



PROJECT  RESOURCE

presents

FOLLOW-UP & REPORTING

STEWARSHIP SERIES: SESSION 4
AUGUST 24, 2021 | 7:00 PM

in partnership with



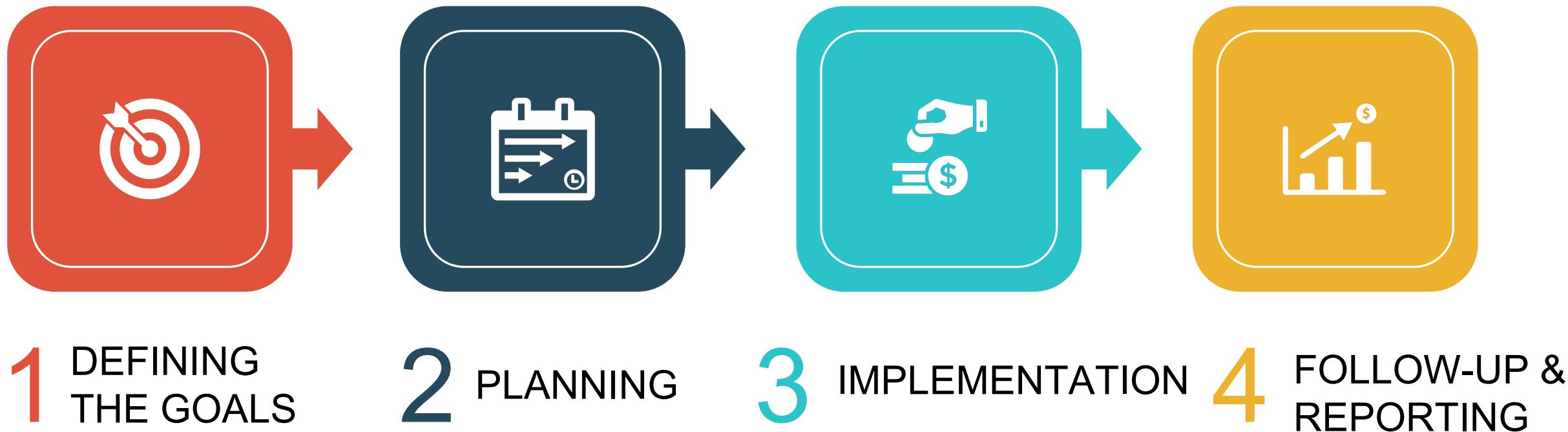
Agenda

Opening Prayer

1. Activities to-date
2. Reporting the results
3. Thank you letters
4. Celebration of commitments
5. Follow-up
6. Discussion
7. Exit poll

Closing Prayer

Stages of a Stewardship Campaign



September is Almost Here!

Refine Schedule

**Finish
Recruitment**

**Finalize and
Print Materials**

**Organize
Volunteers**

**Plan Small
Groups**

Delivering the Campaign Plan

COMMUNICATION & EVENTS

- Letters, announcements, e-blasts, and bulletins
- Small group Bible studies or facilitated group discussions on Stewardship
- Congregation-Wide Event
- Family-Friendly Education

COMMITMENT SUNDAY

- The date by which everyone is asked to respond / confirm
- Offer “Amen” and “Praying” options
- Bring the commitment forms forward and offer a blessing of the commitments during services (or the following week)

FOLLOW-UP

- Thank You Letters / Notes
- “Last year but not this year” Letter
- Prioritize Follow Up to non-respondents
- Personal follow-up to non-participants - ask why
- Conduct a Survey

REPORTING

- Offer thanksgiving for the responses and for the efforts put in by your volunteers
- Host a virtual coffee hour to celebrate
- Share the results openly and often
- Ministry data and “reverse stewardship”
- Every pledge, every dollar is a spiritual decision

Sample Timeline

OCTOBER 10

Stewardship
Sunday (Oct 10th)

Email

Announcement

Bulletin

OCTOBER 17

Letter from the
stewardship
committee with
brochures

Announcement

OCTOBER 24 -
NOVEMBER 14

Testimonials and
announcements

Events / Coffee
Hours

Stewardship Homily

Request letter with
pledge card

NOVEMBER 21
NOVEMBER 28

Reporting the
results

Thank you letters

Celebration of
commitments

Follow-up



**Mark your Calendars:
October 10, 2021 is Stewardship Sunday!**

Rich Young Ruler - Mark 10:17-31

Reporting the results

Thank you letters

Celebration of commitments

Follow-up

Reporting the Results

WHO From Stewardship Chair and/or Priest-in-Charge to members of the congregation

