



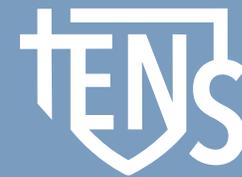
# Deepening Our Stewardship Formation Best Practices

J. Davey Gerhard *Executive Director*  
The Episcopal Network for Stewardship

# Learning Objectives

1. Review: Stewardship campaigns are opportunities for relationship and formation
2. Quick review of virtual offering plates and platforms for fundraising in congregations
3. Quick review of virtual event-based fundraising
4. Pledge campaign best practices
  - a) How to ask for money in church
  - b) Small church / big church
5. Tools for deepening our stewardship theology
  - a) Pastoral pitfalls in Stewardship theology
6. Next Level Stewardship

*Introduction*



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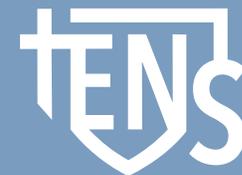
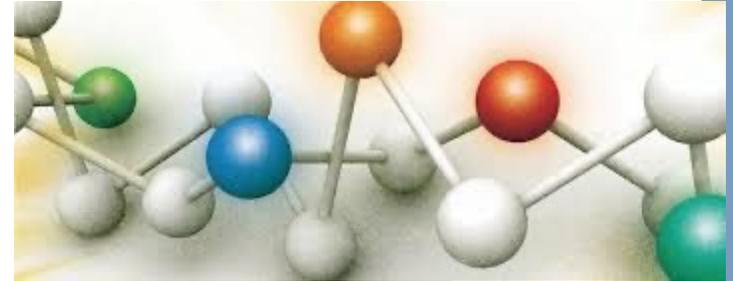
# It's all about Relationship!

## *Incorporate New (online) Members*

Work to capture “online only” members by inviting them to “meet” via Zoom:

- ▶ Conversation with the clergy
- ▶ Bible Study
- ▶ Small group fellowship
- ▶ Christian formation - "Episcopal 101" classes, Confirmation Classes
- ▶ Book group
- ▶ Dialogue on issues of the day

*Relationship & Formation*



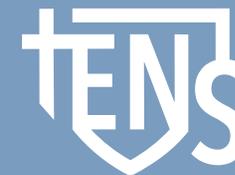
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# It's all about Relationship!

- ▶ Frequent, genuine communication
- ▶ Teaching and learning about **money and meaning**
- ▶ **Clear and concise case for giving.** While you might develop multi-page brochures, narrative budgets, or your essential mission and case for giving should be able to **fit on one side of a 3x5 card.**
- ▶ Transparent and accountable finances and leadership
- ▶ As a stewardship committee member, *this might be the only conversation* you have with a particular member all year. **Use the time to learn about their story** at church.
- ▶ Gratitude and timely acknowledgment
- ▶ Thanksgiving and celebration
- ▶ **Follow-up relating the gifts raised to the ministry supported**



*Relationship & Formation*



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# Virtual Stewardship

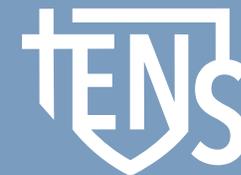
*Every congregation should have the ability to collect donations and pledges online and via mobile platforms.*

## **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

- If your congregation relies on galas, auctions, -thons, or dinners for outreach fundraising, **you can and should offer these virtually, in line with your annual schedule**
- Pick a platform that works best with your needs. It will take some investment of time and set-up fees to implement
- **You can integrate these easily into social media** to expand the network of donors



*Online Fundraising*

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# Virtual Events, Auctions, & Galas

*What kind of events might you do?*

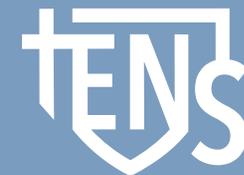
**Talent shows!** Everyone can participate from the safety of their own homes. Use online tools in Zoom like polls and voting to give everyone a high score and a thumbs up!

