

Financial Stewardship Campaigns

**Tools to aid in Christian discipleship and
generosity**



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SCOTT'S PICKS

"Which one of these resources is the best for your congregation?" As you answer the questions on page 4 to help you decide which type of model to choose, you will see there isn't just one campaign that is "THE BEST!" If I were serving as a parish pastor or stewardship leader, there are a couple of resources I would make sure I had in my library no matter what size or location the congregation:

- ***Make it Simple*** is available online and provides layers of materials that are useful to congregations of every size. Provided in this resource are ways to teach children, youth, young adults while focusing matters of simplicity, generosity and responding to God's blessings.
- ***Walk with Jesus*** is a well-organized and straight forward financial campaign resource written for the small membership congregation. The Microsoft Word files on the CD are easily adapted.
- ***Giving Magazine*** is an excellent resource with a different style and type of financial giving campaign included each year. The magazine provides a creative, comprehensive approach to encouraging generous giving and faithful stewardship as well as an annual pull-out section for your annual financial stewardship program.
- ***Not Your Parents Offering Plate*** (Abingdon) Clif Christopher points out that churches too often fail to convince potential givers that their gifts will have *impact* and *significance*. Written with the needs of pastors and stewardship teams in mind, *Not Your Parents' Offering Plate* provides immediate, practical guidance to help develop God's stewards.
- ***Ask, Thank, Tell*** (Augsburg) Charles Lane emphasizes mission, not maintenance; discipleship, not membership; advocating a biblically based primary relationship with Jesus Christ. This is a straightforward guide that gives direction for transforming stewardship in the church.
- ***Making the Annual Pledge Drive Obsolete*** (Common Wealth) Timothy Dombek and Michael Durrall base their writings on the premise that giving money away is just plain fun, whether you have a little or a lot. Being generous is one of life's great privileges and joys.
- ***Preaching Stewardship*** (Alban) Craig Satterlee has filled this book with good practical sense and solid theology. This is a "must read" for any preacher who believes biblically grounded and well-crafted sermons on stewardship can grow peoples giving and faith.
- **On-line Resources** Add these three websites to your list of favorites:
 - **ELCA stewardship:** <http://www.elca.org/Growing-InFaith/Discipleship/Stewardship.aspx>
 - **The New Jersey Synod Stewardship:** <http://www.njsynod.org/stewardship/>
 - **Luther Seminary Stewardship:** <http://www.luthersem.edu/stewardship/>

Blessings as you discover and explore that which will help your congregation "Give Wholeheartedly" to the mission and ministry of Christ.

RESOURCES DESCRIBED IN THIS BOOKLET

Year-Round and Holistic Stewardship Campaigns

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Generations of Generosity: Telling Our Story - from "Giving" Magazine 2005	Page 14
Common Hope, Common Trust – from "Giving" Magazine 2006	Page 15

Mission Oriented Campaign

Go and See - from "Giving" Magazine 2004	Page 16
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How does a church go about selecting a financial stewardship campaign?

There are different types of commitment campaigns. The campaigns listed here are organized into categories according to the style of approach used. Some campaigns are tricky to classify, so don't automatically rule out an option because it is in a certain category. Begin by thinking about which type of campaign might work most effectively in your church at this time. And, consider what would be a good follow-up approach.

- What approach will people respond to best at this time?
- How will this help people be open to growing in their generosity?
- How does the congregation enjoy spending time together - in a large group or small group discussions or meetings? Do you prefer mailings?
- What types of campaigns have you done lately?
- What is the budget and amount of time to be spent on a campaign?
- What spiritual needs does the congregation have in regards to giving? Has there been discussion about tithing?
- Does the congregation consist of mostly life-long members or newer Christians?
- What about missions? What are the educational goals for the program? What are the goals for interpreting the ministries of your congregation?

We suggest the Pastor and a member of the stewardship committee start by narrowing the initial selection to about **2 or 3 options** from this brochure. Then a committee could make the final decision. Keep in mind that some adaptation will be needed in the implementation of these materials to accommodate local contextual concerns.

YEAR ROUND CAMPAIGNS

STORIES TO TELL & GIFTS TO SHARE

The core of the Stories to Tell & Gifts to Share program is the CD-ROM. It offers dozens of easy-to-use, flexible, and editable files for you to print, adapt, copy, rewrite, or use "as is". Included in the CD are a planning guide which includes information for planning, introducing, and implementing the program in your congregation; communication tools such as sample letters, bulletin inserts, newsletter articles, and logo art to help you communicate; and four-session Bible Studies written by Mark Allen Powell. It also includes studies uniquely tailored for children and youth. Worship Resources: Sermon Outlines, a Litany, and Prayer Petition will help you make strong stewardship connections in worship.

