

Using the 2020 TENS Resources for Virtual Stewardship Campaigns

J. Davey Gerhard
Executive Director
The Episcopal Network for Stewardship



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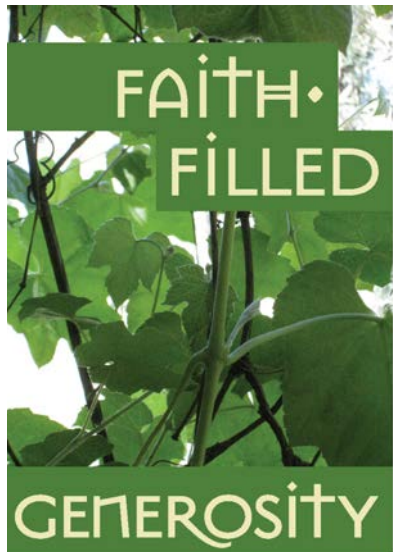
Faith-Filled Generosity

They are to do good, to be rich in good works, generous, and ready to share, thus storing up for themselves the treasure of a good foundation for the future, so that they may take hold of the life that really is life.

1 TIMOTHY 6:18-19 NRSV

Taking “hold of the life that really is life” is something to which we all can aspire. That is a life filled with generosity based on our faith in a God who is generous in all things.

The TENS theme for 2020/21 is a call to each one of us to be “generous and ready to share” so that our ministries may be supported and our personal lives dedicated to the good work of the people of God.

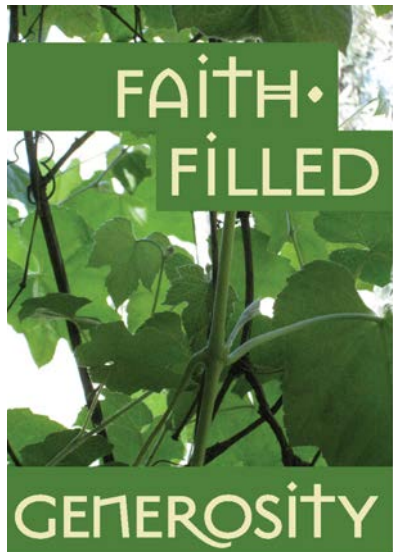


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Faith-Filled Generosity

What does this mean for us?

- As we have moved through Matthew's Gospel this year, we have heard how Jesus teaches us to be in relationship with each other and with God
- Our relationship with God begins with the Creation, and our ongoing role in the re-creation of the world given to us by God
- Such abundance inspires our generosity – we may give much because we have been given much

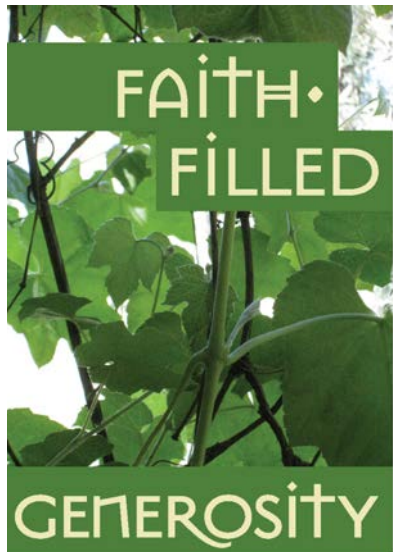


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Faith-Filled Generosity

What is different about stewardship in 2020?

- Communities are meeting virtually, some are hybrid
- Economic fallout from the pandemic differs greatly by region, but is felt keenly in many faith communities
- Uncertainty about what 2021 and recovery might bring



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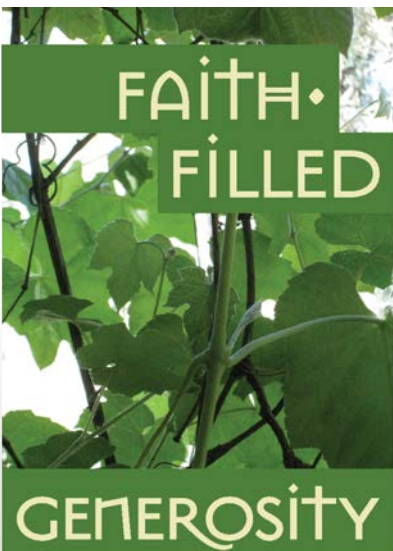
Guide for virtual stewardship

Use these instructions for your 2020 Stewardship Campaign if your congregation is physically distanced and gathering virtually for worship and fellowship.

