



Is Your Campaign Ready to Launch?

Best Practices & Tools

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The Episcopal Network for Stewardship



Learning Objectives

- ▶ Every Perfect Gift – Theme Overview
- ▶ How to talk about money and faith
- ▶ How to use the TENS Resources for your campaign
- ▶ Your Questions Answered



Introduction

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TENS Theme for 2021

Every generous act of giving, with every perfect gift, is from above, coming down from the Father of lights, with whom there is no variation or shadow due to change.

James 1:17, NRSV

TENS Theme 2021

Every  Perfect
Gift 

Cada don  perfecto


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TENS Theme for 2021

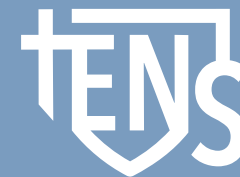
The theme and image for *Every Perfect Gift* are wrapped in the metaphor of the butterfly and chrysalis.

To the ancient Greeks, the butterfly represented the image of rebirth and freedom. The word they used for butterfly was *psyche*, and if you are thinking that sounds familiar, you are correct! It also means spirit. The humble and beautiful butterfly contains the philosophical and spiritual idea of the soul breaking free from its shell — free to **discover, to inspire, to create, to communicate, to share**. *These are the results of our gifts of time, talent, and treasure*

TENS Theme 2021

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Recommendations for Your 2021 Pledge Campaign



Stewardship Best Practices

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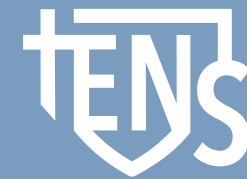
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Virtual Stewardship

Every congregation should have the ability to collect donations and pledges online and via mobile platforms.

For plate and pledge:

- ▶ It is no longer usual for individuals to carry cash. More and more people use their credit and debit cards for transactions.
- ▶ Receipts are automatic, as are thank-you acknowledgements
- ▶ Most donation software gives you at least basic information to reach out to visitors – at bare minimum, an email address or phone number tied to a real name
- ▶ More donors rely on online or mobile platforms to make recurring or one-time gifts to nonprofits than ever before.



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Online Giving

Virtual Stewardship

According to the 2019 Lake Institute study on Faith and Giving

- ▶ It's not just Millennials and Gen-Z who give online. **People aged 40-59 are the largest group of online donors**
- ▶ Faith-based online giving has grown **8.8% in the last 2 years**
- ▶ **59% of donors 66 and above** have made gifts online
- ▶ Across mainline Protestant denominations in all areas of the US, churches that accept donations online **increase their giving by avg. 32%**
- ▶ You are leaving money on the table if you do not accept online gifts

Online Giving



Virtual Stewardship

There is no reason to limit the number of platforms or methods for giving.

- ▶ **Donor-centric** – this means that we make it easy for the giver
- ▶ Don't leave money on the table (or in the purse). **Offer as many ways as you can manage** for your offering plate
- ▶ Pick platforms that integrate well with your accounting software



Online Giving



Virtual Events, Auctions, & Galas

What kind of events might you do?

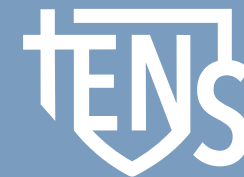
Talent shows! Everyone can participate from the safety of their own homes. Use online tools in Zoom like polls and voting to give everyone a high score and a thumbs up!

Dinners! Choose a menu or options from a local catering company and have members pick up their meals in a bag, eat them together while you watch presentations about the mission or have fun together on Zoom

Craft fairs / Bake sales! Show off your skills, and members use bidding or donation applications to win. Delivery is contact-less

Auctions, silent or live! Mission-related, community-based are the best ways to go this year

Online Giving



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Virtual Events, Auctions, & Galas

Here's how to run your event for *virtually* no cost

1. Sell tickets through Eventbrite
2. Promote on Facebook, Twitter, and Instagram
3. Use Zoom to bring people together
4. Use Tithe.ly to collect extra donations or text-to-give campaigns
5. Use ebay for Charity to run your auction

The tools are easy to implement and easy to operate, and best of all, they're free or very low cost.

