



Annual Campaigns in the Time of COVID-19

IDEAS and PLANNING



AGENDA

2020 Fall Campaign

1

CONTEXT

Where are
you quiz

2

MESSAGE

for
stewardship

3

DELIVERY

During
social
distancing

4

NEXT

Steps

CONTEXT

Assess where you are

To make a *relevant and do-able* plan

6 QUESTIONS

...to help zero in on your communication plan

Regarding
**FINANCIAL
WELLBEING,**
our congregation
members are...



This influences how to message generosity to your congregation.

DISTANCING

Our congregation may not be worshipping together for another:

...3 months

...6 months

...9 months

...12+ months

Many are still in the very early part of worshipping at a distance.

3 of 6

LIVESTREAM and ZOOMED OUT?: are your members and leaders...

- THRIVING with meeting/connecting online?*
- COPINGWELL online?*
- EXHAUSTED online?*
- NEVER ENGAGED online?*

Ability to digest more digital media will drive decisions on what tools...

FAITH ACTIVITY is now ...?

- SUNDAY primarily*
- FLATTENING throughout the week?*
- Stronger*
- Steady*
- Decreasing*

When faith activity occurs may govern frequency of messaging and brevity.

Cadence of faith activity will also impact messaging.

5 of 6

- Letter
- Notes
- Impact
- Pledge
- Brochure

Consider the effort in composing one / the other / both

	PAPER	vs.	DIGITAL
<i>Paper real/perceived risk.....</i>	<input type="checkbox"/>		<input type="checkbox"/>
<i>Members will read.....</i>	<input type="checkbox"/>		<input type="checkbox"/>
<i>Cost.....</i>	<input type="checkbox"/>		<input type="checkbox"/>
<i>Time.....</i>	<input type="checkbox"/>		<input type="checkbox"/>
<i>Over-saturated.....</i>	<input type="checkbox"/>		<input type="checkbox"/>

6 of 6

WITNESSING IMPACT: are your members and leaders witnessing the ministry...

- YES, absolutely*
- SOMEWHAT*
- NOT AS WELL as when we worship/meet in person*
- NOT WELL*

Our message may need to focus on the amazing things that are happening outside of their line of site because of them.

Sample RESULTS

- ...*divided: some hurting; some relatively OK*
- ...*9 more months of distance*
- ...*online exhaustion*
- ...*faith activity steady through the week; slower*
- ...*paper and digital important*
- ...*NOT witnessing the impact*

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2

MESSAGE for stewardship

Stewardship is not:

- A once-per-year event
- About money
- Fundraising
- Meeting a budget
- About us (as individuals or as a church)



Stewardship is about the joyous discipline of thanking God with the way we live our lives and spend and share our money.