► **HOW:** Optimizing tools for your virtual stewardship campaign

- » Do you have the capacity to run your stewardship campaign virtually? Do you have a good way to video-chat with parishioners? Facebook Live (<https://www.facebook.com/facebookmedia/solutions/facebook-live>) or Zoom (<https://zoom.us>) have been widely utilized during the coronavirus physical distancing months to connect. If you haven't investigated these tools, spend some time. They are inexpensive, in some cases free, and easy to use.
- » Is your website up to date with an online giving platform? TENS recommends using Tithe.ly. <https://www.tens.org/resources/tithe-ly/>. Other possibilities: PayPal and Network for Good.
- » Do you have an online newsletter or email newsletter? Although "snail mail" may still be a great way to reach your community, many members are also likely adept at email and social media. Consider sending out stewardship materials via email and social media this year, especially if your church office is working remotely.

1. Choose your technology to gather virtually
2. Do your website, social media, streaming services, and newsletters offer ways to gather pledges and gifts online?
3. Have you looked at your newsletter format? Email is the primary way that many of us are communicating these days. Does your newsletter need a refresh?



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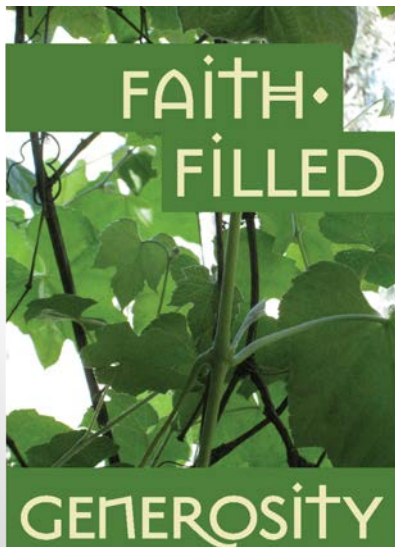
Guide for virtual stewardship

► **WHO:** Key players, practices for conducting Zoom meetings

- » **Identify and invite a member** of the congregation to give a testimonial — a quick word on why they support your congregation.
- » **If you are running** weekly stewardship meetings, invite a diverse group of speakers: vestry, youth, choir or music, clergy, outreach, other ministry areas.
- » **Ask a member** to moderate the conversation on Zoom so that the leader does not also have to monitor the Q&A. Ask people to mute themselves and use the chat function to ask questions, or to raise their hands and be called on to contribute to the conversation.

► **WHAT:** Materials to be included

- » **Use the Sunday bulletin** insert to generate a Bible study on generosity.
- » **The case for giving:** This could be a one-page document with pictures highlighting some of the ministry areas of your congregation. If there is a specific goal or ministry milestone that you are working toward, this is the time to talk about it.
- » **Budget for 2021:** Some congregations present their anticipated budget in narrative form, aggregating expenses in key ministry areas. This is a mission-forward way to show how the budget is raised and spent.
- » **Pledge cards:** Don't forget to include either a physical one or a link to your online giving web page or app.

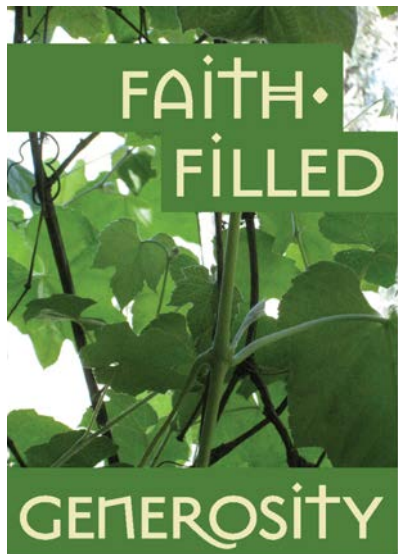


1. Gather testimonials from members – recorded videos, or other
2. Use small groups to teach generosity and develop community
3. What are your stewardship materials?