Online Giving

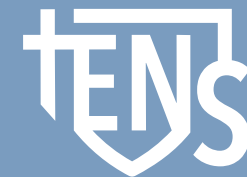


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Challenges in Stewardship

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**
- ▶ **Check in with clergy** about the people on your list, and follow up if **pastoral concerns** arise
- ▶ 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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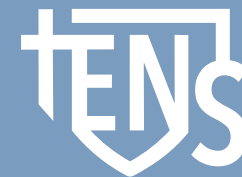
Confronting Challenges in Stewardship

Challenges in Stewardship

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**

Confronting Challenges in Stewardship

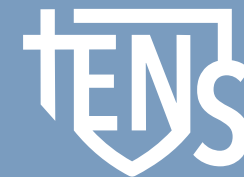


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Challenges in Stewardship

How to talk about stewardship in times of uncertainty

- ▶ 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.

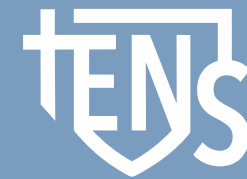


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Confronting Challenges in Stewardship

Strategies for Difficult Topics

- ▶ Create Safe Space
 - ▶ **Nurture all voices** but keep any one voice from dominating
 - ▶ Allow silence or time to process – **give space** for introverts
- ▶ Keep things positive
 - ▶ That doesn't mean everything has to be “just fine.”
 - ▶ **Dwell on what's possible**
- ▶ If running small groups, train your small-group leaders or conversation partners on facilitation
 - ▶ **Leaders don't need to have all the answers**
- ▶ **Pray for each other** in group and outside of group – keep each other in your hearts



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Confronting Challenges in Stewardship

Talking about Money

What You Can Control

How well you make your case

The setting for the meeting

How much time you have

Your warmth and how you customize information

Your reaction to the donor's response

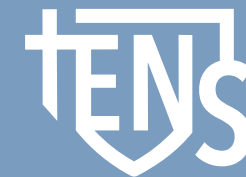
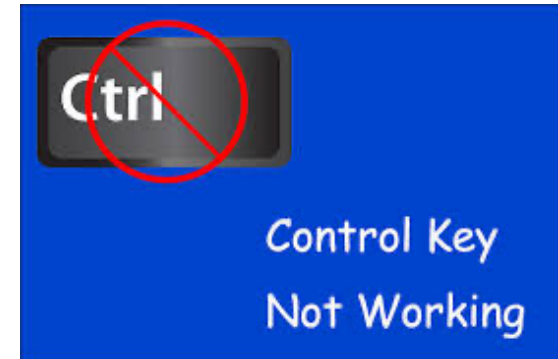
What You Cannot Control

The donor's financial well-being

How the donor will react
The donor's interest

Reasons the donor may not give

The donor's other financial commitments



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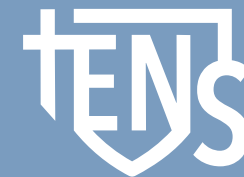
Confronting Challenges in Stewardship

Appreciative Inquiry

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. In your small-group discussions using the weekly inserts, consider asking the following appreciate inquiry questions:

1. Ask the questions posed in the reflection
2. What ministry of our congregation is most hopeful or most exciting to you? Why?
3. If money were no object, what service to our neighborhood / neighbors would you hope to begin? Why?
4. 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?
5. 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?

Confronting Challenges in Stewardship



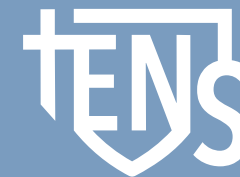
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Asking for Money for Mission

How to make the ask

- ▶ Renewal: Susan, this year we are raising more money than ever to fund our youth program, outreach to elders, and to help our community. Mary and I made our gift to the campaign, will you join us in supporting the campaign this year?
- ▶ Increase: Jonathan, my husband and I increased our giving this year because we want to see our congregation grow. Can you make a stretch gift to the campaign this year?
- ▶ Tough Year: Dick and Bill, your giving to our church has been so faithful all these years, and I know this has been a tough year for you. Still, I am asking you to make a gift to our pledge campaign, no matter the amount. Will you?
- ▶ Newcomer: Cindy, you and your family are new to our congregation, are there any questions I can answer about why we raise money through pledges or how you can join us?

