



Core Components

for a
FALL CAMPAIGN
July 21, 2021

National Capital Presbytery



Disclaimer

We're all pretty unique.

No hard and fast rules.

These are a collection of insights on
what is happening in other churches.

WHO DOES IT?

Basic Roles



Generosity Team

- ✓ Chartered by session
- ✓ Member from each program/mission committee of the church
- ✓ Coordinates ALL storytelling, asks, and thanks
- ✓ Gathers ministry examples – virtual and in-person
- ✓ Works year-round

WHO DOES IT?

Basic Roles

Generosity
Team

Session

- ✓ Sanctions/charters the Generosity team
- ✓ Shares their stories
- ✓ Supports the Generosity Team
- ✓ Be pledgers/tithers
- ✓ Be leaders in stewardship (pledge first)

WHO DOES IT?

Basic Roles

Generosity
Team

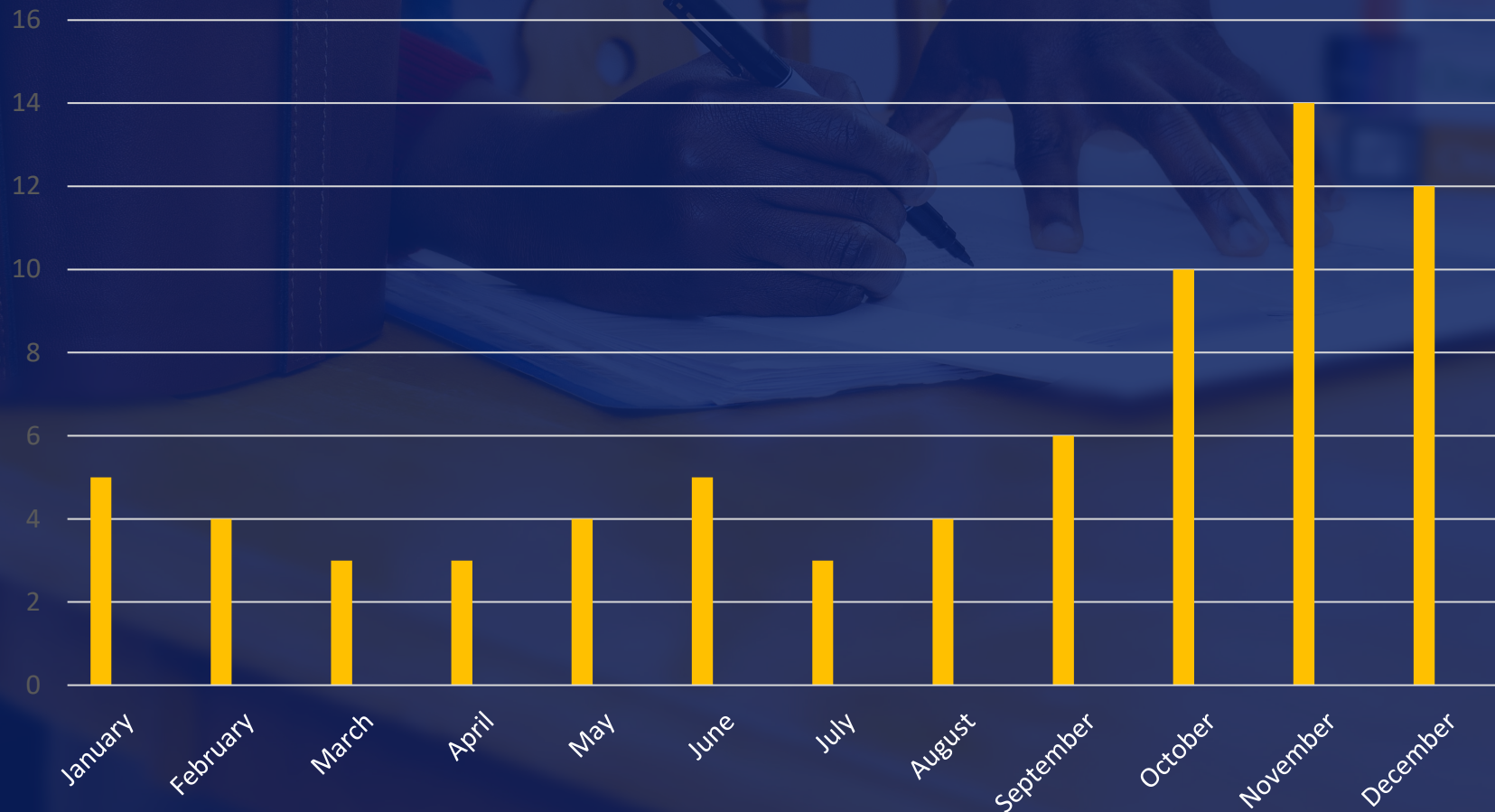
Session

Pastor

- ✓ Talk about personal stewardship experiences
- ✓ Preach about generosity regularly
- ✓ Be the storyteller; excite/energize people about all that the church is doing
- ✓ Invite/ask

WHEN

...is a good time to Start? Finish?