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Timeline for virtual stewardship



Virtual campaign: a timeline

► **WHEN:** Key precampaign dates

JUNE AND JULY

- » Research and implement an online giving solution that works for your congregation. Implement it on your website and tie it into your social media (Facebook or other).
- » Research and sign up for Facebook Live or Zoom to use live presentations for stewardship. Facebook Live requires that the producer (the church or stewardship team) have a Facebook account, but not the viewer. Zoom is the same.

AUGUST AND SEPTEMBER

- » Run announcements in your newsletter or bulletin that the stewardship campaign will begin soon.
- » Use Pentecost season resources to highlight the coming campaign and tune the hearts and minds of your congregation toward Faith-Filled Generosity.

SEPTEMBER 14 -18

- » Send an email or letter from the clergy.

► **WHEN II:** Campaign underway

KICKOFF SUNDAY

**October 4 (St. Francis Sunday)
or October 11**

- » While it might be appropriate in some communities to begin on October 4, if yours is one that observes St. Francis and the blessing of animals, that likely should be the focus of that day. Therefore, beginning on October 11 might be more feasible.

- » On the same day as your kickoff, hold a virtual stewardship forum on Zoom. Invite the whole congregation to participate while the clergy, members of the stewardship committee, and the vestry present the case for giving and the stewardship theme materials. This is a great opportunity to ask and answer questions about the campaign.

OCTOBER 4 - 17

- » Send an email or letter from the stewardship committee with pledge card, brochures, narrative budgets, or budget documents during the week following your kickoff.

OCTOBER 4 - NOVEMBER 22

- » Use pledge inserts for your weekly services, preaching on stewardship.
- » Consider hosting Zoom small groups convened by members of the vestry or stewardship committee. These gatherings are substitutes for the house meetings or dinners we might have when we are physically gathered. Use the service leaflet and the questions that are posed to generate discussion. These might happen weekly, or periodically, as your congregation prefers.

DEDICATION SUNDAY

November 29, First Advent

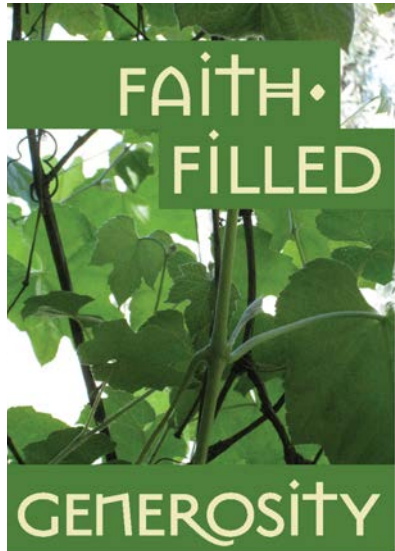
- » Use the first Sunday in Advent as the day in which all your pledges are counted and celebrated. Host a virtual celebration or coffee hour to conclude the hard work of the committee, and to thank everyone for making pledges to support your community.



New this year: Timeline for virtual stewardship

Pre-Campaign

- **Start early** -- Everything takes longer in the pandemic
- **Research your technology** -- test it
- **Build the hype**
 - Begin making announcements about the Faith-Filled Generosity theme
 - Download our *Introduction to Faith-Filled Generosity*
- **Prepare theologically**
 - The July and August Pentecost reflections **summarize the Gospels of those months, providing a stewardship framework** for them and help congregations prepare the campaign to come
- Drop your first letter from clergy beginning Sept 14-18 - **give the mail time** to be delivered. Also send in email

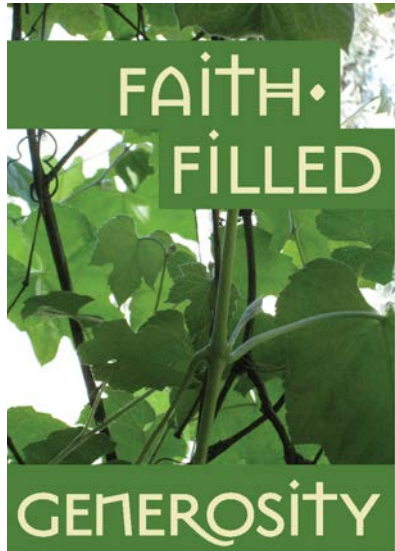


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New this year: Timeline for virtual stewardship