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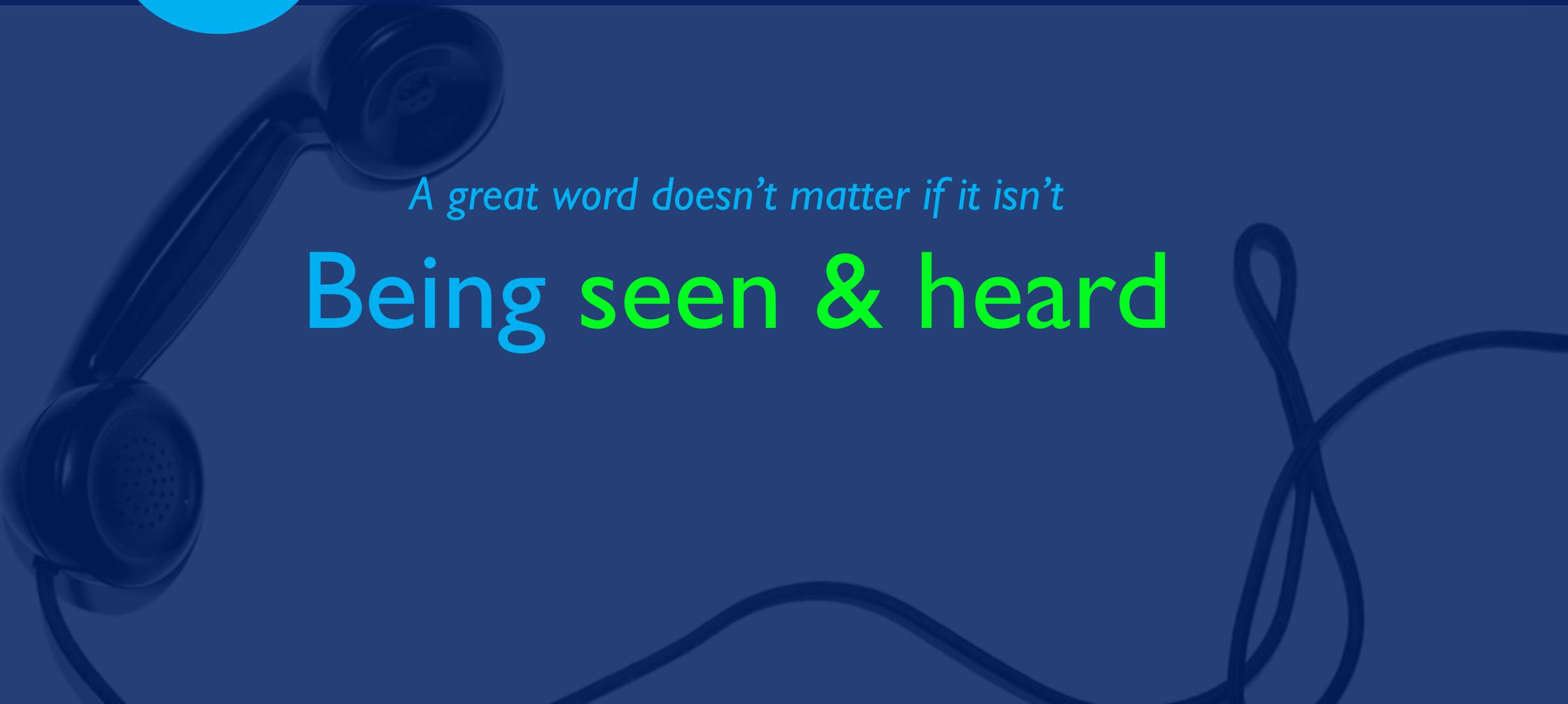


3

DELIVERY

A great word doesn't matter if it isn't

Being **seen & heard**



3

WHO DELIVERS stewardship



Shared Vision

- Stewardship Team
- Lay Leadership
- Pastor

A watercolor palette with various colors and several brushes are scattered on a dark wooden surface. The palette is in the top left corner, and the brushes are in the bottom left corner. The wooden surface has a natural grain and some water stains.

TOOLS

Primary: *Absolute MUST*

- ✓ Sermons
- ✓ Letter
- ✓ Pledge

Secondary: *USUAL*

- ✓ Budget/Stew Forecast
- ✓ Impact
- ✓ Commitment Sunday
- ✓ Thank you

Tertiary: *AS ABLE*

- ✓ FAQ
- ✓ Minute for Mission
- ✓ Blurbs

SERMONS

TOOLS

The *Henri J. M. Nouwen*
Spirituality
Series™

A Spirituality of Fundraising

Henri J. M. Nouwen



John S. Mogabgab, *Series Editor*

LETTER

- Content
- Segment recipients

TOOLS

Primary:

✓ Sermons

✓ Letter

- 
- ✓ Dear Sue and Bill,
 - ✓ Extraordinary year - pandemic; new opportunities & challenges
 - ✓ The coming year - not business as usual; continuing our ministry
 - ✓ Ability
 - ✓ Invitation: Together our generosity fuels this ministry
 - ✓ How to pledge
 - ✓ Thank you



**SEGMENT
LETTERS**

Newcomers

**Non-Pledging
Households**

**Consistent
Pledgers**



PLEDGE CARDS:

- Online Pledge option: imperative

TOOLS

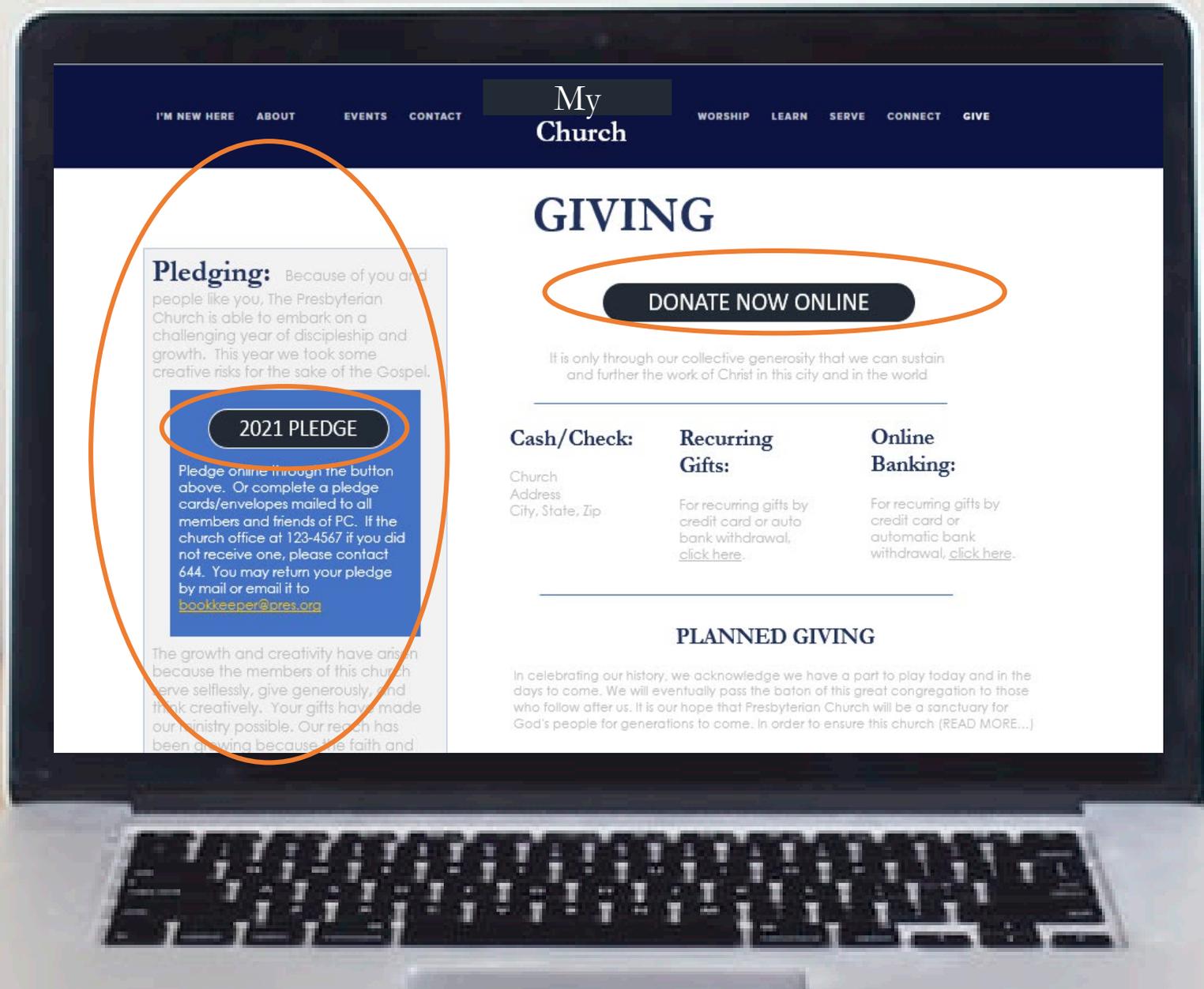
Primary:

- ✓ Sermons
- ✓ Letter
- ✓ Pledge

Secondary:

Tertiary:

- Prioritize it on pg.
- Why pledge
- Button to pledge
- Other options
- Keep “Donate NOW” visible



PLEDGE CARDS:

- Online Pledge option: imperative
- Online Pledge Card

TOOLS

I/we pledge the following amount to _____ in 2020:

Your answer _____

OR - I/we wish in 2020 to:

Increase our 2019 pledge by 5%

Increase our 2019 pledge by 10%

Increase our 2019 pledge by 20%

Other: _____

Beginning January 1, 2020, I/we would like to fulfill my/our pledge:

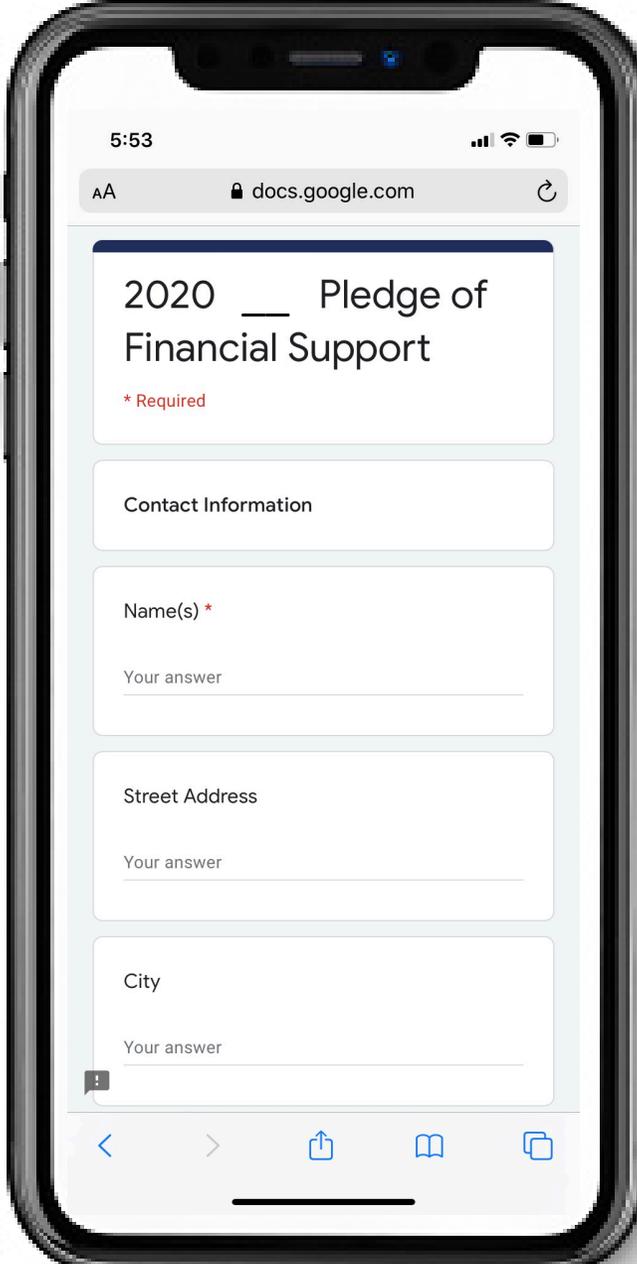
Annually

Semi-annually

Quarterly

PLEDGE CARDS:

- Online Pledge option: imperative
- Online Pledge Card



5:53 AA docs.google.com

2020 ___ Pledge of Financial Support

* Required

Contact Information

Name(s) *

Your answer

Street Address

Your answer

City

Your answer

< > ⬆️ 📖 📄

PLEDGE CARDS:

- Online Pledge option: imperative
- Online Pledge Card
- Printed pledge cards(?)