The background image shows a person's hands writing on a document on a desk. A leather bag is on the left, and a watch is on the right. The image is overlaid with a blue gradient.

IS THERE A CALENDAR

What are commonly sequenced activities?

Calendar

- Gather Team
- Select Theme
- Set Calendar
- Narrative Budget



Pre-Work

- Draft Brochure, Letter, Pledge Card
- Prepare website for pledging
- Prepare blurb/article / testimonial



Weeks 1-2

- Prepare print and/or electronic delivery
- Thank You cards or arrange e-Thanks
- Invite leadership pledge



Weeks 3-4

- Campaign kick-off
- Sermon
- Minute for Mission
- Article, blurb, testimonials



Weeks 5-6

- Commitment Sunday
- Sermon
- Thank you notes
- Reach out to those not responding



Weeks 7-8

RESOURCES & SAMPLES

A top-down view of a person's hands writing in a journal. The left hand is open, showing a ring on the ring finger. The right hand is holding a pen and writing on the right page. The journal is open, showing a calendar on the left page and a page with various sections like 'MY GOALS', 'TODAY'S TARGETS', 'WINS', 'LESSONS LEARNED', and 'Tonight I am grateful for' on the right page. The entire image is covered with a semi-transparent blue overlay.

Stewardship
Navigator

Narrative
Budget

Stewardship Navigator

[Sign Up](#)[Log In](#)

WELCOME TO THE Stewardship Navigator

A simple tool that helps raise funds for your mission

[Sign Up](#)[Watch Video](#)

“ Like good stewards of the manifold grace of God,
serve one another with whatever gift each of you
has received. ”

1 Peter 4:10

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Annual Campaign

Narrative Budget Builder

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Document Storage

Your Ministry Relations Officer (MRO)



Olanda Carr

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Welcome Georgetown in Washington, DC

Help ?

Stewardship Calendar:

These bimonthly tasks will help you maintain successful year-round stewardship.

January/February

March/April

May/June

July/August

September/October

November/December

Stewardship Committee

- Recruit and orient stewardship committee.
- Appoint individuals or small groups to carry out specific tasks.

[Click for Details and Resources](#)

Stewardship Education

- Develop stewardship education goals and plans for implementation.
- Review new annual stewardship education resources and theme materials.

[Click for Details and Resources](#)

Generosity Storytelling

- Become acquainted with the new *Presbyterian Mission Yearbook for Prayer and Study*.
- Develop mission interpretation plans for the year.

[Click for Details and Resources](#)

Campaign Planning

- Recruit and orient campaign chairperson and other leaders.
- Begin making decisions about the method to use for the campaign.

[Click for Details and Resources](#)

Annual Campaign



Browse our campaign templates and select an annual campaign.

[View Campaign Checklist](#)

Narrative Budget



Use our online tool to create a narrative budget that communicates stewardship in a lively, charismatic way.

[Create Your Narrative Budget](#)

Stewardship Kit



Learn about the six key resources every church should have.

[Build Your Stewardship Kit](#)



Your Ministry Relations Officer (MRO)



Olanda Carr

Contact Me

Deciding on a Campaign

This section will provide you with suggestions for annual campaigns. Click on each card below to see a brief description of the campaign, as well as advantages and disadvantages of each. When you're ready to select one, click the Select campaign button at the bottom. You will then be brought to a sample checklist for how to complete the campaign. You can change your campaign selection at any time.



Online Campaign



Worship Services



Telephone Solicitation



Small Group



Direct Mail



Congregational Dinner



Online Campaign

This plan assumes that some or all members will not be worshipping in-person or available for meetings in-person. In this campaign, connections are heavily dependent on online delivery - and occasional hard-copy resources where appropriate.

Strengths

- Effective tools for a virtual worship environment.
- Connects people even when physically distant.
- Relies on increased stories of the impact of generosity.
- Simpler production than in-person campaigns.