WHAT Public “Thank You” and reporting of results

WHEN Following Commitment Sunday

WHERE

- During announcements
- On the website
- In the bulletin
- On social media
- At Annual Meeting / in Annual Report

WHY Celebrate the results and encourage others who have not participated yet to do so

HOW

- Recognize committee and lay witness speakers
- Share goal and progress made toward goal
- Illustrate impact of their generosity
- Explain follow-up steps
- Prepare for holistic Stewardship approach

Reporting the results

Thank you letters

Celebration of commitments

Follow-up

Reporting the Results

It will take some time for responses to the stewardship campaign (time, talents, or financial) to be collated and the overall response calculated.

Nonetheless, prompt collation and reporting (often good news) to the congregation and vestry should follow as soon as possible after the thanksgiving for the campaign (ideally within one month).

% of participation goal

% of families pledging

new pledgers

new talent sign-ups

% electronic giving sign-ups

increasing pledges

Reporting the results

Thank you letters

Celebration of commitments

Follow-up

Ministry and Management Data

The tracking and cross referencing of members' time, talent, and treasure can lead to helpful development and ministry insights. Accurate record keeping can help you develop materials for next years' campaign and individual stewardship strategies for your congregation.

Vestry / Official Involvement

Pledging Data Year-Over-Year

Ministry Involvement

Level of Activity in Parish

Responses to Mailings

Reporting the results

Thank you letters

Celebration of commitments

Follow-up

The Acknowledgement Process

- **The Vestry** writes and signs an open letter thanking the parish for the hard work, prayer, discernment and sacrifices; AND
- **The Rector** takes a few working hours of quiet solitude to write thank-you notes to parishioners, thanking them for their pledge.
- **People like to be thanked personally.**

THANK YOU!!!! Thank you for the offerings you have made and are making to St. Mark's. Your offerings, of your time, of your God-given talents, and of your money, help support all that we do at St. Mark's. St. Mark's could do nothing without the faithful offerings of its members. Together, we are the Body of Christ. When we are giving, we are being the faithful people God calls us to be.

Our offerings bring about blessings on many levels. We are transformed, made new, through our offerings. We believe in a God who is generous. And we are created in God's image. So we are called to be generous as God is generous.

Our offerings also help to transform others. There would be no Godly Play without our offerings. And it is through Godly Play that young people learn about God, about God's love and generosity. And through that learning they are transformed.

There would be no J2A program or Rite 13 program without our offerings. And it is through those programs the next generation is transformed.

Without our offerings, we would not be able to give Open Pantry 4,700 pounds of food a year, as the people of St. Mark's did last year, feeding those in need who might go hungry otherwise.

William Temple, a former Archbishop of Canterbury once said, "The Church is the only society that exists for the benefit of those who are not its members." Let us continue to serve the needs of those who are not yet members.

A statement of your financial offerings for the first quarter is enclosed.

Again, thank you for your offerings.

Yours in Christ,
The St. Mark's Stewardship Ministry Team

Reporting the results

Thank you letters

Celebration of commitments

Follow-up

Thank You Letter

**We can never say
“thank you” too often!!**

WHO

To pledgers from Rector/PIC, Vestry, Stewardship Committee

WHAT

Invite your vestry or stewardship team to write personal thank you cards to each family. Your Rector / Priest in Charge should write the thank you notes to first-time pledgers and those who have made a significant increase in their pledges

WHEN

Immediately as pledges are received and no later than a week after Commitment Sunday

WHERE

By mail, in a #10 envelope and/or a note card

WHY

People like to be thanked. More importantly, we must set an example as we encourage giving back out of gratitude by expressing thanks for all pledges received

Expressing gratitude is a vital component in building a culture of generosity in your parish.

The thank you letter need not include the amount of the pledge – simply a thank you for supporting the ministries of the parish. In this case, the treasurer should send a formal pledge acknowledgement.