Cost: \$49.99 Orders & Customer Care: (800) 328-4648 Augsburg Fortress, P.O. Box 1209 Minneapolis, MN 55440-1209 www.augsburgfortress.org

MONEY MATTERS: FINANCIAL FREEDOM FOR ALL GOD'S CHURCHES

By Michael Slaughter with Kim Miller

From Abingdon Press, Money Matters is a congregational stewardship program with three powerful differences. The program starts with Personal Finances, using the book Money Matters: Financial Freedom for All God's Children. It is a year round program offering an overall stewardship program that is strategically placed throughout the year.

The DVD included with the Leader's Guide includes a guide for group studies on personal financial management, video clips to illustrate lessons, sample worship celebration and sermon outlines, PowerPoint presentations, a video of stewardship sermons by the author, a Money Matters promo video, and all print-ready artwork for supplemental materials.

Cost: \$35 for the Leader's Guide with DVD, \$15 for each Participant's Guide from www.abingdonpress.com.

REMEMBER

A Year-Long Stewardship Emphasis

“Giving” Magazine 2002

This program invites members to come together in groups, according to the anniversary of their membership in the church, after receiving a letter that specifically outlines what members have given to the church in the past year and the ways they have served over the previous year. The letter describes the congregation’s ministries and invites people to consider their giving and involvement for the year to come. A different letter is sent to members who could not or did not participate in the congregation’s finances. It discusses the congregation’s mission and goals and includes an invitation to become involved in the year to come. Membership celebrations and re-consecration Sundays are held on a monthly, quarterly, or even an annual basis.

Cost: \$9 for a copy of the 2002 “Giving” Magazine.

Available through the Ecumenical Stewardship Center 1-855-278-4372 or the web store at www.stewardshipresources.org.

COMMITMENT SUNDAY PROGRAMS

FEARLESS GENEROSITY

“Giving” Magazine 2014

The center section of the GIVING magazine gives practical ideas for using the theme “Fearless Generosity.” This material is based on multiple Old and New Testament Bible texts, and offers resources that together provide a creative, comprehensive, and thought-provoking approach to encourage generous giving and faithful stewardship.

“Fearless Generosity” includes four sub-themes:

- Fearless Living: Genesis 1&2
- Fearless Service: Luke 4:16-21
- Fearless Sowing: Mark 4:1-9
- Fearless Giving: Luke 21:1-4

Theme materials such as bulletin inserts and covers, commitment cards, poster, and logo are available. The Companion Guide has detailed timelines (including a simplified

timeline for small congregations), Bible studies, sermon suggestions, more letters and worship aids.

Cost: \$5.00 Download the companion guide for \$20. Ecumenical Stewardship Center www.stewardshipresources.org or call 1-855-278-4372.

FOUND FAITHFUL

“Giving” Magazine 2013

“Found Faithful” material is based on 1 Corinthians 4:1-2, and offers resources that together provide a creative, comprehensive, and thought-provoking approach to encourage generous giving and faithful stewardship. “Found Faithful” includes four sub-themes:

- Called to be Faithful
- Faithful in Little
- Faithful in Much
- Faithful in All

The Companion Guide has detailed timelines (including a simplified timeline for small congregations), Bible studies, sermon suggestions, more letters and worship aids. Bulletin covers and other support resources are also available

Cost: \$5.00 Download the companion guide for \$20. Ecumenical Stewardship Center www.stewardshipresources.org or call 1-855-278-4372.

MAKE IT SIMPLE

By the ELCA

Is the current economic situation moving you to look more closely at simplicity and generosity? Are you looking for ways to teach children, youth and young adults about being good stewards? Did the financial response method you used last year yield diminishing returns? If so, this new on-line resource is designed for you. From the ELCA, this creative and practical resource begins by looking at God's abundant blessings, faces the truth that simplicity and generosity are not easy, invites each person to look beyond oneself to make a difference in the world, and helps one determine how to care for God's gift of enough.

From congregational, small group and household learning events, to children's and youth activities, Make It Simple provides tools to engage all age groups. A series of nine video segments reveal the personal witness of Christians trying to live simply, be

generous and serve God. Three different response methods are offered: Commitment Sunday, Congregational Meal and Small Group Gatherings. Each includes an introduction, leadership roles, calendar, sample materials and suggestions for using the video clips.

