

Planning Your Annual Giving Campaign

Stewardship Commission

The Diocese of West Missouri



Agenda

- Introduction of the Commission
- Review survey results
- Recap of 2022 campaigns
 - Reflect on recent stewardship campaigns
 - Share best practices from around the Diocese
- Planning for 2023 annual giving campaign
- Resources
- Mark your calendar/Close

STEWARDSHIP COMMISSION



Meet the Stewardship Commission



Amy Amason
Chair
Christ Church, Springfield



Fr. Isaac Petty
Redeemer, Kansas City



Linda Robertson
St. John's, Springfield



Zella Forsythe
St. Matthews, Raytown



Jim Gilligan
Resurrection, Blue Springs



Anita Philbrick
St. Thomas a Becket, Cassville

Introduction

- The Stewardship Commission was reconstituted in April 2022 by Bishop Diane Bruce. Amy Amason accepted the call to chair the Commission.
- Amy hosted a Stewardship Leadership Essentials webinar in May 2022.
- The Commission conducted a survey of churches in the diocese in September 2022 to gather information and understand the needs of our congregations with regard to stewardship.

Results

Stewardship Survey

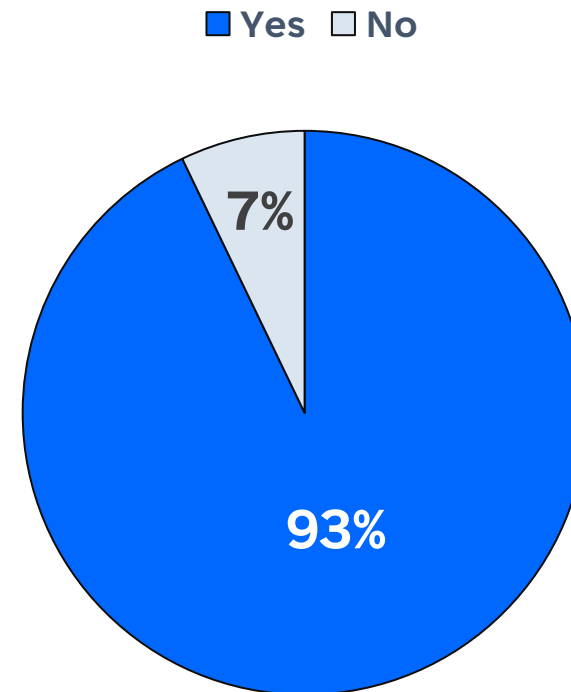
42 responses out of 47 congregations



Annual campaigns are the norm

Does your congregation conduct a formal annual stewardship or giving campaign?

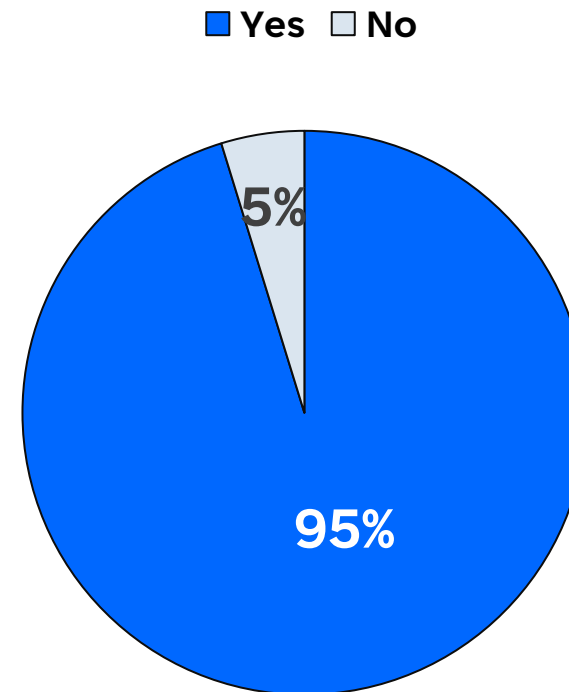
Almost all congregations conduct some sort of formal campaign every year.



Most parishioners pledge

Do members of your congregation make pledges annually?