**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 Fundraising*



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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 Fundraising*



# Online Campaigns

## *Campaign Check-list*

1. Start early – recruit your team and **train them**
2. **Develop exciting materials** – your case for giving
3. Select and test your technology for delivering pledge materials and gathering pledges and gifts
4. Form your flock **theologically**
5. **Tell stories.** Mission-focused testimonials and impact statements from ministries and programs are inspirational
6. **Celebrate** your kick-off and your Ingathering!
7. Consider using the TENS resources – they're free for your congregation! <https://www.tens.org/annual-pledge-campaigns/>

*Practical Tips for Online Campaigns*



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# Online Campaigns - Timeline

## Pre-Campaign

- **Start early** -- Everything takes longer in the pandemic
- **Research your technology** -- test it
- Build the **hype**
  - Begin making announcements about the Every Perfect Gift theme
  - Download our *Introduction to Every Perfect Gift*
- **Prepare** theologically
  - The July and August Pentecost TENS reflections **summarize the Gospels of those months, providing a stewardship framework** for them and help congregations prepare the campaign to come
- Drop your first letter from clergy beginning two weeks before the campaign begins - **give the mail time** to be delivered. Also send in email



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*Practical Tips for Online Campaigns*

# Online Campaigns - Timeline

## During the Campaign

- ▶ **Kick-off Sunday**
  - ▶ After the principal service, **hold a special virtual meeting to kick-off** – introduce leadership, have a testimonial, review the campaign materials and case for giving
  - ▶ **Send the next letter** from either your wardens or your campaign chair *along with your stewardship materials* in post and in email
- ▶ **Weekly pledge-season inserts** These will help you relate the readings each week to stewardship themes
- ▶ **Convene small groups** however frequently your community can



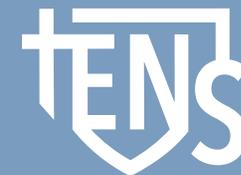
# Online Campaigns

## *Asking for a gift*

- ▶ Whether you are asking within the context of a pledge campaign, or making a special request for a capital need, an outreach ministry, or other designated purpose, **asking for money is never easy** ... but it doesn't have to be terrifying or impossible.
- ▶ Focus on your mission. Know that you are doing good work in the world, spirit-filled and prayer-supported. **There is no shame in being bold.**
- ▶ Rely on your relationship to guide you, look for body language cues, **listen more than speak.**
- ▶ **Be clear about the fundraising need** – know the case for fundraising, believe in it, support it with your own time, talent, and treasure.
- ▶ According to the Ecumenical Stewardship Center, **97% of church members who are invited to pledge make a gift**



*Practical Tips for Online Campaigns*



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# Online Campaigns

## *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?

*Practical Tips for Online Campaigns*



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# Online Campaigns

## *Technology Challenges in Virtual Fundraising*

- ▶ Not everyone is on Zoom, Google Hangouts, Facebook
  - ▶ Strategies to reach out
- ▶ Not everyone feels safe online
  - ▶ Security tools for small groups
- ▶ Opportunity for intergenerational partnerships

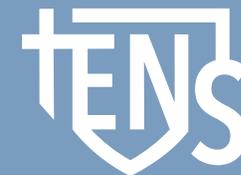


*Practical Tips for Online Campaigns*

# Online Campaigns

## *Small Church Challenges in Pledge Campaigns*

- ▶ **Volunteers are stretched this year** as the demands of family, work, school, and social lives are impacted by the pandemic – *a few people do much work*
- ▶ Engaging the congregation in small groups might feel like a burden, but the **results are inspirational.**
- ▶ There may not be paid office support or trained treasurers to set-up online systems or other robust pledge campaigns
- ▶ Mission-focused narrative budgets might seem difficult to explain in smaller-budget congregations. **That doesn't change the fact that we should talk about impact and mission.**
- ▶ **TENS** Pledge Campaign materials are ready for download, **free for your congregation**, and easy to use.



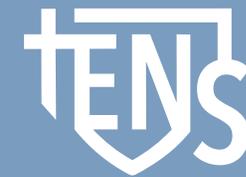
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*Practical Tips for Online Campaigns*

# Challenges in Stewardship

*How to talk about money when there is economic fallout from pandemic-related unemployment*

- ▶ 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**



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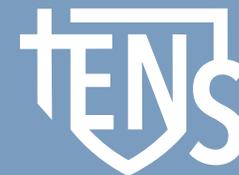
*Confronting Challenges in Stewardship*

# 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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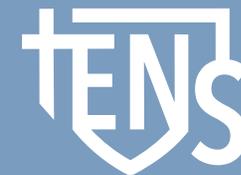
# Challenges in Stewardship

*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.



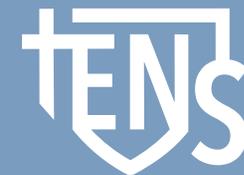
*Confronting Challenges in Stewardship*



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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**
- ▶ 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



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*Confronting Challenges in Stewardship*

# Theological Formation of Generosity

Generosity is a skill that is cultivated, formed through teaching, practice, and time.