Reporting the results

Thank you letters

Celebration of commitments

Follow-up

Celebration

- Share the results openly and often
- Don't be afraid to make some happy noise!
- *Every pledge, every dollar is a spiritual decision*

Reporting the results

Thank you letters

Celebration of commitments

Follow-up

SYBUNT and LYBUNT Letters

SYBNUNT = Some Years But Not This
LYBUNT= Last Year But Not This

WHO

To non-respondents from Stewardship Committee

WHAT

Letter that specifically mentions prior participation in pledging and a request for them to consider pledging once again this year

WHEN

Immediately as pledges are received and no later than a week after Commitment Sunday

WHERE

By mail, in a #10 envelope along with a reply card and envelope

WHY

Sometimes people forget, but they may also need a reminder that their past support has been appreciated and that they are missed

Personalizing the follow-up by acknowledging prior support can be an effective way to encourage response.

The SYBUNT and LYBUNT letters need not include the number of previous pledges - simply a recognition that they gave last year or in a previous year and a request that they consider doing so again this year.

Reporting the results

Thank you letters

Celebration of commitments

Follow-up

Reminder Phone Calls

Some congregations may choose / need to make phone calls once the letters are delivered in order to encourage responses by the requested date and to offer opportunities for questions and / or discussions about stewardship.

Hello, this is _____ and I am calling from (Parish). Can I please speak with _____?

I'm calling regarding the parish's annual stewardship campaign currently underway.

Have you received the letter from the Stewardship Committee yet?

Well, the reason I am calling tonight is to remind you that this year's campaign will be very important, and we hope everyone in the congregation will pray about their commitment and be able to respond by _____.

Do you have any questions about Stewardship, this year's program, or about our goals for next year?

Establish a Year-Round Stewardship Education Plan

With
New Members

During Sermons

In Children's
Messages

During the
Offering

At Vestry
Meetings

In Quarterly
Reports

At Annual
Meeting

During Visioning

During
Budgeting

Through Parish
Communications

In Bible Groups

In Reports to
Vestry

During Pastoral
Visits

In Sunday
School

During
Confirmation
Training

Discussion

- How are you feeling as you head into stewardship season?
- What are your biggest challenges?

Remember to join us for Office Hours!



UPCOMING OFFICE HOURS

August 27, 2021 | 10:00 AM
September 8, 2021 | 4:00 PM
September 10, 2021 | 10:00 AM
September 15, 2021 | 4:00 PM
September 17, 2021 | 10:00 AM
September 22, 2021 | 4:00 PM
September 24, 2021 | 10:00 AM

If you can't make an office hour, please let us know and we can schedule an individual session with you at a mutually convenient time!

Please make sure to register in advance and look for sign-up links in follow-up email!

Exit Poll

Tell us how we did!



CHRIST AND THE RICH YOUNG RULER

APPENDIX

1. Reporting the Results
2. Pledge Thank You Letter
3. Pledge Confirmation Letter
4. SYBUNT/LYBUNT Letter
5. Non-Participant Letter

Reporting the results

Thank you letters

Celebration of commitments

Follow-up

For 2019, the Stewardship Committee planned and carried out the annual campaign which began on Sunday, September 29 and formally concluded on Sunday, November 24 which we designated "Thanksgiving Sunday" in recognition of the many pledges we received from our faithful parishioners. Members of the Stewardship Committee include Dawn Carter, Florence Ellen Cowden, Jane Martin, Watson Barnes, and Bill Bivins. Assisting the committee were Cookie Cantwell and Chris Hamby. The committee chose the stewardship campaign theme, "Forward in Faith: A Time of Transition, A Time for Recommitment". This theme was chosen to emphasize the importance of stewardship in providing commitments of time, talent, and financial resources so that the parish can continue its mission and ministry during this time of transition. But the theme also emphasizes stewardship as an important part of our personal faith journey.

Our goal this year was to secure pledges from every parishioner or family, no matter the amount, so that we could have 100% participation in this important effort in support of the parish. At Sunday services during the month of October, stewardship homilies were delivered by our clergy and by guest clergy Jim Hanisian, and by Reid Murchison who presented three very thoughtful and inspiring sermons. We were also blessed to have stewardship messages in *The Grapevine* on the Sundays from September 29 to November 17 from parishioners Brenda Wolff, Coleman Burgess, Betsy McDonald, John Murchison, Jane Rippy, Sheila Osann, and Florence Ellen Cowden. Their stories and their inspirational words were very meaningful and much appreciated. Follow-up activities will include sending thank-you notes to those who have sent in their pledges, and further reminders to those parishioners who have not yet sent in their pledges.