Limitations

- The robust impact of generosity is not palpable when not witnessing through gathering in person.
- Members may be weary of online programming and communications.
- More difficult to connect with those recently dis-engaged.
- Requires more skills in technology and media.

When To Use This Campaign

- Part or all of your congregation cannot worship together in person.
- You need to invite members into generosity through the church without meeting in person.

When Not To Use This Campaign

- When the congregation is able to worship in person.



Online
Campaign

Edit Content

Select Campaign

Close



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Annual Giving Campaigns

Deciding on a Campaign

This section will provide you with suggestions for annual campaigns. Click on each card below to see a brief description of the campaign, as well as advantages and disadvantages of each. When you're ready to select one, click the "Select campaign" at the bottom. You will then be brought to a sample checklist for how to complete the campaign. You can change your campaign selection at any time.



Direct
Mail



Congregational
Dinner



Every Member
Visitation



Small
Group



Telephone
Solicitation



Worship
Services

Direct Mail

An effective mail appeal depends on a series of carefully written letters sent to every member of the congregation over a period of several weeks. A final letter includes a commitment card to be mailed or brought back to the church. Some of the letters are handwritten and/or personally composed. The program may involve personally calling on those who did not respond.

Strengths

- Allows for much creativity in writing.
- Includes all members.
- Is easy to manage.
- Is an efficient use of effort.
- Provides consistency in message communicated.
- Requires little leadership.
- Is non-confrontational.
- Updates membership rolls.

Limitations

- Lacks face-to-face dialogue.
- Materials being mailed must be top quality.
- Is often ineffective if discontent exists in the congregation.
- Resembles secular appeals for funds.
- Requires an efficient way to receive commitments.
- Follow-up is difficult.

When To Use This Campaign

- Your financial needs are not critical and can be addressed by a low-key approach.
- You can focus your campaign on one issue.
- The program and staff of your church have built confidence, growth and a sense of achievement into the life of your congregation.
- Your members are already "sold" on what the church is doing.
- You have a year-round stewardship and mission interpretation program in place.
- Your church has a stated standard of giving that is accepted and practiced by your church leadership.

When Not To Use This Campaign

- You need an increase in giving of more than 10 percent.
- Your congregation is any way "troubled."
- You don't have the money, time, or talent to do the job correctly.
- You have successfully used a direct mail campaign for more than two consecutive years.

Select Campaign

Close



Direct
Mail



our Ministry Relations Officer (MRO)



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Annual Campaign Checklist

Online Campaign

This plan assumes that some or all members will not be worshipping in-person or available for meetings in-person. In this campaign, connections are heavily dependent on online delivery - and occasional hard-copy resources where appropriate.

[Select a Different Campaign](#)☐ Pre-Campaign Work☐ Week 8☐ Week 7☐ Week 6☐ Week 5☐ Week 4☐ Week 3☐ Week 2

Pre-Campaign Work

Pre-campaign work is the planning time for a campaign.

