



Is Your Campaign Ready to Launch?

Best Practices & Tools

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Learning Objectives

- ▶ More Than Enough– 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 2022

And taking the five loaves and the two fish, Jesus looked up to heaven, and blessed and broke them, and gave them to the disciples to set before the crowd. And all ate and were filled. What was left over was gathered up, twelve baskets of broken pieces.

Luke 9:16-17, NRSV



MORE THAN ENOUGH



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TENS Theme for 2022

As we emerge from this period of disruption and isolation in our congregations, we have felt the pain and frustration of distance, of diminished resources, and of our ability to connect in the ways to which we are accustomed.

However, as we take inventory of our spiritual resources, the strength of our community, and our capacity for generosity, we realize that there is now, and always has been, *More Than Enough*.

TENS Theme 2022



MORE THAN ENOUGH



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Recommendations for Your 2022 Pledge Campaign



Stewardship Best Practices

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.

Online Giving



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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



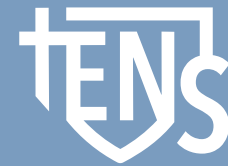
Virtual Stewardship

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



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Virtual Events, Auctions, & Galas

What kind of events might you do?

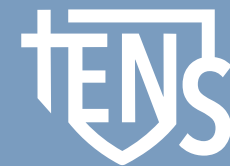
Talent shows! Everyone can participate from the safety of their own homes. Use online tools in Zoom like polls and voting to give everyone a high score and a thumbs up!

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



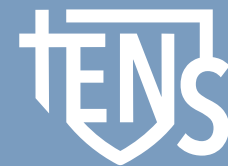
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Challenges in Stewardship

How to talk about money when there is economic fallout from pandemic-related issues, inflation, or other disruptions

- ▶ 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**

Confronting Challenges in Stewardship



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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.

Confronting Challenges in Stewardship



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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



Confronting Challenges in Stewardship



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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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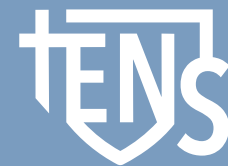
Asking for Money for Mission

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

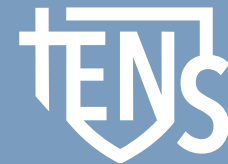


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Weekly Inserts

- 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 11: *Precious Things*; Rev. Jane McDougale.
Holy Innocents, San Francisco, California

September 18: *Our Honest Relationship with Money*;
Ms. Sharon Pilmer, Stewardship Chair, *St. Paul's*,
Oakland, California

September 25: *Lazarus & the Rich Man*; Ms. Catherine
Gero, *St. Stephen's*, Santa Clarita, California

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Weekly Inserts

October Readings

October 2: *On Enough and Abundance*; The Rev. Lance Ousley; Emmanuel, Houston, Texas

October 9: *A Testimony of Stewardship*; Ms. Erin Weber-Johnson, Vandersall Collective, St. Paul, Minnesota

October 16: *On Generosity*; The Rev. Glenna Huber, Epiphany, Washington, DC

October 23: *About Humility*; Ms. Linda Buskirk; Core Capital Campaigns, Fort Wayne, Indiana

October 30: *Giving & Receiving*; The Rev. Malcolm French, St. Simon's, Oakville, Ontario

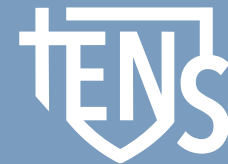
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Weekly Inserts

November Readings

November 6: *Blessed Are the Poor*; Mr. Sam Messer, *St. Mark's*,
Newport, Vermont

November 13: *On the Promise of Abundance*; The Rev. Kirby
Smith; *All Saints*, Vista, California

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Other Pledge Campaign Tools

Pre-Campaign



- ▶ Send Letter from the Clergy outlining the theme



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

Using the TENS Materials



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 More Than Enough theme
- ▶ Consider using the More Than Enough 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



- ▶ 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



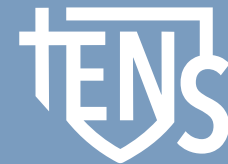
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Thank you!

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

Our password for 2022: Luke9:17

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