Cost: \$24.99 from Resources.ELCA.org Phone: 800-638-3522 ext. 2580

ABUNDANT JOY – OVERFLOWING GENEROSITY

“Giving” Magazine 2012

"Abundant Joy—Overflowing Generosity - presents a four Sunday emphasis on four ways of giving:

- Giving of our Day—giving God a portion of the day through devotional prayer
- Giving the Sabbath—giving the Sabbath to God in worship
- Giving our Spiritual Gifts—so that we may be blessed, bless others, and bless the ministry of the church with our spiritual gifts
- Honoring God with our use of money—learning, understanding and deciding how to use money in a God-honoring way. The fourth Sunday has an opportunity to present a commitment card.

Theme materials are available. The Companion Guide has detailed timelines (including a simplified timeline for small congregations), Bible studies, sermon suggestions, more letters and worship aids.

Cost: \$9.00 Download the companion guide for \$20. Ecumenical Stewardship Center www.stewardshipresources.org or call 1-855-278-4372.

CELEBRATE STEWARDSHIP YEARS 1 AND 2

By Judith and Warren Johnson
United Church of Canada

A five-week stewardship program that builds up to a Celebration Sunday on the 5th Sunday at which the congregation fills in Estimate of Giving forms during worship and is invited to stay for a thank-you luncheon. Offered by the United Church of Canada, the

intent is to focus on a theology of stewardship that highlights the abundance of God's love for us and our desire and need to respond abundantly to that love: God gives to us and we give to God. Includes letters, drama, children's messages, Minute messages, logos, bulletin inserts, and more.

Cost: \$9.95. Both years available for download at www.UCRDstore.ca. 1-800-288-7365

THE NEW CONSECRATION SUNDAY

By Herb Miller

New Consecration Sunday approaches financing the ministries of your congregation by focusing on the question, "What is God calling me to do?" rather than, "What does the church need in order to pay its bills?"

The campaign involves leadership from an outside leader/preacher at a special Leadership Event for church council members and other church leaders, the Consecration Sunday worship service, and the Celebration Meal. Members of the congregation are recruited to share their testimonies on why it's important to them to give to Christ through the Church and how it impacts their life of faith. The guidebook includes sample letters to be used in the program, a calendar of events and mailings, instructions for each sub-committee or work area, a step-chart and a sample Estimate of Giving card. The program book includes a CD with re-producible items, a Power Point, and an audio introduction for the Finance Committee, Stewardship Committee, or Church Council. It also includes the guest leader guide.

Cost: \$30.00 for the New Consecration Sunday Stewardship Program Kit with Guest Leader Guide & CD Rom from www.augsburgfortress.org or 1-800-328-4648. Purchase one copy of the complete program guide and additional copies of the New Consecration Sunday Team Member Manual for members of the committee, plus Estimate of Giving Cards. Consider \$150-\$300 Honorarium for Guest Leader plus travel, mailing costs and catered Celebration Meal.

THE GROW ONE SUNDAY STEWARDSHIP PROGRAM ONLINE

By Herb Miller

This is an approach to Consecration Sunday that does not require an outside leader or a "celebration luncheon." It can be a good follow-up to the New Consecration Sunday

program. It is based on the need of the giver to give. It is also especially valuable in churches that have never conducted an annual stewardship program or churches whose unpleasant experience with an ineffective stewardship model in past years prejudiced them against conducting any kind of financial stewardship program.

Cost -- \$10.50/download or e-book from www.cokesbury.com or call 1-800-672-1789.

SAINTS ALIVE! LIVING GENEROUSLY

"Giving" Magazine 2011

The center section of the GIVING magazine gives practical ideas for using the theme "Saints Alive! Living Generously" for a 4-6 week emphasis that uses stories, volunteer opportunities, and visual media to connect people with ministries and programs. Focus on "growing" people who give generously as they respond with gratitude for the immeasurable blessings God pours into their lives. Sample letters, time-line for planning and implementation of the program are included. Companion guide has detailed timeline, bible studies, sermon suggestions, more letters and worship aids.

Cost: \$9.00 Download the companion guide for \$20. Ecumenical Stewardship Center www.stewardshipresources.org or call 1-855-278-4372

BLESSED BE THE LORD GOD

"Giving" Magazine 2008

Blessed Be the Lord God strengthens the concept of the offering as an act of worship by inviting congregations to meditate on the biblical songs of Advent as they discern their individual and household giving for the following year. Blessed Be the Lord God restores the focus of Advent songs to blessing God for the gift of Jesus Christ, and also focuses on restoring our response to that great gift. As the letter of invitation puts it, "generous and increased financial gifts throughout the next year combine with gifts of time and talent to raise a grand chorus of worship to God."

