

Session Three: Making Your Plan – Sharing the Good News

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Session Three: Introduction



A Timeline for Your Stewardship Campaign



Campaign Timeline



Pre-Campaign



Recruit Your Team

Form your team theologically. TENS has resources to help with this, [here](#).



Set Goals

Your campaign goals should be in harmony both with your budget and your mission goals. Set goals that are inspirational and aspirational yet achievable.



Choose technology

Make certain you have at least one way for members to make their gift online and at least one way they can submit their promise/pledge electronically.



Update website and social media

Upload your budget, campaign materials, promise/pledge forms, and other stewardship campaign items to your website. You should have an easy-to-find section on your website for stewardship so that members and visitors alike can learn about your funding needs and process.



Spend time in spiritual formation with your team

- Run announcements in your newsletter or bulletin announcing that the stewardship campaign will begin soon.
- Use the Pentecost season resources to highlight the coming campaign and remind your members that we Tell Out Our Soul all year-round.



Four Weeks before Campaign Kickoff

Send email or letter from the Clergy



Two Weeks before Campaign Kickoff

Send email from the Wardens



Rt. Rev. Dan Edwards, Retired Bishop of Nevada, reminds us that your stewardship team should be in place by Easter

[TENS Webinars](#) can help you learn more about these critical planning steps of your campaign.

Watch our webinar [Recruiting and Training a Stewardship Team](#)

Watch our webinars [Virtual Stewardship 101](#) and [Virtual Stewardship 201](#)



Campaign Timeline



The Campaign



Kick-off

Send email or letter from the Stewardship Committee with promise/pledge cards, spiritual and theological reflections, materials, budgets, narrative budgets



Consider a series of dinner church or house church meetings in the stewardship season.

Consider holding some in-person, and some virtually

- Use the **Weekly Reflections** to generate a Bible study on generosity
- 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** so that the leader can focus on the people present. If on zoom, 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 should be included in your annual pledge drive?

- **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.
- **Consider creating a Narrative Budget.** 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.
- **Don't forget to include pledge cards.** A physical one or PDF version, and a link to your online giving

Campaign Timeline



Weekly

- Weekly Reflections start conversations about stewardship
- They also are a good preaching resource
- Email or send these out with your service materials, or hand them out with your bulletins.



Celebration and Dedication Sunday

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



Weekly testimonials or videos are great ways to personalize your campaign. When people tell the story of how and why they came to support their congregation they help other people connect. Remember to tie our gifts to supporting the mission.



Campaign Timeline



Post Campaign



Gratitude!

Personal [thank-you notes](#) to every member, regardless of whether or not they pledged is a beautiful way to end the campaign. Every person in your church contributes something, acknowledge them.

Don't forget your stewardship committee and chairs. Publicly acknowledge them and their hard work.



Evaluating your Campaign

Before your hard-working stewardship team disburses, gather them one last time to evaluate the results of your campaign. Evaluation is about more than the financial performance of your campaign, but includes participation rate, overall mood and reception of your case and mission, and how many volunteers identified themselves for engagement in ministry.



Watch our webinar on [Evaluating Your Pledge Campaign](#) for tips on how to analyze your results and plan for the next campaign.



NAME _____

ADDRESS _____

PHONE _____ EMAIL _____

PLEASE CONTACT ME ABOUT:

- setting up payments from my checking account/credit card.
- including the church in my estate plans.
- making my gift through stocks or securities.



My promise for 2025-26: Acknowledging that we Tell out our Soul, I/we promise \$_____ for ministry.
I/we plan to fulfill this pledge weekly monthly quarterly annually

**Wealth, Works
& Wisdom**

It takes more than money to operate ministry in our church.

With gratitude we accept the many gifts of our members as volunteers, servers, ambassadors, and friends in and outside our community.
Thank you for all you do!

I/my family would like to volunteer:

I/my family would like to learn more about these ministries or opportunities:

I/my family have skills and interests we would like to share or teach to our church:

Why make a proportional gift?

Recently retired Bishop of Olympia, the Rt. Rev. Greg Rickel, stated that the tithe is only the beginning point. As Christians we give one hundred percent of what we have in gratitude for God who gave us everything there is. We're *all in*.

