

## **Annual Campaigns That Really Work!**

Dave Crittenden

dave@lincolntrails.org

### ***"The Spirituality of Fund Raising" – Henri Nouwen*** **([www.henrinouwen.org/home/booklet](http://www.henrinouwen.org/home/booklet))**

1. We are inviting people into a new way of relating to their resources – their gift is good for the ministry, and for their spiritual journey and spiritual health. "You will be enriched in every good way for your great generosity ..." (2 Corinthians 9:11)
2. Fund raising is a concrete way to help the Kingdom of God come about
3. Gratitude flows from the recognition that who we are and what we have are gifts to be received and shared
4. Fund raising in the church assumes abundance, is always grounded in prayer, and is undertaken in gratitude

### ***Assumptions about Your Congregation***

1. The leadership realizes financial discipleship is one part of stewardship. Stewardship includes personal life, community life, public life and financial life
2. The congregational leadership (pastor and majority of Session members at least) feels God's amazing, all encompassing, grace and is driven to respond in gratitude
3. The congregational leadership believes: "...God is able to provide you with every blessing in abundance, so that by always having enough of everything, you may share abundantly in every good work" --2 Corinthians 9:8
4. There is a group, task force or committee in your congregation given tasks associated with stewardship. This group meets monthly to plan, evaluate and be supportive of ongoing programs.
5. The persons that serve on this committee, task force or group each feel called to this work and willing to make personal commitments in the area of stewardship.

### ***Areas of Responsibility for your Committee, Task Force or Group***

1. Stewardship Education
  - a. For members of the committee and all members of the congregation—all ages
  - b. Inductive experiences rather than deductive experiences
  - c. Encourage pastor to make it a frequent part of sermons and worship experiences
2. Modeling Stewardship
  - a. Personal
    1. Share your story
    2. Commit to education as a student and a leader
    3. Commit to financial discipleship—pledge!
    4. Consider your part in environmental issues: global warming, recycling, etc.
  - b. Corporate
    1. Encourage the session to respond as we would like each of our members to respond: commit to education; responding to God's grace with extravagant generosity; give all our mission dollars off the top; etc.

2. Invite the congregation's members to join the leaders in committing to stewardship education; responding to God's grace with their accumulated resources (the annual campaign to fund the operating budget); giving beyond themselves before they take care of any other expenses.
  3. Model good stewardship by using the church building to reach out to the community and fill needs in the community
3. Mission Interpretation
- a. Provide and encourage "go and see" kinds of experiences for ministry and mission
  - b. Develop a Narrative Budget for your congregation
  - c. Publicize the Presbyterian Church (U.S.A.) Special Offerings: One Great Hour of Sharing; Pentecost; Peacemaking; Christmas Joy
  - d. Use newsletters, bulletin inserts, minutes for mission as often as possible to tell members of the mission that is being done with their dollars
  - e. Use the Mission Yearbook of Prayer and Study as an example of the scope of mission work done by all governing bodies of the Presbyterian Church (USA)
4. There is a Continuum of Financial Gifts along the financial discipleship journey. A congregation should encourage each type and provide resources to individuals moving along the continuum.
- 1) Impulse Giving - giving from your wallet or purse
  - 2) Annual Gifts - ongoing ministry of the church (often a pledge)
  - 3) Campaign Gifts - special offerings, capital needs (usually a pledge)
  - 4) Special Gifts - donor-selected ministries/missions
  - 5) Deferred Gifts – often planned from accumulated wealth

### ***Ideas in Cultivating Generosity***

1. Give members permission to talk about their faith and money
  - a. Encourage every member to write a money autobiography that describes his or her thoughts and feelings about money from childhood to the present.
  - b. Create small groups to share the joys and concerns of working, getting a raise, not getting a raise, losing a job, managing a family, taking vacations, etc.
  - c. Provide resources and small group interaction around things like living more simply, what to do with extraordinary wealth, and the joys and struggles of including generosity in the family budget
  - d. Provide places where members can discuss their experiences with faith and money – the struggles and the joys. Where groups can covenant to encourage and support each other as they live out Christ's teachings on possessions, wealth and money.
2. Make practicing financial discipleship a priority for the whole faith community
  - a. Encourage and support members as they increase the percentage of their income they give to others
  - b. Thank everyone personally that gives anything to your church. Celebrate gifts!
  - c. Make all gift giving and the thanksgiving an integral part of worship
  - d. Encourage all members to share their financial discipleship stories and make new disciples along the way

### ***Types of Campaigns (The Stewardship Manual PDS #72530-94-001)***

#### **1. Every-Member Visitation**

**Strengths:** materials are available; face-to-face discussions allow questions, answers, interaction; effective in allowing personal growth and acceptance; good starting point for stewardship education; updates membership roles; follow-up is usually included

**Limitations:** requires lots of time, leadership and training; challenging to recruit enough visitors; follow-up is difficult to complete; calls are interpreted as asking for money

## 2. Small Group Meetings

**Strengths:** allows for dialogue and discussion; organize members by areas, interests or availability; strengthens fellowship; creates high level of interest; allows personal input in program; provides setting for stewardship education

**Limitations:** time consuming; needs telephone callers to set up and remind members; requires host/hostess training; requires careful organization; doesn't reach uncommitted; difficult for large congregation; negative voices can dominate; reaches only those who attend; requires extensive follow-up

## 3. Sunday Worship

**Strengths:** places stewardship commitment in context of worship; emphasizes spiritual dimension of commitment; requires less time or training; low cost; can be combined with other approaches; single, focused presentation; requires little calling