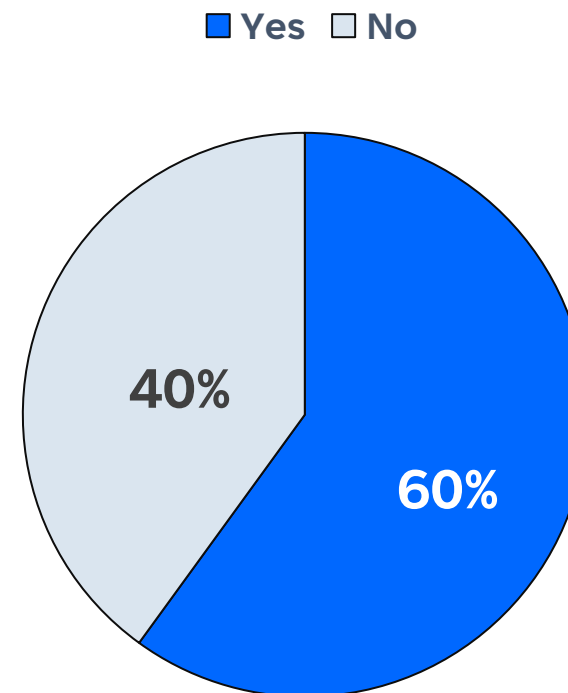
Only 2 congregations reported that their members do not make formal pledges.



Formal committees are hit and miss

Does your congregation have a formal stewardship committee (comprised of more than one person)?

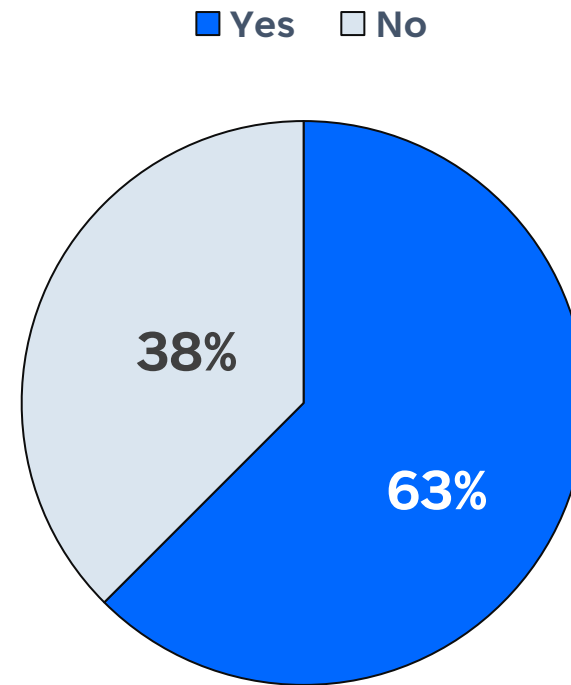
Almost half of our congregations don't have a formal stewardship committee.



Often the same volunteers

Do the members of your stewardship committee change every year?

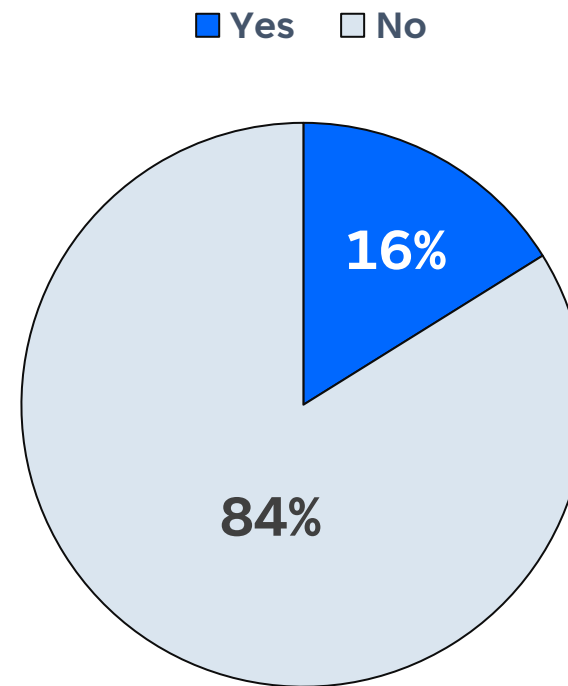
Of the churches that DO have a formal stewardship committee, over 1/3 reported that the same people serve on their parish's committee every year.



Year-round stewardship is rare

Do you have a year-round stewardship program?

