

SAMPLE: STEWARDSHIP CAMPAIGN LEADERSHIP FAQ'S

RESOURCE 2.48

1. Why did we produce the discernment booklet?
 - a. The cost to produce and mail the discernment booklet was one dollar each. We felt it was a way to teach and lead on a difficult subject. Since the average pledge is \$1700 and we hope to increase it over a few years, we felt it was a good investment. The reality of life is that even churches must spend money to raise funds. Rather than sending out many mailings and multiple bulletin inserts to communicate our needs and accomplishments, we felt that placing it in a booklet was wise, efficient and economical for the \$1.2 million we need to raise for mission and ministry in YEAR.
 - b. We feel that other groups which do effective work to raise the funds they need, such as museums and social service agencies, do a good job of telling donors what they have accomplished, why they are a good investment and what impact they are having in their service group. Though we know the stewardship work we are doing is a spiritual endeavor, it also has logistical implications of which the Discernment Booklet is one.
 - c. When making an investment through a pledge, which is on average \$1600 and which we hope will increase on average to \$3,000 over the next five years, we used the Discernment Booklet to help congregants to make a decision which is determined, prayed, informed and discerned. So far, more than half of the pledgers of our church have increased their pledge and we believe the booklet is having a profound impact on pledging.
2. What does this campaign cost the church?
 - a. The booklet and four post cards cost \$1.50 per congregant and the kick-off brunch cost \$1.95 each to provide breakfast with a theme linked to the sermons. We hope the ending party on November 20th will cost approximately \$20 per person for a full dinner and entertainment and will be an opportunity to celebrate our life together and connect in meaningful and fun ways.
 - b. The Canon Steward and his budget costs the church less than 2% of the annual money spent; but also provides pastoral, teaching, liturgical, strategic planning, conflict resolution, and congregational development resources.
3. Why do I keep getting postcards in the mail (four of them over 8 weeks)?
 - a. These cards are designed to help us to celebrate our life together. They highlight the speakers we enjoy each week, since so many families cannot make it to church every single week. The cards also tell us what is going on in the campaign, which is valuable for a family who cares for the future of our church and its ministry.
4. Will I get a phone call about my pledge?

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- a. No, not if you make a pledge in the first six weeks of the campaign. But those who have not pledged two weeks before the ending celebration will get a phone call to encourage a pledge.
5. I do not pledge. I prefer to place cash or checks in the offering plate. Is that ok?
 - a. Any gift to the church is gratefully received but the plate is generally there to receive pledge payments and spontaneous gifts from visitors who are here from out of town. As with any family, the budget is informed by planned income and is spent carefully. But without pledges there is not a way to plan strategically. We seek to lead with both prayerful discernment and administrative non-profit excellence.
 6. Who chose the Ministry Minute speakers?
 - a. The Church has a Commission on Stewardship under which a Committee on Major Gifts and a Committee on Planned Giving work hard to craft excellent programming and management. The Stewardship Commission developed a list of 45 possible speakers and reduced the list to the final eight from whom you are hearing.
 7. Why are we having kick-off and closing events? Would it not be better just to save the money and hope people notice the mailings and then make their pledge?
 - a. The opening event and the closing dinner and dance are designed as the liturgies, that are designed to bring people together. As we come together for the Eucharist to celebrate life and enjoy each other, and as we come together on Wednesday nights for formation and meals, so too we come together for these two stewardship events in order to celebrate the great accomplishment of raising the funds we need to do ministry together. These events are also a way to thank those whose hard work and gifts make our ministry possible.
 8. Why are we having a dinner and dance on November 20 to end the campaign? Usually, we just let the campaign drag out into Easter until the past pledges arrive.
 - a. The event is designed both to bring us together and to mark the end of the campaign season. It takes a family about 30 minutes to discuss family finances and to decide on a pledge. We are asking congregants to do that discernment about the amount of their pledge over eight weeks rather than 8 months. In the past, congregants have taken as much as eight months to decide on their pledge. We are asking the congregation to reduce that decision window and to limit discernment to eight weeks, so that the pledges are in before the final budget needs to be decided upon.

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9. What is the budget of our church? How do we spend the money we raise and what does the Vestry do?
 - a. The church offers complete transparency regarding the budget and with an email or phone call, a budget will be sent to you. The vestry minutes are public documents and can be requested and some key points are highlighted each month for congregants.
 10. No one ever asks my opinion and I have some!
 - a. We welcome letters and notes. We welcome calls to Vestry Members and clergy with your opinions. We host conversations each fall in which your opinions are requested and openly heard by everyone. We want to know what you think. This is YOUR church!
 - b. We do a special “how are you doing” phone-a-thon each man, precisely to ask you opinion, which we enthusiastically welcome.