

STEWARDSHIP CAMPAIGN CLOSURE RECOGNITION



There are a few things to consider as you plan your recognition plan for the parish annual pledge stewardship program:

1. The first “thank you” should come from the rector, vicar, or priest-in-charge. It should:
 - a. Be hand-written on attractive and inexpensive note card stock.
 - b. Be legible (if you have bad hand writing, then use a printer to do the body of each note in an informal script and write the salutation (“Dear.....:” and the concluding signature of first name) in blue, live ink.
 - c. be mailed within 30 days of the end of the campaign at the latest.
 - d. Include the amount pledged for the year.
 - e. Be kept short (two to three sentences)

2. The second communication should come from the treasurer and should:
 - a. List the terms of the gift and its amount (frequency of payments, etc.)
 - b. Note that payments will be acknowledged quarterly until the pledge is paid
 - c. Say a final tax acknowledgment will be sent in the first week of January
 - d. Note that the gift amount is strictly confidential between the treasurer and the rector, vicar, or priest-in-charge.
 - e. Be typed on church stationary, 8.5 x 11 inches, with live blue ink signature, no personal note and stamped “confidential” by ink stamp (Kinko’s has them) or in laser on the letter text.

3. The acknowledgment of payments should be monthly or quarterly. Pledgers should never be unsure as to how they stand on their pledge payment unless they specifically request that no statement be provided regularly.

4. Late payments should be reminded gently by a short form note from the treasurer asking if there is anything the parish can do to assist the congregant in the payment of their pledge. It should never look like a bill or invoice.



Notes:



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1. A tax acknowledgement should be sent from the treasurer to acknowledge all payments made prior to midnight December 31st. If checks arrive up to four days into the new year, most parishes accept the pledge as payment for that previous year's pledge.



FEARLESS TIP: For other material on campaign closure: see *Fearless Church Fundraising*, Pages 147-159.