✓ Basic Information

✓ Pledge Info

✓ Planned Giving

Sample Pledge Card

Name(s) _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

LOGO

As an expression of commitment to the ministry of this church, I/we pledge:

\$ _____ for 2021.

PLANNED GIVING

I/we have made a charitable gift through our estate plan.

I/we would like information about ways of making a planned gift from my/our estate.

PLEDGE CARDS:

- Online Pledge option: imperative
- Online Pledge Card
- Printed pledge cards(?)

✓ Intro Text

✓ Pledge History

✓ Increase

Sample Pledge Card

Name(s)

Address

City

State

Zip

Phone

Email

PLANNED GIVING

- I/we have made a charitable gift through our estate plan.
- I/we would like information about ways of making a planned gift from

*In thanksgiving
for all that God has given*

*I wish to return a portion of the abundant blessings I
have received to be used by my church. After prayerful
consideration, I/we have made the following pledge:*

Pledge History		Increase over 2020	
2020	\$5,250	5%	\$5,513
2019	\$5,000	10%	\$5,775

My/Our Pledge

\$

Estimate of Giving 2021

pledge online at www.giving.org

PLEDGE CARDS:

- Online Pledge option: imperative
- Online Pledge Card
- Printed pledge cards(?)

✓ WHY Pledge?

✓ Pledge online!!

✓ Giving Chart

PROPORTIONAL GIVING CHART

Annual Income	3%	5%	10%	15%
\$30,000	\$900	\$1,500	\$3,000	\$4,500
\$40,000	\$1,200	\$2,000	\$4,000	\$6,000
\$50,000	\$1,500	\$2,500	\$5,000	\$7,500
\$75,000	\$2,250	\$3,750	\$7,500	\$11,250
\$100,000	\$3,000	\$5,000	\$10,000	\$15,000
\$150,000	\$4,500	\$7,500	\$15,000	\$22,500
\$200,000	\$6,000	\$10,000	\$20,000	\$30,000
\$250,000	\$7,500	\$12,500	\$25,000	\$37,500

WHY PLEDGE?

We invite you to reflect on the ministry you make possible through pledging a financial gift for the upcoming year.

Your commitment helps us forecast the action and impact that we will have in the community.

Please make your pledge
online at
www. .org
or

PLEDGE CARDS:

- Online Pledge option: imperative
- Online Pledge Card
- Printed pledge cards(?)
- “Pledge” v. “Estimate of Giving”

TOOLS

Primary:

- ✓ Sermons
- ✓ Letter
- ✓ Pledge

Secondary:

Tertiary:

BUDGET & STEWARDSHIP

forecasts

TOOLS

Primary:

- ✓ Sermons
- ✓ Letter
- ✓ Pledge

Secondary:

- ✓ **Budget/Stew Forecast**

Tertiary:

IMPACT!



<https://youtu.be/8z60Xbrz0Fo>

At minute 39 (3 min.)

TOOLS

Primary:

- ✓ Sermons
- ✓ Letter
- ✓ Pledge

Secondary:

- ✓ Budget/Stew Forecast
- ✓ Impact

Tertiary:

Narrative

A narrative represents a budget description a line item expenses picture mission

wumf.org/stev

Eastminster

LS



\$24,900.00

Youth

Lorem ipsum d
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voluptate velit
fugiat nulla pa
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culpa qui offic
est laborum.

2019 Spending



Outreach

\$47,500.00

Worship

\$66,600.00

Youth

\$24,900.00



\$47,500.00

Outreach

Default misLorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.sion category text

Retrospective

Sample Retrospective Text

undefined budget of First United Presbyterian Church provides the means by which we carry out the mission and ministry for which we have been called. God has assigned us the responsibility of managing the resources God has given. It is our opportunity to express our gratitude for God's goodness.The purpose of this narrative summary is to celebrate what God has done in the past year and share the vision God has given for this/coming year. We are planning to continue our strong mission support and outreach, grow our family ministries, strengthen our worship through talented choirs and a variety of traditional and contemporary musicians, and expand the ways we grow in Christian community through fellowship activities. Our goal for ____ (year) is \$ _____. Help us to res