*"Like humility, generosity comes from seeing that everything we have and everything we accomplish comes from God's grace and God's love for us. ... Certainly it is from experiencing this generosity of God and the generosity of those in our life that we learn gratitude and to be generous to others."*

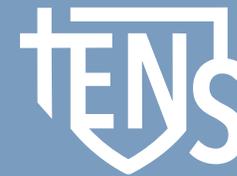
Archbishop Desmond Tutu, God Has a Dream

*Keeping the Conversation Going*

GENEROSITY  
LOVE GRATITUDE SISTER  
STEWARDSHIP  
HOMELSS KINDNESS MANAGE  
LEARN WORSHIP TREASURE CONNECT CARE ORPHAN GRATITUDE PATIENCE  
STEWARDSHIP  
GENEROSITY CARE BELIEVE  
THANKS HOSPITALITY  
WORSHIP JUSTICE PRAISE  
GLADNESS CONNECT  
BROTHER TRUST SHARE LEARN

WHERE OUR HEARTS ARE...

JOIN  
GRATITUDE  
GRATITUDE BLESSINGS JOY FORGIVE GRATITUDE ABUNDANCE LEARN  
WORSHIP CARE LEARN CONNECT WIDOW PEACE IMMIGRANT HOPE  
GIVE  
GENEROSITY  
CREATION ACCEPT CONNECT  
LITTLE ONES GIVE LEARN CARE  
CONNECT  
WORSHIP STEWARDSHIP  
GENEROSITY  
CONNECT  
JOY



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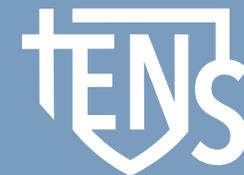
# Theological Formation of Generosity

This year, try **these four things** to keep the conversation of stewardship and generosity alive in your congregation...

## 1. Offer a book study:

Henri Nouwen's [A Spirituality of Fundraising](#)

Charles Cloughen, Jr.'s [One Minute Stewardship: Creative ways to talk about money in church](#)



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*Keeping the Conversation Going*

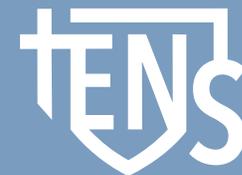
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## 2. Conduct a mid-year Budget and Mission review, report on ministry objectives and impact

This tool, prepared with the wardens and treasurer, will help people understand the impact of their giving, reminding them that their gifts are important all year long.

*Keeping the Conversation Going*



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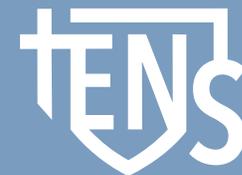
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**3. Engage in storytelling.** Ask members in a small group to answer this question:

*What was your attitude toward money as a teenager? What role did money play in your life as a young adult? If you are one, as a parent? At age 45? 50? 65? Did your attitude or feelings shift at these different stages of your life?*

*Keeping the Conversation Going*



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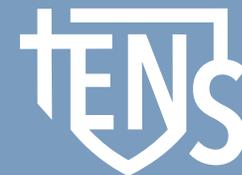
# Theological Formation of Generosity

This year, try **these four things** to keep the conversation of stewardship and generosity alive in your congregation...

## 4. Preach a Sermon on generosity in July.

*Need help? TENS offers seasonal reflections on the lectionary and themes of generosity and gratitude. Download them for free*

*Keeping the Conversation Going*



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# TENS Theme for 2021

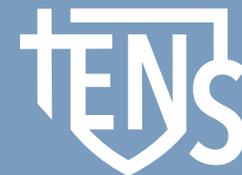
The theme and image for *Every Perfect Gift* are wrapped in the metaphor of the butterfly and chrysalis.

To the ancient Greeks, the butterfly represented the image of rebirth and freedom. The word they used for butterfly was *psyche*, and if you are thinking that sounds familiar, you are correct! It also means spirit. The humble and beautiful butterfly contains the philosophical and spiritual idea of the soul breaking free from its shell — free to **discover, to inspire, to create, to communicate, to share**. *These are the results of our gifts of time, talent, and treasure*

*Keeping the Conversation Going*

*Every*   
 **Perfect**  
**Gift**

*Cada don*   
 **perfecto**



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Thank you!

For more information, resources, and videos,  
find us at [www.tens.org](http://www.tens.org)

**J. Davey Gerhard,**  
**Executive Director**  
415-869-7837 (o)  
415-307-0172 (m)  
[davey@tens.org](mailto:davey@tens.org)  
[www.tens.org](http://www.tens.org)