During the Campaign

- **Kick-off Sunday**
 - Some communities will begin on October 4. If yours is one that highlights Francis on his feast day, it may be more appropriate to do your kick-off the following week, October 11
 - After the principal service, **hold a special virtual meeting to kick-off** – introduce leadership, have a testimonial, review the campaign materials and case for giving
- Oct 4-17 **Send the next letter** from either your wardens or your campaign chair *along with your stewardship materials* in post and in email
- **Weekly pledge-season inserts** These will help you relate the readings each week to stewardship themes
- **Convene small groups** however frequently your community can

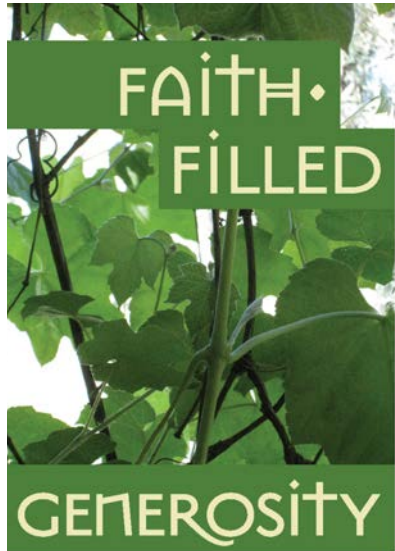


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New this year: Timeline for virtual stewardship

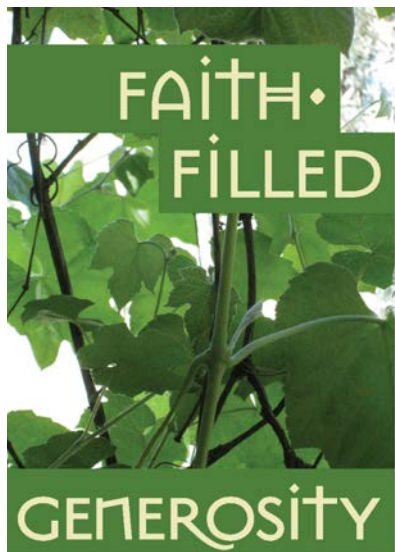
Dedication Sunday

- Use the first Sunday in Advent to announce your pledge totals. **Celebrate!**
- **Pay special attention** during the Offertory to hold up pledge cards, bless them, offer them to God for the work of the Church
- Have a virtual coffee hour to celebrate the good work you have accomplished
 - **Thank campaign leadership**
 - Thank volunteers who have made testimonials or done other work for the campaign
 - **Remember the mission** – talk about the great things that your congregation's gifts will do for the community this year
- Implement a **follow-up plan** to reach households who have not yet turned in their pledges



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Why this year is different



How to talk about money when there is economic fallout from pandemic-related unemployment

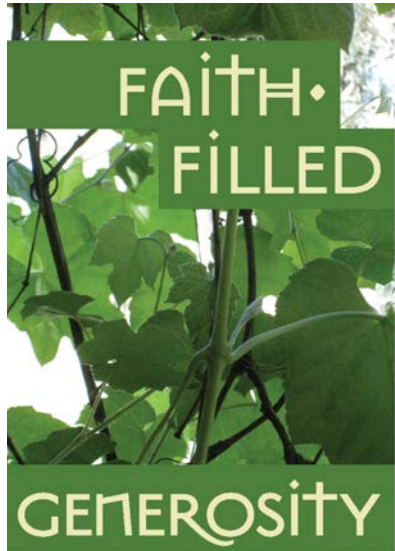
- There is no shame in a household pledging less this year than other years. Every gift matters.
- Remember, some families are not struggling right now, so some of your members may be able to increase their giving
- Every conversation about pledges is a pastoral one
- We remember the Great Recession in 2008-2009. We recovered, and we will recover again. This too, shall pass.
- Christians are people of Hope.
- The work of the church is more acute in times of need