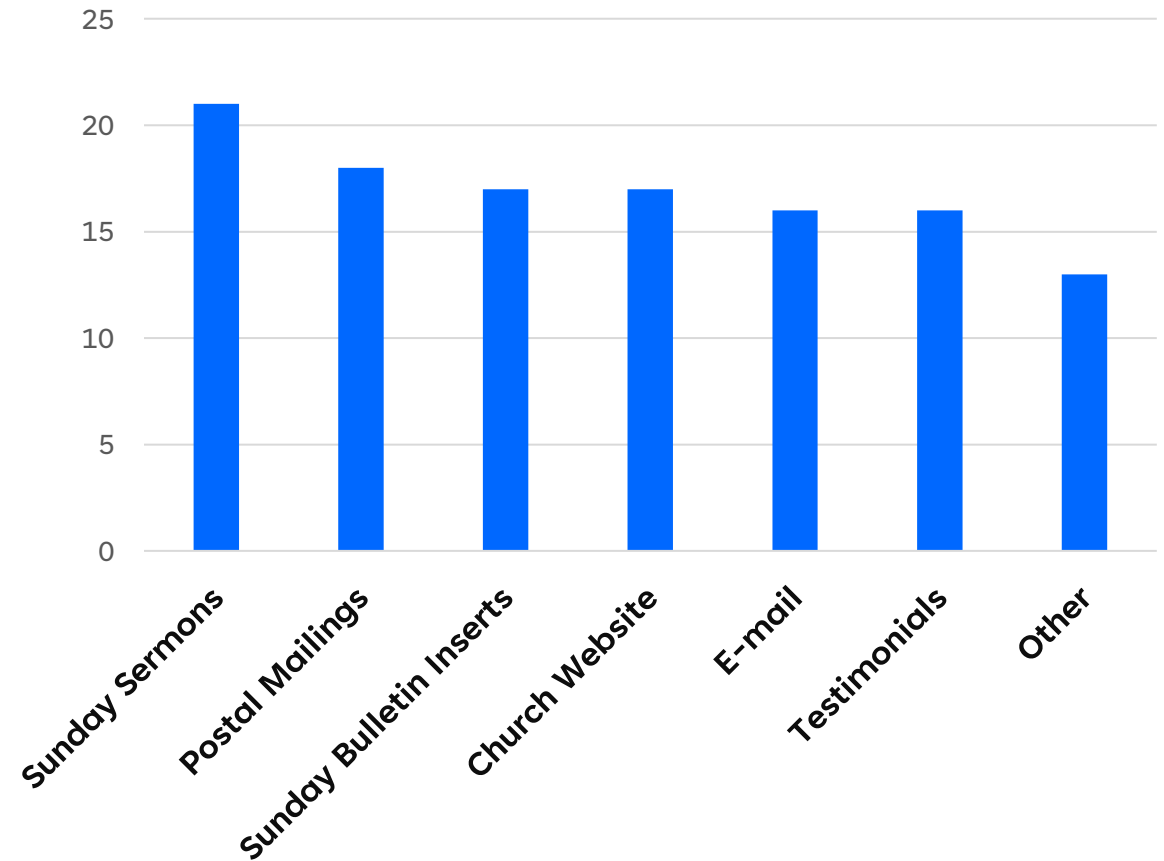
Overwhelmingly, most parishes do NOT have a year-round stewardship program.



Stewardship sermons most used

What do you do in your church as part of a year-round stewardship program?

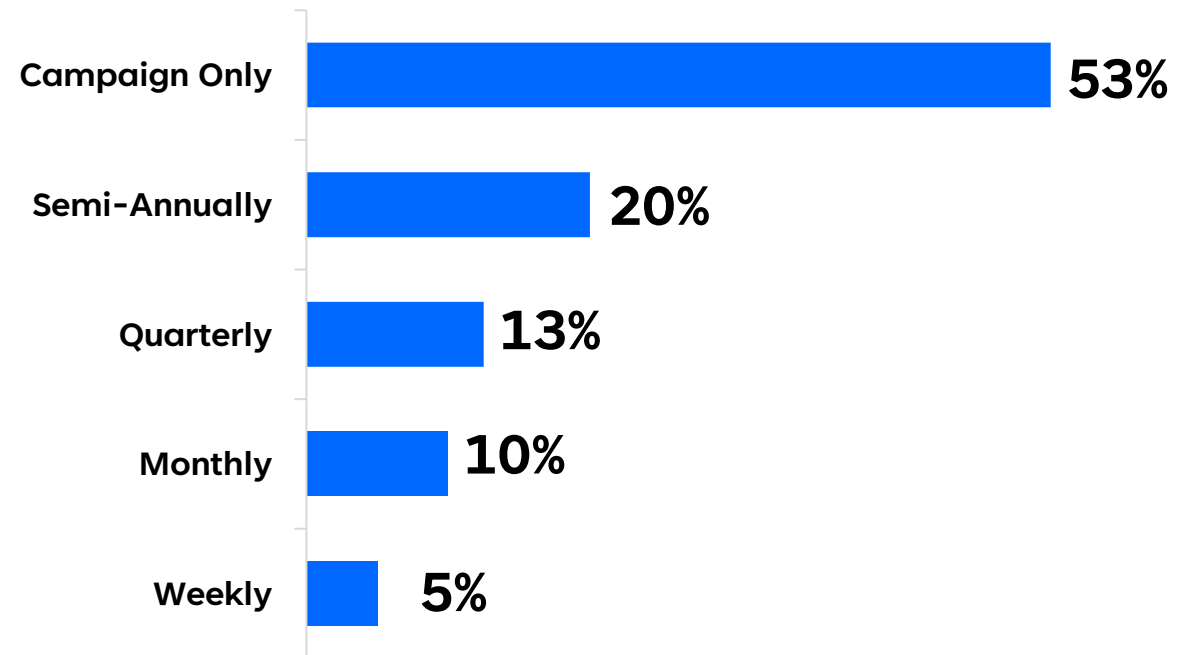
Testimonials are the least used tool for year-round stewardship.