If you have not yet sent in your pledge, it is not too late—we need everyone's participation. The Stewardship Committee would like to thank the clergy, staff, and parishioners who helped us with this campaign, with special thanks to the parishioners who have so generously contributed this year to the mission and ministry of this great parish.

Reporting the Results

Reporting the results

Thank you letters

Celebration of commitments

Follow-up

Pledge Thank You Letter

Dear <personalize>,

Thank you so much for your commitment to (Parish) for 2021. This has been a trying year for (Parish) and our parish families, and the response we have seen to our fall appeal the past few weeks has been truly inspiring.

Our goal for this year's fall stewardship campaign was to receive commitments from #% of (Parish) families, and I am pleased to share that we are now at #%. As we head into the New Year, it is comforting to know that we will be able to invest in mission, ministry and programming with the faithful backing of so many great stewards.

Thank you once again for your commitment to (Parish) and for helping us enter 2021 with the resources necessary to furthering God's Work in (Town) and beyond.

Reporting the results

Thank you letters

Celebration of commitments

Follow-up

Pledge Confirmation Letter

Dear <Personalize>,

Thank you for your financial commitment to (Parish) for the coming year. Our fall stewardship campaign was a success, and the results are being tabulated. A full report will be available after the first of the year.

According to your commitment form, your total financial pledge for the coming year is \$____, payable at (\$____per week), (\$____per month), (\$____per year). If this is not correct, please notify the church office as soon as possible.

Offering envelopes will be available beginning Sunday, (date). If you have not already done so, please consider using our online giving program or your bank's bill pay system to set up an automatic contribution.

We are delighted to know that you are actively supporting (Parish's) mission and ministry.

Reporting the results

Thank you letters

Celebration of commitments

Follow-up

SYBUNT / LYBUNT Letter Example

Christ Church

"For no one can lay any foundation other than the one we already have—Jesus Christ."

1 Corinthians 3:11

December ___, 2021

Dear JANE and JOHN,

I am writing to you because we have not yet received your pledge of financial support for the coming year.

In 2020 you pledged \$3,000 during our stewardship campaign. Your past contributions to Christ Church have allowed our congregation to carry on the mission God has entrusted to us, serving our members and our community. For example, last year Christ Church partnered with other congregations to create a mobile food pantry. We also purchased a video camera and improved our Wi-Fi so that we now reach our members who cannot worship with us in person.

Every financial pledge is a spiritual commitment. We know that sometimes circumstances change, and sometimes our members have questions about how Christ Church uses their contributions. If you have concerns about making a pledge for this year, would you be willing to have a confidential conversation with me or with the Rector? We certainly want to hear from you.

If this letter reminds you that you wish to make a pledge, you may do that using the enclosed commitment form and return envelope.

We remain grateful for your membership and all the ways in which you have supported Christ Church in the past.

Warmly and with gratitude,

Mary Jane Schoh
Stewardship chair

123 Main Street, Our Town, ID 09876

Reporting the results

Thank you letters

Celebration of commitments

Follow-up

Non-Participant Letter

Dear <Personalize>,

Thank you for your financial commitment to (Parish) in 2020.

Our fall stewardship campaign was a success, and the results are being tabulated. A full report will be available after the first of the year.

We do not find a financial pledge recorded for you for the coming year. While we wish to assure you that whatever financial support you offer is appreciated, we also hope that you will consider making a pledge.

Giving thanks to God is at the heart of who we all are as the Church. Reflecting God's generosity supports God's mission in the Church and transforms us as givers. The Vestry prepares the budget for the coming year based on knowing the financial resources available from the people of the Church. Our pledges provide the vestry with this information in time for this annual process. If every member of the parish makes a pledge, the Vestry will be able to prepare a budget that represents the most accurate estimate of what our parish financial resources will be. With those estimates in hand, we will be able to plan for (Parish's) mission and ministry next year with confidence.

We hope you will prayerfully consider making a pledge.

I am glad that you are a part of (Parish's) mission and ministry. And do know that we are always here for you.