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Why this year is different

How to talk about stewardship if your congregation is facing budget cuts, program cuts, or staff reduction



- Keep your conversation **focused on the mission**
 - The work of the church continues because the needs of our neighbors are still present.
 - We may have fewer resources to spend on mission, so we find other ways to do the work of God
- Did your congregation receive an SBA/PPP loan?
 - Remind members that this insulated staff and programs from cuts for a period of time. Thank your staff and treasurer for completing the paperwork for these loans
- There may be some members who can make extraordinary gifts to cover these unexpected shortfalls – **ask them**

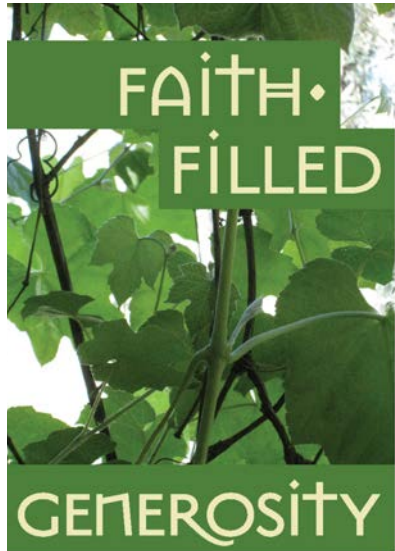


Why this year is different

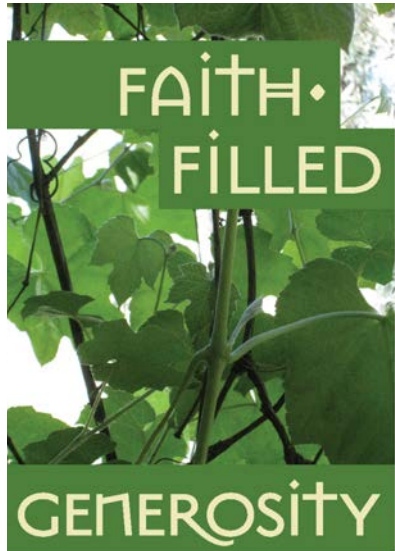
How to talk about stewardship in times of uncertainty

“Look at the birds of the air; they neither sow nor reap nor gather into barns, and yet your heavenly Father feeds them. Are you not of more value than they?” Matthew 6:26, NRSV

- Back in the season of Epiphany we heard this reminder
- Our times are often uncertain, it is our **Christian hope** and our prudent planning that can help us prepare and survive this uncertainty
- **Pledges can be changed** throughout the year if circumstances change – we are open and honest
- We can also make gifts from securities or other channels which **may be performing better**
- **The most important thing is to teach that all giving matters**, regardless of the amount. Be prayerful.



Using the Weekly Inserts



- Related to assigned readings for the week. Frame the readings for **stewardship themes**
- Theological and practical statements of **faith and generosity**
- They can be used in a post-service **virtual coffee hour** as a forum for discussion, or in a **weekly small-group meeting**
- Each reflection suggests a couple of questions designed to **engage us on stewardship** topics
- The reflections can also serve as **inspiration for a sermon** on stewardship



A Diversity of Voices

October 4 –The Rev. Ed Gomez, Vicar, Iglesia de San Pablo, Houston, Texas “Surrendering Privilege and Wealth”

October 11 – The Rev. Melanie S. Donohoe, Rector Epiphany Church, San Carlos, California “Living into New Ways of Being Church”

October 18 – The Rt. Rev. Diane Jardine Bruce, Bishop Suffragan, Diocese of Los Angeles “Give to God the Things that are God’s”

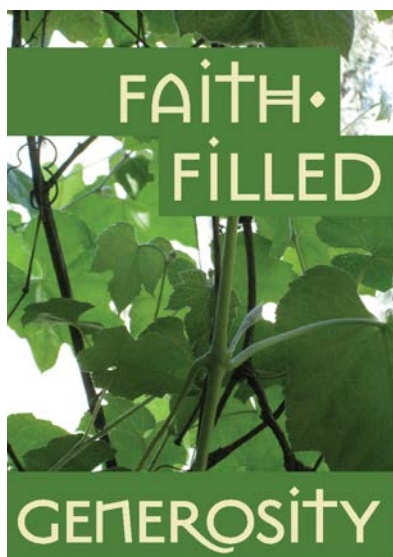
October 25 – Mr. Rob Townes, EVP Sinclair, Townes, & Company, Atlanta, Georgia “Freely Giving our All to God”

