






From 1st Steps to LAUNCH!

Giving Campaigns for Beginners

- Ground asking and giving in core values of faith and action
 - Translate core values in unique context for mission purposes
 - Build a Stewardship Team and Annual Operating Campaign
 - Build campaign practice that cultivates stewardship and giving competence over the years
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Launch With Prayer...Always.

O God,

- Light of the minds that know you,
- life of the souls that love you:
 - Help us so to know you,
 - that we may truly love you,
 - so to love you
 - that we may fully serve you,
- whose service is perfect freedom;
- through Jesus Christ our Lord. Amen

Book of Common Worship, WJKP, 1993

UNDERSTANDING
WHAT AND WHY



Stewardship is
reverence for God
translated into
responsive generosity.




Stewardship is learning
to love as God loves.

GOD IS LOVE



Stewardship is...

- To honor what has been given to us
 - To use power with a sense of grace
 - To pursue purposes that transcend short-term self-interest
 - *Peter Block, Stewardship: Choosing Service Over Self-Interest*
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All good gifts come from God.

James 1:17

After God made humans of dust and Breath, "The Lord God took Adam and put him in the garden to *till and keep* it..." Genesis 2:15

The ground of our being is God's generosity.

**STEWARDSHIP IS TO WORK THE
GROUND OF OUR BEING**





The Conflicted Condition

- "Sin" is an archery term and is measured by the distance from the pierce of the archer's arrow and the target mark.
- "Mine! Mine! Mine!" outshouts gratitude and it's partner generosity.

God gives God's self and the world beyond Eden to God's Beloved.

Have this mind among yourselves, which is yours in Christ Jesus, who, though he was in the form of God, did not count equality with God a thing to be grasped.

Philippians 2:5-6



STEWARDSHIP
PRACTICE
PARTICIPATES
IN GOD'S
REMEDY

Christ in us reverses the trend of self-centered "taking and making."

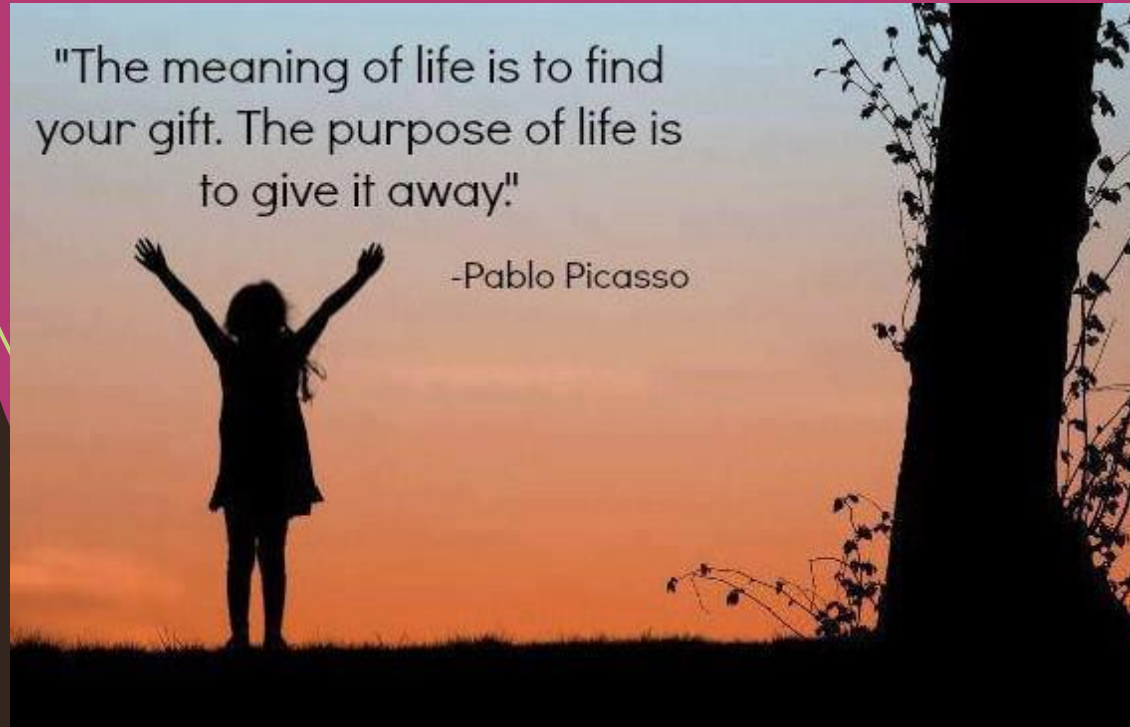
God uses both the idea and the practice of servanthood to heal us, the Church and the world.