Communications are infrequent

How often do you communicate during the year with your church on stewardship?

Only 28% of our parishes communicate about stewardship more than once or twice a year.

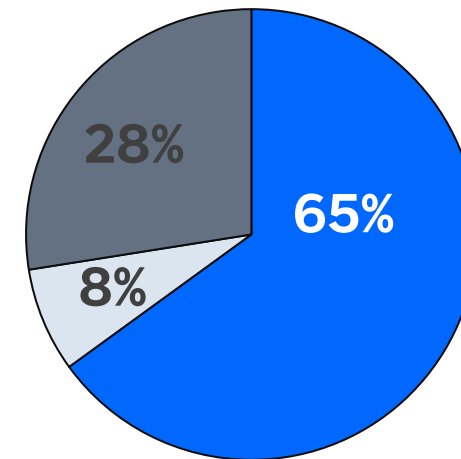


2/3 create their own program

Do you create your own stewardship campaign, or do you typically purchase or use a stewardship campaign that is already prepared?

Only about 1/3 of the parishes in the diocese purchase, use or supplement a stewardship campaign prepared by a 3rd party.

- Create Own
- Purchase or use one already prepared
- Supplement a prepared one with your own content



How you want us to help you

Please rank the issues you believe the Stewardship Commission should prioritize in its initial work with churches.

“How to conduct a pledge campaign” was the most requested item.

Ranked in order of importance

1. How to conduct a pledge campaign
2. Year-round stewardship
3. Messaging about the importance of pledges
4. Planned giving
5. How to recruit a stewardship committee for your congregation
6. Online giving
7. Preparing and using a narrative budget
8. Conducting special project or capital campaigns

Parish leadership wants e-mails

How should the Stewardship Commission provide information to churches about stewardship?

The Stewardship Commission will likely use all these communication methods.

Ranked in order of preference

1. E-mail -- articles and resources
2. In-person presentations
3. On-line presentations
4. Website -- articles and resources

On-line training preferred most

How should the Stewardship Commission provide training to churches about stewardship?

The Stewardship Commission will likely use all these tools for training.

Ranked in order of preference
1. On-line
2. In-person
3. E-mail
4. Website

Recap of your campaigns



Reflection on recent campaigns

Congregations, please share how your 2022 giving campaigns did!

- *What did you do?*
- *How did it go?*
- *Successes and failures?*

Best practices

Congregations, please share your best practices for giving campaigns.

- *The what, the why, and the how*
- *How do you measure success?*
- *Let's improve together!*

Planning your 2023 campaign

Stewardship



Planning your campaign

- 1) *Form and organize a stewardship ministry team*
- 2) *Select or design a program*
- 3) *Solicit Vestry support*
- 4) *Involve clergy in pastoral discussions*
- 5) *Educate*
- 6) *Send inviting messages*
- 7) *Design a system for distributing and receiving pledges and recording results*
- 8) *Give thanks*

Adapted from TENS ([Source Link](#))



Resources

Stewardship



TENS* annual campaign

- A complete turn-key year-round stewardship program
- Free to all churches in the Diocese of West Missouri
- Can be customized by you for your parish
- Available in Spanish

*TENS is The Episcopal Network for Stewardship (www.tens.org)



[tENS.org](http://www.tens.org)

Stewardship resources

Episcopal Church Foundation

(<https://www.ecf.org/>)



Episcopal Parish Network (EPN)

(<https://www.episcopalparishes.org>)



Diocese of Olympia

(<https://resources.ecww.org/stewardship-and-giving>)



The Episcopal Diocese of Olympia

The Episcopal Church in Western Washington

Church Development

(<https://church-development.com/church-capital-campaign-and-stewardship-resources/>)



“

work, pray, and give for the
spread of the kingdom of God

BCP, page 856

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Mark your calendar

Creating Budgets That Support Your Mission

TENS Webinar

Saturday, February 11, 2023
11:00 AM – 12:30 PM CST



Recruiting and Training a Stewardship Committee

TENS Webinar

Saturday, March 4, 2023
11:00 AM – 12:30 PM CST



Promoting Year-round Stewardship

Stewardship Commission

Tuesday, March 21, 2023
7:00 PM – 8:00 PM CST





Thank you

Stewardship Commission

The Diocese of West Missouri