November 1 – Cn. Mary MacGregor, Retired Canon for Congregational Vitality and Mission Amplification, Diocese of Texas “Lives Shaped by the Beatitudes”

November 8 – The Very Rev. Matthew Woodward, Dean of Trinity Cathedral, Sacramento, California “The Gifts of Faith”

November 15 – The Rev. Chris Harris, Associate Rector, Christ Church Cranbrook, Bloomfield Hills, Michigan “Risking our Lives to Find Them”

November 22 – Mr. J. Davey Gerhard, Executive Director of TENS, San Francisco, California “Where All are Queens and Kings”



Small Groups in Virtual Times

A powerful connection and deepening relationship is possible when members ask each other for their gifts or enter into dialogue about the mission and priorities of the church. **Your stewardship campaign this year should create small groups focused on formation and mission. Small groups are the best way to develop meaningful formation about money and mission.**

In times of physical distancing, small group meetings, led by members of the **vestry, stewardship committee, or other lay leaders** facilitate the education of mission and the teaching of good stewardship fundamentals.

- Facilitated Small groups
- House churches
- Bible studies or topical studies



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Small Groups in Virtual Times

Job description for a small-group leader

- Committed to stewardship
 - They have **already made their own pledge**
 - Embrace the theme “Faith-Filled Generosity”
- **Know and believe in the case for giving**
 - Can answer questions about mission and ministry, or direct people to the answers
 - Know the budget of the church, and can speak to it
- Good listeners and facilitators
 - Small groups are about **intimacy and vulnerability and mutual support**
- Comfortable with technology
- Available to host – we are all busy people. Make sure your **hosts can give the time** to do it right

How many small groups do you need?

- Groups should **have no more than 12 people** to allow for connection and conversation
- Each group should be able to **meet at least three times** during stewardship season



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Small Groups in Virtual Times

TENS recommends that you have at least three small group meetings this stewardship season

1. Kick-off: Walk through the stewardship materials, the case for giving, and the ministry. If there are pre-recorded testimonials or other accounts of the work your congregation is doing, show them. If there are questions about where the money goes, answer them. **Ensure everyone has materials and pledge cards.**
2. Bible Study: Picking one of the passages suggested in the upcoming slides, run a facilitated Bible study on a stewardship theme. **Ask people to pray about their pledge.**
3. Appreciative Inquiry: vision and mission. The last session should be about **dreaming about the possible**. We'll look at this in more detail in a moment. This is where the **invitation to pledge** should come.



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Small Group Bible Studies on Stewardship

Genesis 1:27-28 We are made in God's image

Psalms 30 The world belongs to the Lord and all that is in it

Malachi 3:7-12 Robbing God

Matthew 3:1-12 What does our baptism mean for us as stewards?

Matthew 5:1-12 The Beatitudes and stewardship

Matthew 6:7-14 Praying the prayer Jesus taught us as stewards

Matthew 25:14-30 The Parable of the Talents

Mark 4:21-25 A Lamp on a Stand

Mark 10:17-25 The Rich Young Man

Mark 12:41-44 The Widow's Offering

Luke 12:13-34 The Parable of the Rich Fool giver.

Luke 12:22-34 Where is your heart?