This four-week stewardship emphasis is based on four Scriptures that are songs of blessing: Hannah's Song (1 Samuel 1, 2), Mary's Song (Luke 1:39-56), Zechariah's Song (Luke 1:67-79), and The Angel's Song (Luke 2:14). The program suggests that your planning begin three months ahead for this four-week giving emphasis. Supplemental worship and study materials are available from the Ecumenical Stewardship Center to use each week in small groups or Sunday school classes, including worship

outlines, sermon ideas, group study materials and a new collection of songs from Ken Medema.

Cost: \$9 The additional downloadable worship and study materials are available for \$25.00. Available through the Ecumenical Stewardship Center, 1-855-278-4372 or at the web store at www.stewardshipresources.org.

NEW LOVE, NEW MERCY

“Giving” Magazine 2009

The 2009 theme “New Love, New Mercy” is a commitment Sunday format based on Lamentations 3:21-24. The three verses chosen for this year's theme brings to light that God's mercies never come to an end—they are new every morning. Great is God's faithfulness to us. There are four bulletin inserts that can be used as emphasis in print or from the pulpit. This program can be used anytime or as a Lenten series. It includes a variety of worship resources and tableaux or living pictures to add visual elements to worship. Leaders may also order Bible study materials based on the theme.

Cost: \$9 for a copy of the 2009 “Giving” Magazine. Ecumenical Stewardship Center, 1-855-278-4372 or at the web store at www.stewardshipresources.org.

EXTRAVAGANT GENEROSITY

By Michael Reeves and Jennifer Tyler

Extravagant Generosity is built on Bishop Robert Schnase's groundbreaking book *Five Practices of Fruitful Congregations*. The objective is to change the culture in your church from fund raising to generosity as a core value of disciple-ship.

A guidebook for leaders covers all aspects of the campaign, from detailed plans for each of the four Sunday services to materials like flyers and postcards to e-mail messages and letters designed to be sent to specific groups within the congregation is all available on CD-ROM. A small-group leader's guide to host Sunday school and other small groups during the program using the devotional book is available along with a DVD with video segments for four group-study sessions and short clips for use in worship. Sermon outlines, time-lines and checklists, and PowerPoint slides are also included.

A book of devotions, *Practicing Extravagant Generosity*, designed to be distributed to all the members of the congregation, leads them through the Scriptures covered in each of

the four weeks and encourages them to understand financial discipleship in terms of their own mission to build God's kingdom.

Extravagant Generosity provides a fresh approach to the work that was begun by Herb Miller in New Consecration Sunday. Extravagant Generosity: The Heart of Giving is a fresh approach that identifies the positive attributes of a community of faith and builds upon them to communicate the message of generosity. Individual study, corporate worship, preaching, teaching and storytelling conclude with an opportunity for people to express their love for God through their own generosity. This new approach is designed to encourage and provoke generosity.”

Cost: \$69 or less through www.Cokesbury.com or 1-800-672-1789.

WALK WITH JESUS

A stewardship response program written specifically with small membership and mid-size congregations in mind. The four-week program contains everything needed to conduct a biblically based effective stewardship program in your congregation. “Walk with Jesus” is well-organized, straight-forward and easy to use. Materials are provided both in a booklet and on a CD. Included are a bulletin insert, letter and worship talk guide for three consecutive weeks. The materials for each week focus on the theme for the week—walk, listen, or give. Commitment Sunday materials, including an estimate of giving card, and extensive follow-up helps are also provided. Materials on the CD are Microsoft Word® files that are customizable for the congregation's specific needs.

Cost: \$20.00 Available through Resources.elca.org or 1-800-638-3522

DELIVERY CAMPAIGNS

WE ARE FAMILY

By C.S.S. Publishing Company

In this 10 week program you'll create a three-part "Church Family Album" telling the story of your congregation's past, present, and future. The first section celebrates your church's history, identifying significant accomplishments and remembering those whose faithful stewardship through the years made them possible. The second section features your current programs and ministries, and the third section spotlights your church's dreams and plans for the coming year and beyond. Copies of this album will carry Stewardship Response Cards and be circulated among church members during a two-week relay.

Cost: \$89.95 Sample Packet, which includes leader's guide and samples of all materials. Available from www.churchsupplier.com or 1-800-322-6203.

