1. An effective team will raise more money to *fund the church's mission*.
2. They *engender support and appreciation* for all the other parish ministries.
3. The project is a chance for the members of the team to *form or deepen relationships* that are the lifeblood of the congregation.
4. They spread a spirituality of grateful generosity, thereby enriching the lives and enlarging the souls of the congregation.

How: A personal request to join the Campaign Committee is most effective. Recruit people who have time to do the work, and a real interest. If someone says they hate talking about money, then they're not a good fit for the team. Recruit by phone, or even better, in person. *The more seriously you treat the recruitment process, the more you'll communicate the importance of this committee.*

When: Get started early. Your Campaign Committee should be **recruited and in place by Easter**. The more time you have to think about the pledge campaign, the more you'll be able to calmly organize your pledge campaign

Size: You'll want to recruit a team that is big enough that they can reasonably reach every member of the congregation by email or phone to invite them to pledge. A reasonable

case load over a 4-6 week-long campaign is roughly fifteen households. If you have 150 pledging units, you'll need a committee of ten.

Who: Who are the right people to serve on a Campaign Committee?

People who know people: The team's strongest influence is on their friends. You need people who are connected. Diversify the team according demographics like age and race. If the congregation has more than one worship service, include people from the different worship services on the team.

People who love the congregation. The Campaign Team represents the congregation to the congregation. How they feel about the congregation and its leadership, both lay and clergy, will come across.

People with a heart for stewardship. Not everybody is born to raise money or is comfortable asking for it. Find the people in your congregation who have such a heart for the mission that they can boldly ask their peers to support it.

People who know stewardship. TENS – the Episcopal Network for Stewardship – has great resources to help individuals and congregations learn about Stewardship. Stewardship is about more than the pledge campaign, it is the life of generosity and worldview of abundance that leads us into Christian community.

People with skills. The chair needs organizational skills to get the job done – like running a meeting, ending with action steps prescribing deadlines, and setting up accountability.

People with credibility. Who you appoint to the team tells the congregation whether this is important or not. You need someone on the team who has the respect of the congregation.

People with time. Of course, no one has time. But you don't want to overburden anyone with church work. So choose someone who can be freed up from some of his or her other church work for a year. Do not choose your wardens, your treasurer or your finance committee. Counting money and raising it are usually incompatible.

People who can give themselves. These do not have to be your wealthiest members, but the team needs to be able to set an example of generosity.

What about the clergy? Ideally, the Campaign Team should be lay led, but the clergy should participate actively, sharing resources and using pastoral skills to help the group relate

well and stay on task. If the circumstances of the parish dictate that the priest needs to lead the team, that is an acceptable second best.

A well-formed Campaign Team becomes a microcosm of the congregation. Its energy and vitality vibrate out into the congregation, enlivening worship, formation, evangelism, fellowship, and every aspect of parish life.

Adapted from work by Rt. Rev. Dan T. Edwards, Bishop of Nevada