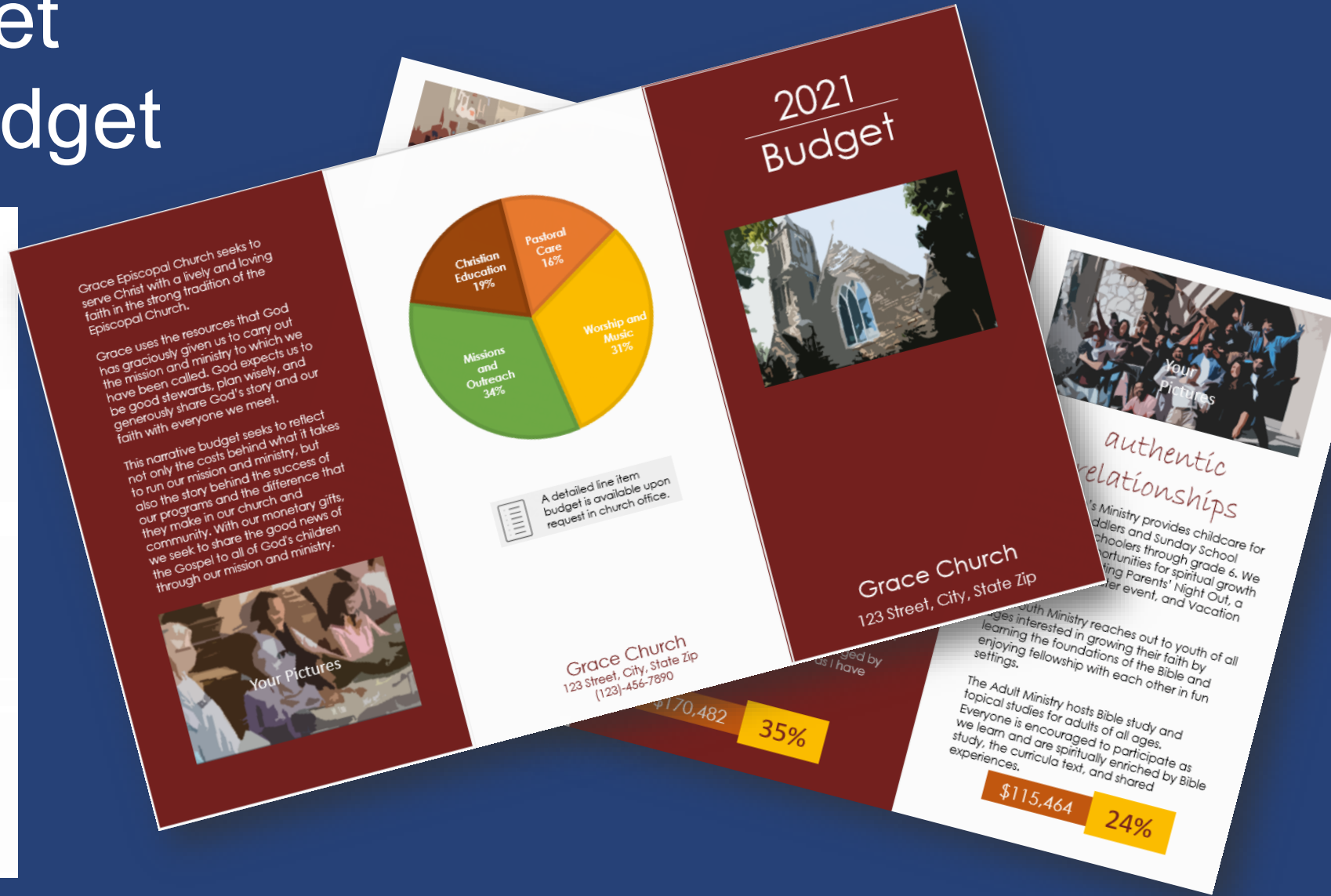
Action Items

- **TEAM:** Gather your team. Your most effective team will have a passion for ministry and mission – and, if possible, competency in technology, web-skills, social media and/or video.
- **CALENDAR:** Set your campaign on the calendar and schedule production work with enough space to deliver on time.
- **THEME:** Select theme/scripture.
- **GOALS:** Coordinate with Session (esp. business/finance committee) to assess budget and pledge goals.

[Edit Content](#)[Mark Complete](#)

Line-Item Budget To Narrative Budget

BUDGET EXAMPLE				
Church Name				
Income and Expenses – Actual				
Date				
INCOME				
	Year to Date	Project Yearly Expenses	2000 Budget	2001 Budget
OFFERING INCOME				
Envelopes				
Loose Plate				
Total OFFERING INCOME				
OTHER INCOME				
Interest Income				
Total OTHER INCOME				
TOTAL INCOME				
EXPENSE				
ADMINISTRATION				
Copier Service Agreement				
Employer Fica				
Employer Medicare				
Miscellaneous				
Office Supplies				
Payroll Service				
Postage				
Secretary				
Secretary Concordia Plan				
Telephone				
Total ADMINISTRATION				
CHRISTIAN EDUCATION				
Adult Bible Study				
Christian Ed Supplies				
Continuing Education				
Library Expenses				
Lutheran Witness				
Portals of Prayer				
Sunday School				
Vacation Bible School Exp				
Youth Confirmation				
Total CHRISTIAN EDUCATION				



A person is sitting at a desk, writing on a document with a black pen. They are wearing a red sweater and a watch with a blue and orange face. A brown leather bag is on the desk to the left. The background is blurred, showing a wooden chair and a computer monitor. The text "Questions/ Discussion" is overlaid in the center in a light blue font.

Questions/ Discussion

A person is shown from the waist down, sitting at a desk. They are wearing a red long-sleeved shirt and a silver watch with a blue face. They are holding a black pen and writing on a white document. To their left is a brown leather bag. The background is slightly blurred, showing a wooden chair and a computer monitor. The entire image has a blue overlay.

Thank You!!