Stewardship practice participates in God's remedy, reverses the trend of self-centered taking and making.

- **"Take nothing for your journey..."**
• **Luke 9:3**
- **"Go...sell everything...follow me..."**
• **Mt. 19:21**
- **"Where your treasure is,
there will your heart be also..."**
• **Mt. 6:21**
- **"Seek first the kingdom..." Mt. 6:33**

"The meaning of life is to find your gift. The purpose of life is to give it away!"

-Pablo Picasso



Where does Generosity
come from?

All good gifts come from God...

James 1:17





God invites us to be co-creators of Good

The concept of stewardship has evolved from merely being significant in the financial contribution that people make...to an all-encompassing decision that (shapes) people's lives. It is not a feeling of urgency that some is born with, but rather a decision and commitment made on a daily basis (to be at service to God's love.)"

Adapted from Caroline Botha,
Teaching as an Act of Stewardship

Stewardship Campaigns are a way...

To structurally and systemically participate in God's remedy of Love

To convert all God's gifts into God's purposes

To train up God's people to love as we've been loved

To be co-creators of Good

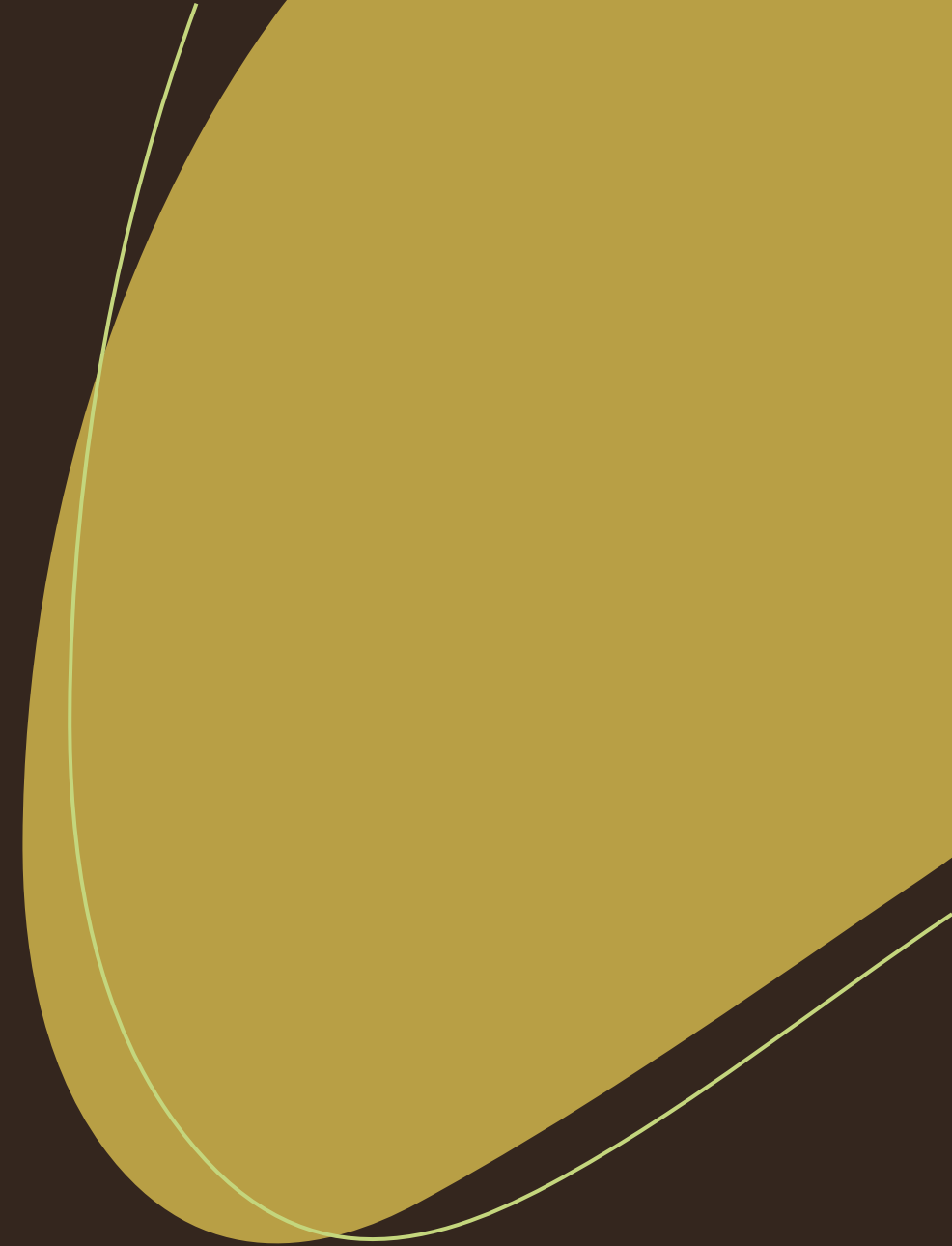


UNDERSTANDING
WHAT AND HOW

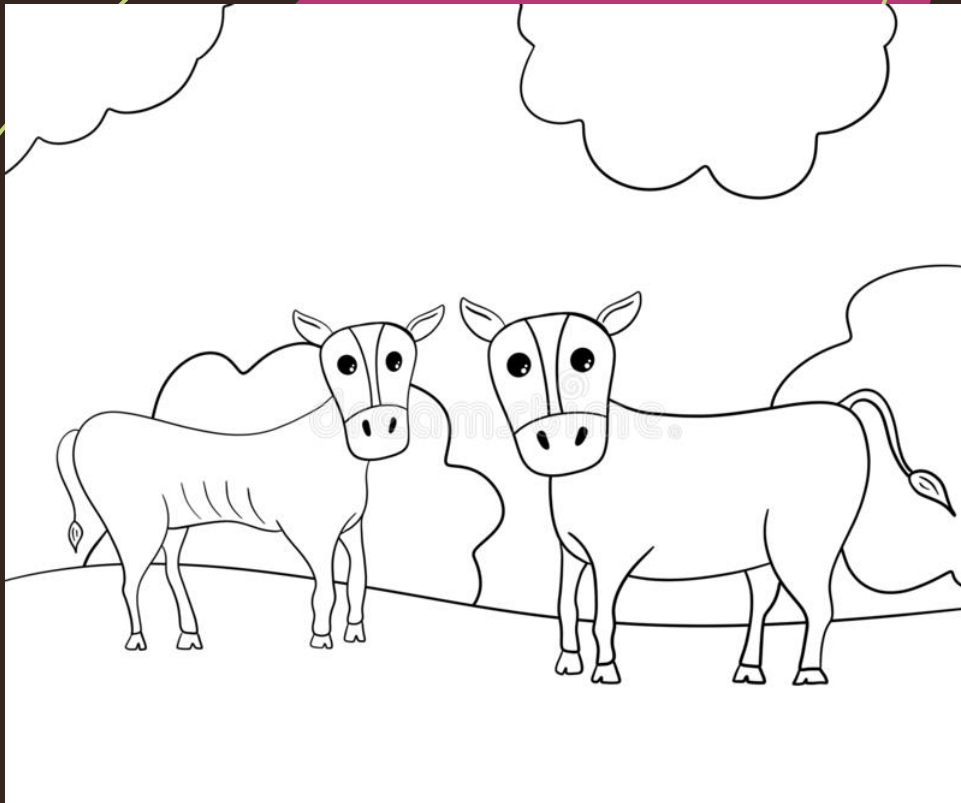


What is an Annual Operating Campaign?

An effort of stewardship that is focused on gathering the resources of the congregation that are required to fulfill the plan (budget) for the church's mission and ministry in the year ahead.



Fat & Lean—A Dream and a Commitment



“Though the fig tree does not bud and no fruit is on the vines, though the olive crop fails and the fields produce no food, though the sheep are cut off from the fold and no cattle are in the stalls, yet I will exult in the Lord; I will rejoice in the God of my salvation!” Hab. 3:17-18

Annual Operating Budget “Streams”

- Pledges – promises of sustained giving
- Offerings – Free will, gifts in kind, skill contributions
- Investment Income- Foundation contributions, CD purchases
- Special Offerings- Denominational, locally designed
- Special Gifts – Above and beyond pledge, unbudgeted
- Legacy giving – Dividend funds accounted for in budget or reserve
- Revenue creation – partnerships and products

Revenue Creation Examples?

- Trappist monastery beer
- “In-house” preschools, schools, theatres, restaurants, parking area, cell towers...
- Columbaria, rummage, concerts, weddings



Resource Provision “Streams” Reclamation

- When we remove obstacles from different forms of giving, we transform a meandering stream into a powerful river that can “cut the canyon.”



Steps to Launch



Steps to Launch



Vision Clarification and Case Building Every Year

Why does the Church exist?

- What is your church's unique purpose?

What is the achievable future?

- Where do we want to land?

For what are we willing to sacrifice?