When you make a proportional gift:

- You set aside your first fruits, dedicating a portion of your wealth, works, and wisdom to God. This is a sacred act.
- Your financial gift rises and falls with your income – it is right-sized to your household.

Giving back to God is a life-time journey; setting a percentage allows you to step up your giving over time.

Annual Income	Weekly Income	Beyond the Tithe		Tithe	Proportional Giving								
		15%	12%		9%	8%	7%	6%	5%	4%	3%	2%	1%
\$20,000	\$385	\$58	\$46	\$38	\$35	\$31	\$27	\$23	\$19	\$15	\$12	\$8	\$4
\$25,000	\$481	\$72	\$58	\$48	\$43	\$38	\$34	\$29	\$24	\$19	\$14	\$10	\$5
\$30,000	\$577	\$87	\$69	\$58	\$52	\$46	\$40	\$35	\$29	\$23	\$17	\$12	\$6
\$40,000	\$769	\$115	\$92	\$77	\$69	\$62	\$54	\$46	\$38	\$31	\$23	\$15	\$8
\$50,000	\$962	\$144	\$115	\$96	\$87	\$77	\$67	\$58	\$48	\$38	\$29	\$19	\$10
\$60,000	\$1,154	\$173	\$138	\$115	\$104	\$92	\$81	\$69	\$58	\$46	\$35	\$23	\$12
\$70,000	\$1,346	\$202	\$162	\$135	\$121	\$108	\$94	\$81	\$67	\$54	\$40	\$27	\$13
\$80,000	\$1,538	\$231	\$185	\$154	\$138	\$123	\$108	\$92	\$77	\$62	\$46	\$31	\$15
\$90,000	\$1,731	\$260	\$208	\$173	\$156	\$138	\$121	\$104	\$87	\$69	\$52	\$35	\$17
\$100,000	\$1,923	\$288	\$231	\$192	\$173	\$154	\$135	\$115	\$96	\$77	\$58	\$38	\$19
\$120,000	\$2,308	\$346	\$277	\$231	\$208	\$185	\$162	\$138	\$115	\$92	\$69	\$46	\$23
\$150,000	\$2,885	\$433	\$346	\$288	\$260	\$231	\$202	\$173	\$144	\$115	\$87	\$58	\$29

Session Three: Pledge Card



Walk in Love

Do you all mean it?



"Do you all mean all that kingdom of God stuff you have us talk about?" he asked me as we sat on the pavement outside the building where the camp talent show/karaoke night was taking place.

This was the third night in a row where I sat adjacent to the all-camp activity with this particular camper, processing challenges that happened throughout the day; boundaries that got pushed, relationships that got thorny, repeated instructions that got ignored. Every night we'd make a little bit more progress and I almost looked forward to our evening conversations, even while they were complicated.

"What makes you ask that,?" I asked him in return.

"Just curious," he replied.

"We try to mean it," I answered, "It isn't always easy and it isn't always a straight line, but I think we try to mean it."

"We'll see, I guess," he noted before walking away, the bulk of our conversation having already finished.

For the next two nights we would keep up the pattern of our evening conversations. He would coyly smile every time I walked up. "I must be your favorite camper," he'd say laughing.

On the last day of camp, he made eye contact with me across the parking lot and ran up after loading his suitcase in the trunk.

"I think I almost believe you – all that kingdom of God stuff. It doesn't make sense, but I almost believe you."

Walking in love isn't always a straight line and it isn't always comfortable and it isn't always easy to believe. But in the moments when the world feels like it's overflowing with pain and hurt and brokenness, I hear his words echo in my head: "I think I almost believe you – all that kingdom of God stuff. It doesn't make sense, but I almost believe you," and I figure I can try to start the walk again – one step, one conversation, one honest answer at a time. | TENs.org

Questions for Reflection:

What do you find it hard to believe sometimes? When walking in love gets hard to do, who do you look to for inspiration to keep trying?



The Rev. Spencer Hatcher serves as the Executive Director of the Barbara C. Harris Camp and Conference Center in Greenfield, NH where she's lucky enough to be a part of a summer camp that serves the dioceses of Massachusetts, Western Massachusetts, and New Hampshire.