Worship

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



\$66,600.00

Tools: Adobe Spark



Your recent projects

[View all projects >](#)

Pittsburgh Presbytery G... VIDEO

1 0

Charitable Lead Trust PAGE

2 0

My Post POST

Charitable Remainder T... PAGE

2 0

PLEDGING F.A.Q. PAGE

13 0

My Post



Instagram story



Instagram post



Facebook post



Photo collage



Presentation



Slideshow



Branded



Custom size

COMMITMENT SUNDAY

Dedicate the commitments that have been made.

Celebrate the impact that will be.

TOOLS

Primary:

- ✓ Sermons
- ✓ Letter
- ✓ Pledge

Secondary:

- ✓ Budget/Stew Forecast
- ✓ Impact
- ✓ Commitment Sunday

Tertiary:

THANK YOU

TOOLS

Primary:

- ✓ Sermons
- ✓ Letter
- ✓ Pledge

Secondary:

- ✓ Budget/Stew Forecast
- ✓ Impact
- ✓ Commitment Sunday
- ✓ Thank you

Tertiary:

FAQ

TOOLS

Primary:

- ✓ Sermons
- ✓ Letter
- ✓ Pledge

Secondary:

- ✓ Budget/Stew Forecast
- ✓ Impact
- ✓ Commitment Sunday
- ✓ Thank you

Tertiary:

- ✓ FAQ

A: Unexpected events happen. We know this situation is certainly a hardship, and we hope that you would share so that we can be supportive of you during such a time. If you are unable to continue, please reach out to the church. We will adjust.

Q: I am unable to make significant gifts. Do small gifts matter?

A: Your gifts matters greatly. If everyone who hasn't been giving committed to give (regardless of the amount), the church could surpass our current level of giving. Your gift makes a great deal of difference.

Q: Do I receive a statement?

A: Yes, you will receive a quarterly statement of your contributions for your tax records and to confirm the accuracy of our records.

Q: How do I pledge?

A: Click the pledge link below. Or e-mail your pledge to the church business administrator.

[Click here: PLEDGE 2021](#)

MINUTE FOR MISSION



<https://youtu.be/7IS-QasruH8>

Starts at minute 46

TOOLS

Primary:

- ✓ Sermons
- ✓ Letter
- ✓ Pledge

Secondary:

- ✓ Budget/Stew Forecast
- ✓ Impact
- ✓ Commitment Sunday
- ✓ Thank you

Tertiary:

- ✓ FAQ
- ✓ Minute for Mission

ARTICLE & BLURBS

TOOLS

Primary:

- ✓ Sermons
- ✓ Letter
- ✓ Pledge

Secondary:

- ✓ Budget/Stew Forecast
- ✓ Impact
- ✓ Commitment Sunday
- ✓ Thank you

Tertiary:

- ✓ FAQ
- ✓ Minute for Mission
- ✓ **Blurbs**

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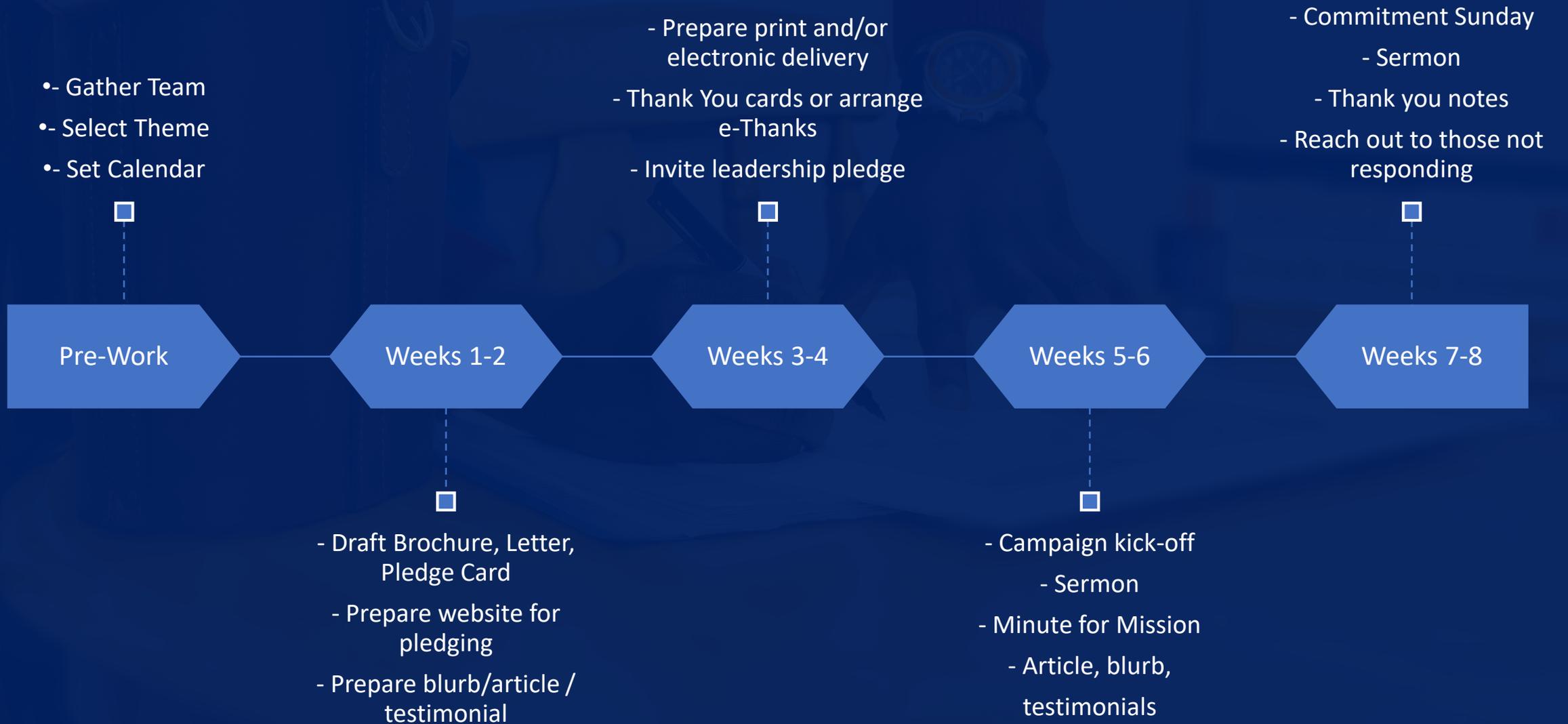
During
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NEXT

Steps

Calendar



HOW TO SAY IT:

Points In a letter...

- Acknowledge these are very difficult times;
- We are sailing in uncharted waters.
- To continue to serve God's people, we will need to do church differently
- People seeking hope more than in a long time .
- Not on break; we are being called into action
- Adapting now as quickly as possible
- Our call is to serve God's people in crisis
- Invite to consider hold fast with their generosity – if they can – or increase if they are able.

Congregation struggling financially

Bring compassion into your communications.

Everyone in the congregation is already impacted.

Remind everyone that your generosity and mine make our crisis ministry possible. Because of our collective generosity we can adapt to how we can be the light in our community where we are most needed. Invite those who can to listen for the call to step forward.

Yet at the same time, invite those who are suffering - to take time – invite them to heal. Every single one of us has vulnerable moments – moments of sickness, anxiety, poverty... although often we feel driven to mask it. It will be hard to mask in the coming period. Consider making it easier and less embarrassing to. Consider inviting the suffering to take the break they deserve. And invite them to ask for help. As they recover, their day to lead will come again.

Questions or Comments?

Contact us:



- Rob Fairly – President
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- Bob Carrell – North Louisiana representative
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- Chris Spencer – South Louisiana representative
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