Confronting Challenges in Stewardship



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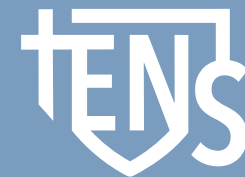
Weekly Inserts

- 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

Using the TENS Materials

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Weekly Inserts

September Readings

September 19: *The Gift of Praise*; Cathy Clement, Past TENS Board President. *All Saints*, Pasadena, California

September 26: *The Gift of Relationships*; Rev. Cn. Timothy Dombek, TENS Board of Directors. *Church of the Advent*, Sun City West, Arizona

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Weekly Inserts

October Readings

October 3: *The Gift of Wonder*; Cn. J. Davey Gerhard, Executive Director; *Holy Innocents*, San Francisco, California

October 10: *The Gift of Sharing*; Rev. Debra Bennett, TENS Board of Directors, *Our Saviour*, Akron, Ohio

October 17: *The Gift of Helping a Stranger*; Rev. Dina VanKlaveren, TENS Vice President, *St. Andrew's*, Glenwood, Maryland

October 24: *The Gift of Faith*; Catherine Miller, *Good Shepherd*, North Dallas, Texas

October 31: *The Gift of Love in Action*; Cn. Lynn Farlin, *Diocese of Southern Virginia*

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Weekly Inserts

November Readings

November 7: *The Gift of Miracles*; Rev. Cn. Julia McCray Goldsmith, TENS Board of Director, *Trinity Cathedral*, San Jose, California

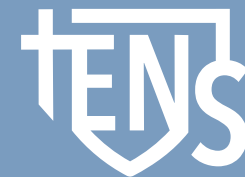
November 14: *The Gift of Worship*; Rev. Cn. Cathy Dempsy-Sims, *Dioceses of Western New York & Northwest Pennsylvania*

November 21: *The Gift of Relationship*; Rev. Sarah Fisher, Past TENS Board Member; *St. Catherine's*, Marietta, Georgia

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Other Pledge Campaign Tools

Pre-Campaign

-4 WEEK
DEADLINE

- ▶ Send Letter from the Clergy outlining the theme

-2 WEEK
DEADLINE

- ▶ Send Letter from the Wardens focusing on your budget and mission.
- ▶ Make sure your donation platform website is ready to go

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Other Pledge Campaign Tools

The Campaign



- ▶ Send Letter from the Campaign Chair with Pledge Materials. Have a Kick-off event (virtual or in-person). Offer testimonials
- ▶ Pledge Cards
 - ▶ Use the model pledge / promise cards to ask for commitments from your members. **Don't forget to include information on time & talent, on legacy giving / estate gifts, gifts of securities, and online giving intentions**
- ▶ Case for Support / Brochure
- ▶ Budget
- ▶ Narrative Budget

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Other Pledge Campaign Tools

The Campaign



- ▶ Distribute Weekly Inserts in the bulletin or online
- ▶ Prayers of the People are specially written to bring in the Every Perfect Gift theme
- ▶ Consider using the Every Perfect Gift Hymn in your liturgy, perhaps at the offertory
- ▶ Small groups or rector's forum discussions of the weekly inserts
- ▶ How are you going to finish your campaign?

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Other Pledge Campaign Tools

Post-Campaign

+1 WEEK
DEADLINE

- ▶ Send out Thank-You notes signed by the clergy and/or committee for every pledge or gift of time, talent, & treasure received
- ▶ Make sure to announce the amount pledged / collected, and a plan to clean-up gifts that haven't yet come in
- ▶ Evaluate your campaign. Watch the TENS Webinar on this topic: <https://www.tens.org/webinars-events/tens-webinars/evaluating-your-pledge-campaign/>
- ▶ Thank your committee and acknowledge their hard work

+4 WEEK
DEADLINE

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Thank you!

For more information, tools, webinars, and resources, visit www.tens.org

Our password for 2021: James1:17

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