- What are we doing and how much will it cost?

How does God's kingdom rise if we do this?

- What good are we up to?

Building a Stewardship Team & Leaders

Who are tenured givers?

- From all generations

Who wants to give?

- Watch for passion, gratitude and worship

"Mine" all skill sets

- Communicators, teachers, financially savvy, joyful, organized

Staff and leaders

- Consider "switching it up"

BUILDING A STEWARDSHIP TEAM

- Complexion of Leaders
 - Tenured Givers
 - Struggling Givers
 - Someone who wishes they could give
 - Always adding to the team
- No One Wants to be on the Stewardship Team
 - People won't like them
 - They'll have to ask for money
 - They'll feel challenged to give more

Campaign Development



Team Roles and Responsibilities

Everybody has a piece
of the wisdom

Everybody has a piece
of the call



Mission Interpretation

Giving maturity stages

Gather stories behind
the numbers



Theme Development

Team Study to theme

Theme name to study




- Create a committee Study

- 3 Starter Themes

- Every good and perfect gift comes from above...James 1:17
- Learn to do good, correct oppression, bring justice...
Isaiah 1:17
- For we are God's handiwork, created in Christ Jesus to do good works... Ephesians 2:10

- Create a teaching campaign

- **Gratitude** for Good
 - **Generosity**: Grace Empowered
 - **Hope**: Forward on Purpose
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Congregational Engagement

What is the message?

- Values/Stories & numbers
- Our hope and Hope

Who will receive it?

- Broad inclusivity of targets
- Appeal for different maturities in giving

How will it be delivered?

- In print/digital messaging
- Worship and other live events



Tell the Church's Story: Narrative Budgets

Help account lines of the church budget come "alive" by telling their lively story!

Narrative budgets portray the priorities of the Church in a descriptive and informative report, reformatting the budget expense captions into functional activities. They translate numbers into actions.

Different Mediums for Communication

- PRINT
- DIGITAL
- SOCIAL
- EDUCATIONAL
- PERSONAL
- EXPERIENTIAL
- WORSHIPFUL



Growing Givers

- Givers Mature in Giving: 3 Essential Steps
 - IMITATION
 - Learners follow modeled action---make sure giving is visible, invitational, valued
 - Offering plates, gathered goods, example
 - CONVICTION
 - Moved and empowered. Sense of honor and duty. Focus on goals for giving.
 - Special calls, storytelling, vision casting, case-making, experience offering
 - IDENTITY
 - Generosity is part of character, give because one is a giver.
 - Storytellers, inspired and inspiring generosity, planned giving, visionary, joyful



BENCHMARK CALENDARS

Team activities and responsibilities by development date

Congregational engagement dates for messaging and events.



A wide-angle photograph of a wooden boardwalk winding through a coastal dune landscape. The boardwalk, made of light-colored wooden planks, curves from the foreground towards the middle ground. The terrain is covered in tall, green grasses and low-lying vegetation, with several sand dunes visible in the background. The sky is overcast with grey clouds. In the top right corner, there is a green circular graphic element. In the bottom left corner, there is a purple circular graphic element with a thin yellow line curving around it.

Follow
Through

Celebrate Gratitude



Individual expressions of
thanks for every gift received



Identify people with unique
stories/perspectives and let
them speak



Bless and dedicate
achievement to goals



Mark Faithfulness Goals met
and gather to enjoy



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Beginner Resources

- Beginners Bibliography for Help with Annual Giving Campaign
- The Big Book of Presbyterian Stewardship, Elaine W. Barnett, Laura S. Gordon, Margaret A. Hendrix, Geneva Press, 2001.
- The Life of Faith and the Faithful Use of Possessions, Luke Timothy Johnson, The Center on Philanthropy at Indiana University, 2006.
- <http://davidsbell.org/annual-campaign>, David S. Bell, ---helpful resources of reflection on every aspect of an annual campaign. (UMC)
- Good Example of Year-Round Stewardship Calendar
- <https://www.elcic.ca/Stewardship/People/MNO-Calendar.cfm> (ELCIC)
- Good resource for evaluating annual campaign methodology
- <https://www.presbyterianfoundation.org/wp-content/uploads/2018/01/Stewardship-Manual-FINAL.pdf> (PCUSA)
- Good resource on creating a narrative budget
- http://download.elca.org/ELCA%20Resource%20Repository/Giving_Thought_to_a_Narrative_Budget.pdf (ECLA)
- Good Blog (secular) on generational differences:
- <https://www.kasasa.com/articles/generations/gen-x-gen-y-gen-z>