THE EPISCOPAL
NETWORK FOR
STEWARDSHIP



Farther Along: A Lenten Reflection

The parable of the Prodigal Son resonates with us because it is so relatable. It is such a human story of selfishness, greed, squander, loss, return, and love. In most families a version of this story, perhaps in less dramatic terms, plays out as children try to claim their place in the world. I never appreciated home as much as when I came back to it after having tried and failed in my first post-college experience.

The parable that we hear Jesus tell us about a misguided son, a doting father, and a jealous brother is most often understood from the perspective of the prodigal. Some focus might be on the father, but the jealous son gets almost no thought, save for his complaint. I think this is a shame, because all three characters in this story have a profound lesson for us. The prodigal teaches us about gratitude, the father models unconditional love even if we don't understand his motives, and the jealous brother shows us the face of steadfast loyalty and faith.

I grew up singing the hymn Farther Along. It's a story about one day knowing all the reasons why things happen to us even if they don't make sense in the present. It contains the line "Then do we wonder why others prosper, living so wicked year after year." I hear the jealous brother in this line. Some of the most hardworking members of our churches are the overlooked brother-type of member: loyal, faithful, honest, doing our portion of the work that is needed, no flash or hype needed. The hundreds of volunteer hours that we contribute, the countless ideas and talents that we share, the steadfast showing-up make us faithful stewards of the gifts we have been given, whether someone throws us a party, or not. tens.org



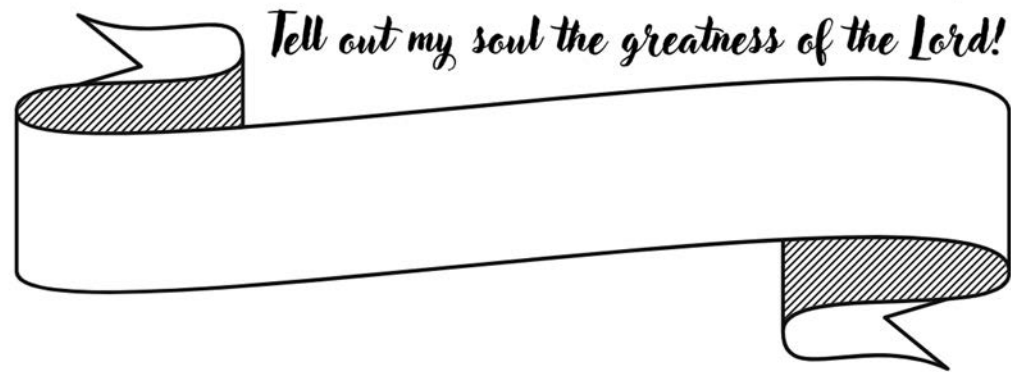
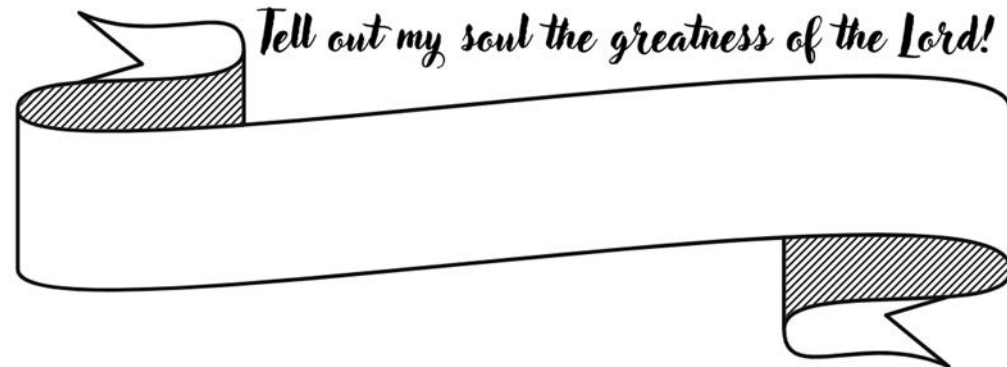
Questions for Reflection:

How do you feel about recognition for service or ministry? Does it inspire you or motivate you to serve? Or does it embarrass you?



Cn. J. Davey Gerhard serves as Executive Director of TENS: The Episcopal Network for Stewardship and reminds us that planned giving is the perfect way to ensure that an inheritance is not squandered.





Session Three: Sharing Your Good News!



Thank you!

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

Our password for 2025: Luke1:46

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