Luke 15:1-10 The Parables of the Lost Sheep and the Lost Coin

Luke 15:11-32 The Parable of the Lost Son

Luke 18:9-14 The Pharisee and the Tax Collector

Luke 18:18-27 The Rich Young Ruler

Luke 19:1-10 Zacchaeus

Luke 5:1-11, John 21:1-14 Two Fishing Stories

John 6:1-13 The Feeding of the 5,000

Colossians 3:12-17 Paul's guidance for living lives as God's Children

1 Peter 4:7-11 Stewards of the manifold grace of God

1 Timothy 6: 17-19 Be rich in good works

1 Corinthians 4:1 God loves a cheerful



Small Group Bible Study Format

- Opening Prayer: perhaps a prayer of thanksgiving or a prayer inviting the Holy Spirit to be present during the meeting and particularly the engaging scripture.
- Ask someone to read the passage the first time.
 - Group Conversation: **What word, phrase, idea, or sentence stands out for you?**
- Ask a different person to read it a second time, perhaps from a different bible translation.
 - Group Conversation: **What is God/Jesus/this passage saying to you?**
- Ask a third person to read it, perhaps from yet another bible translation.
 - Group Conversation: **What is God/ Jesus/this passage calling you to do?**
- Close with prayer for each person, that each of you may become more and more the faithful, loving, generous stewards God calls us to be, that each of us may indeed respond to what God is calling us to do and to be.



Other Topics for Small Groups

Appreciative Inquiry is a model of design thinking or development that focuses on what is possible, what is good, what is exciting. It purposely does not ask negative questions or frame problems. It is a solutions-based, inclusive way to engage in respectful conversation.

1. What ministry of our congregation is most hopeful or most exciting to you? Why?
2. If money were no object, what service to our neighborhood / neighbors would you hope to begin? Why?
3. What are examples that you can name of nonprofits, organizations, or other churches that are doing remarkable work in our community? Why are they inspiring to you?
4. Which of your gifts are you most willing to share with our church? (some examples: music, accounting, website, answering the phone, yardwork, translation, invitation, having fun, leading groups, cooking food) Why?



Modeling Stewardship Dialogues: Making the ask

This year, we recommend that small-group hosts also extend the invitation to pledge to their members.

Peer to peer asks are so powerful because they are authentic.

- **Develop a short and simple script** around the core mission of the congregation – three to five talking points that can be shared
- **Write** some questions for each group to answer as they gather
- Ask each participant to review the materials they've received, pray about their giving, reflect on their household budget, and submit pledges by a due date.
- Ask each participant one direct question: **Will you support the mission of our church this year?** Do not ask for the amount -- just a yes or a no.
- Regardless of the answer, **thank them for their time**, and ask them to follow up with you (or the appropriate people) for more support or answers to questions they have.



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Liturgical Resources for your Virtual Stewardship Campaign



Cartoon by the Rev. Jay Sidebotham and the Church Pension Group



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Liturgical Resources for your Virtual Stewardship Campaign

Best Practices for the Virtual Offertory

Invite: Use one of these alternate offertory sentences specifically developed for virtual gathering. These come from the Rev. Kay Sylvester, Rector of St. Paul's, Tustin, CA

- Let us offer our gifts, so that God will bless and break them like holy bread, and use them to nourish the world.
- As Jesus fed thousands on a hillside from a small, shared meal, let our shared gifts multiply and bring God's kingdom near.
- Creator God, gather our gifts from the four sacred directions as we give you thanks.
- Let us offer our gifts as seeds; may we plant and water them with God's help; may God's grace yield a harvest of new life.
- With grateful hearts, let us give what we have. With joyful hope, let us give for what can be.
- Let us love God and love one another by offering our gifts to the work of love.



Liturgical Resources for your Virtual Stewardship Campaign

Best Practices for the Virtual Offertory

Gather: In this moment, we take time to virtually pass the offering plate representing our gifts, hopes, and prayers to the Creator and our community. When gathered virtually, take the time to observe the solemnity of this moment

- Ask people gathered remotely to use this time to make their weekly pledge online
- Have a moment of silence for people to complete the action of online giving, or to give gratitude for what they have received

Bless: Making an action of Orans, bless the gifts that have been presented virtually by our members, give thanks

Break: Just as the gifts of bread and wine are broken and shared, so too our gifts of treasure, time, and talent are shared with a needful world. Take a moment to name the ministries supported by your congregation as a remembrance that our virtual work has very real impact in our world.



Your Questions or Comments



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2020 resources <https://www.tens.org/resources/member-resources/>

Username: 1PETER

Password: FOUR:10

J. Davey Gerhard, Executive Director

415-869-7837 (o)

415-307-0172 (m)

davey@tens.org

<http://www.tens.org>