

A Timeline for Your Stewardship Campaign



Pre-Campaign



Recruit Your Team

Form your team theologically.
TENS has resources to help with this, [here](#).



Set Goals

Your campaign goals should be in harmony both with your budget and your mission goals. Set goals that are inspirational and aspirational yet achievable.



Choose technology

Make certain you have at least one way for members to make their gift online and at least one way they can submit their promise/pledge electronically.



Update website and social media

Upload your budget, campaign materials, promise/pledge forms, and other stewardship campaign items to your website. You should have an easy-to-find section on your website for stewardship so that members and visitors alike can learn about your funding needs and process.



Form your congregation theologically

- Run announcements in your newsletter or bulletin announcing that the stewardship campaign will begin soon.
- Use the Pentecost season resources to highlight the coming campaign and remind your members that Every Perfect Gift comes from God.



Four Weeks before Campaign Kickoff

Send email or letter from the Clergy



Two Weeks before Campaign Kickoff

Send email from the Wardens

EASTER
DEADLINE

Rt. Rev. Dan Edwards, Retired Bishop of Nevada, reminds us that your **stewardship team should be in place by Easter**

[TENS Webinars](#) can help you learn more about these critical planning steps of your campaign.

Watch our webinar [Recruiting and Training a Stewardship Team](#)

Watch our webinars [Virtual Stewardship 101](#) and [Virtual Stewardship 201](#)

-4 WEEK
DEADLINE

-2 WEEK
DEADLINE

The Campaign



Kick-off

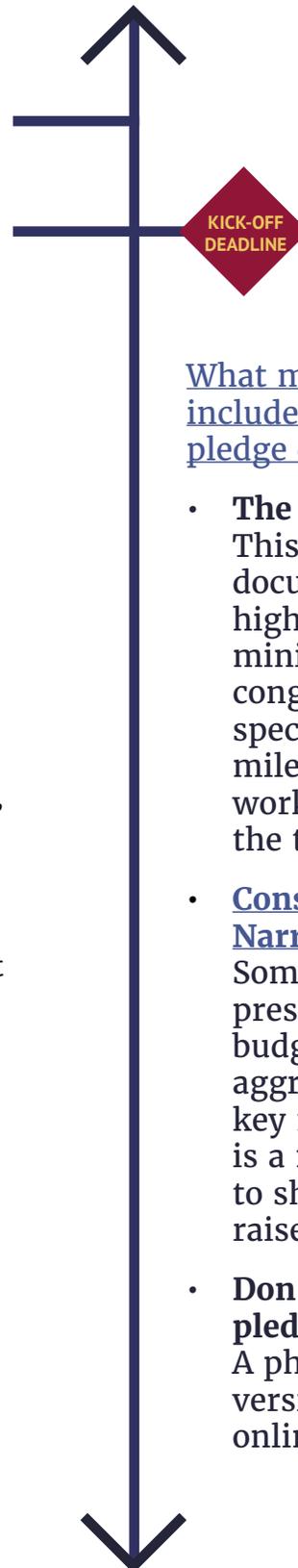
Send email or letter from the Stewardship Committee with promise/pledge cards, materials, budgets, narrative budgets



Consider a series of dinner church or house church meetings in the stewardship season.

These can be held in virtual small groups

- Use the **Weekly Reflections** to generate a Bible study on generosity
- Identify and **invite a member of the congregation to give a testimonial** – a quick word on why they support your congregation. If you are running weekly stewardship meetings, invite a diverse group of speakers: vestry, youth, choir or music, clergy, outreach, other ministry areas
- **Ask a member to moderate the conversation on Zoom** so that the leader does not also have to monitor the Q&A. Ask people to mute themselves and use the chat function to ask questions, or to raise their hands and be called on to contribute to the conversation



What materials should be included in your annual pledge drive?

- **The case for giving.** This could be a one-page document with pictures highlighting some of the ministry areas of your congregation. If there is a specific goal or ministry milestone that you are working toward, this is the time to talk about it.
- Consider creating a Narrative Budget. Some congregations present their anticipated budget in narrative form, aggregating expenses in key ministry areas. This is a mission-forward way to show how the budget is raised and spent.
- **Don't forget to include pledge cards.** A physical one or PDF version, and a link to your online giving

Campaign Timeline



Weekly

- Weekly Reflections start conversations about stewardship
- They also are a good preaching resource
- Email these out with your service materials, or hand them out with your bulletins.



Celebration and Dedication Sunday

Use Christ the King or First Advent as the day in which all your pledges are counted and celebrated. Host a virtual celebration or coffee hour to conclude the hard work of the committee, and to thank everyone for making pledges to support your community. The completion of your campaign is something to be celebrated!



WEEKLY
DEADLINE

Weekly testimonials or videos are great ways to personalize your campaign. When people tell the story of how and why they came to support their congregation they help other people connect. Remember to tie our gifts to supporting the mission.

FIRST
ADVENT
DEADLINE

Post Campaign



Gratitude!

[Personal thank-you notes](#) to every member, regardless of whether or not they pledged is a beautiful way to end the campaign. Every person in your church contributes something, acknowledge them.

Don't forget your stewardship committee and chairs. Publicly acknowledge them and their hard work.



Evaluating your Campaign

Before your hard-working stewardship team disburses, gather them one last time to evaluate the results of your campaign. Evaluation is about more than the financial performance of your campaign, but includes participation rate, overall mood and reception of your case and mission, and how many volunteers identified themselves for engagement in ministry.