LETTER AND DIRECT MAIL

LET GOD LEAD:

A Guide for Discernment

From "Giving" Magazine 2003

This program is designed to help members find new ways to listen to God. Some may decide their giving based on information provided by the congregation about their previous year's giving. Others will talk with a friend, spouse, or family member as they make their decision, trusting that other believers' perspectives help guide them toward God's voice. Still others will feel connected to God's voice through public worship services and others through personal time with Scripture and prayer. Everyone is invited to prayerfully consider God's leading as they decide their giving for the coming year. A letter and "A Guide for Discernment" outlining various methods of listening to God are mailed to members as the emphasis gets underway. On the fifth Sunday, commitments

are received as a part of the morning's offering. Sample letters and a sample commitment card are included in the guide.

Cost: \$9 for a copy of the 2003 "Giving" Magazine. Available through the Ecumenical Stewardship Center, 1100 W. 42nd St., Suite 225, Indianapolis, IN 46208 Phone: 1-855-278-4372 or www.stewardshipresources.org

BOOK STUDY OR SMALL GROUP CONVERSATIONS

ENOUGH: STEWARDSHIP PROGRAM GUIDE

Discovering Joy through Simplicity and Generosity
By Adam Hamilton

With *Enough: Stewardship Program Guide*, Adam Hamilton offers a simple campaign that will transform how the church and individuals view the role of money in connection with their life's purpose and the positive impact that transformation will have on the world. This program, based on Hamilton's companion book, *Enough: Discovering Joy Through Simplicity and Generosity*, (\$6.50 at Cokesbury) is designed for church-wide and small-group studies. Leaders will be equipped with a campaign timeline, sample communication pieces, sermon series notes, and artwork for PowerPoint and signage.

Cost: \$29.00 from www.cokesbury.com or 1-800-672-1789.

GENERATIONS OF GENEROSITY:

Telling our Story

"Giving" Magazine 2005

Generations of Generosity is a 4-5 week program built on the connection between storytelling and stewardship. People share remembrances and their hopes for the future through Conversation Groups and a Congregational Storytelling Event. Members gather in Conversation Groups of 8-10 people once a week for three weeks discussing Generations, Generosity, and Storytelling. The Congregational Storytelling Event

revolves around food, storytelling presentations from the conversation groups, and a short summary that relates the storytelling presentations to the church's budget. Following the Event, members present their individual commitments for the coming year in worship.

Cost: \$5 for a copy of the 2005 "Giving" Magazine Available through the Ecumenical Stewardship Center at 1-855-278-4372 or through the web store at www.stewardshipresources.org.

COMMON HOPE, COMMON TRUST

"Giving" Magazine 2006

The 2006 GIVING stewardship emphasis, "Common Hope, Common Trust," gathers God's people for food and friendship around a common table. Shared meals become occasions for sharing joys, anxieties, and stories. Healthy conversation about money with clergy, leadership, facilitators, and the congregation help build a sense of security of people in their own finances. Through focusing on what strengths a congregation already has, people experience giving with a new sense of freedom and celebrate as God leads them from darkness and fear into light and freedom. Nine steps are given to implement this program.

Cost: \$9 available through the web store at www.stewardshipresources.org or Ecumenical Stewardship Center at 1-855-278-4372.

MISSION ORIENTED CAMPAIGNS

GO AND SEE

Mission Festival

From "Giving" Magazine 2004

Go and See is designed to assist your congregation in receiving financial commitments for the ministry and mission of the congregation and illustrating and celebrating their ministry and mission in a festival setting. Go and See is inspired by the miracle of the loaves and fishes. Through the celebration of a mission festival it seeks to encourage in participants a sense of discovery and wonder -- discovery of the gifts God has given

and wonder at the joy and increase the Holy Spirit brings when those gifts are offered in service to a world hungry for the good news of Jesus Christ.

The mission festival can be a one-time presentation with a few well-designed displays and handouts or a full-blown celebration with food booths and live music. The pro-gram guide suggests planning at least 10 weeks before the actual festival weekend. A Bible study is provided to be used 2-3 weeks ahead of festival weekend. Sample letters of invitation, worship resources, church school activities, a sample commitment card and a weekly giving guide are also included.

Cost: \$9.00 for a copy of the 2004 “Giving” Magazine. Available through the Ecumenical Stewardship Center, 1100 W. 42nd St., Suite 225, Indianapolis, IN 46208 Phone: 1-855-278-4372 or www.stewardshipresources.org

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