**Limitations:** may rise or fall on strength of sermon; offers no opportunity for dialogue; doesn't reach shut-ins, nonresidents, or uncommitted; reaches only those attending; requires much follow-up; offers minimal opportunity for involvement

## 4. Direct Mail

**Strengths:** allows for creativity in writing; requires little time; includes all members; easy to manage; efficient use of effort; consistency in message; requires little leadership; non-confrontational; updates membership rolls

**Limitations:** lacks face-to-face dialogue; materials must be top quality; ineffective if discontent present in congregation; resembles secular appeals; requires efficient way to receive commitments; follow-up is difficult

## 5. Congregational Dinner

**Strengths:** can have several dinners to reach more members; requires less time; everyone hears same presentation; good use of audiovisuals; often low cost; strengthens fellowship; face-to-face contact; can distribute materials easily

**Limitations:** doesn't reach shut-ins, nonresidents or uncommitted; large crowd can inhibit sharing; reaches only those in attendance; requires extensive follow-up

## 6. Telephone Approach

**Strengths:** requires less time; low cost; allows for questions, answers and interaction; easier to enlist callers than visitors

**Limitations:** lacks face-to-face dialogue; materials being mailed must be top quality; often ineffective if discontent in congregation; resembles secular appeals; requires efficient way to receive commitments; follow-up is difficult

## 7. Consecration Day

**Strengths:** requires little time or training; distribute materials easily; low cost; can be combined with other approaches; single-effective presentation; can use guest speaker; little calling; involves celebration

**Limitations:** rise or fall on strength of speaker; no opportunity for dialogue; minimal involvement; doesn't reach shut-ins, nonresidents or uncommitted; reaches only those in attendance; may require extensive follow-up; effective guest speakers are difficult to find

## 8. Personal Delivery

**Strengths:** cuts down on travel time; little training; highlights confidentiality; involves large number of people; requires little time; fun—can stimulate creative, playful spirit; reaches uncommitted members

**Limitations:** can encounter delays/breakdowns in delivery system; process can be more important than objective; difficult for shut-ins to participate; needs trained "trail bosses" or leaders; encourages little dialogue about work of church; includes no training for "riders"; little opportunity for stewardship education

## Websites that Might Be Helpful

### **WWW.PCUSA.ORG/STEWARDSHIP**

*Presbyterian Church (U.S.A.) resources for annual campaigns stewardship in general and stewardship education.*

### **WWW.LUTHERSEM.EDU/STEWARDSHIP**

### **WWW.STEWARDSHIPRESOURCES.ORG**

*A good site for annual campaign themes and other stewardship resources from the Ecumenical Stewardship Center*

## Books that Might Be Helpful

### **Creating Congregations of Generous People**, Michael Durall

*A very good book on the spiritual nature of financial discipleship. The last two chapters outline some practical steps to annual campaigns.*

### **Revolutionizing Christian Stewardship for the 21st Century: Lessons from Copernicus**; Dan R. Dick

*The book describes a viable alternative to a church being driven by structure and budget. The author calls us to reorient ourselves in relationship to God and God's church. He describes what may be considered a radical reorientation in thinking about Christian stewardship.*

### **The Dancing Steward: Exploring Christian Stewardship Lifestyles**; Christopher Levan

*Great discussion starters. The end of each chapter or selection offers experiential learning suggestions as well as questions for discussion.*

### **Plain Talk about Churches and Money**; Dean Hoge, et. al

*This book is the result of listening to what pastors and congregation members say and think about money. It explodes myths, reveals facts and explores out motivations for giving. A helpful and very readable book. Excellent for pastors and committee members to read and discuss.*

### **The Abingdon Guide to Funding Ministry: An Innovative Sourcebook for Pastors and Church Leaders**;

Donald W. Joiner & Norma Wimberly

*This is an annual publication. They provide practical suggestions for leaders in congregations that are called to solicit, manage and utilize contributions in an effective and appropriate manner.*

### **Behind the Stain Glass Windows: Money Dynamics in the Church**; John and Sylvia Ronsvale

*This book is written by nationally recognized leaders in the field of giving to the church in the United States. Great background.*

### **More Than Money: Portraits of Transformative Stewardship**; Patrick H. McNamara; Alban Institute Publication

*Glimpses of churches where "it works" and the common themes among this diverse group*

### **Growing Givers Hearts: Treating Fundraising as Ministry**; Thomas H. Jeavons & Rebekah Burch Basinger

*Looking at the whole issue from the funds development standpoint. Many themes are the same as other thinkers in this area today, however, the first I have seen to tackle what it means to be in Christian funds development. Many good thoughts on the giver and faith and money issues.*

### **Generous Saints: Congregations Rethinking Ethics and Money**, James Hudnut-Beumler, Alban Institute Publication

*This book is meant to be used by congregational leaders to help put our economic challenges in a larger theological perspective. This book deals in a realistic way with many money issues that confront congregations today.*

**The Price of Faith: Exploring our Choices about Money and Wealth** Cross, Marie T.

*A very good ten session study course with instructions on how to use the material in the book.*

**Graceful Living: Your Faith, Values, and Money in Changing Times** Dunham, Laura *Reading this book is easy and enjoyable—and you'll learn something, too! It provides a good context for talking about money and practical steps for addressing people's needs at various life stages.*

**At Ease: discussing money and values in small groups** Ronsvalle, John & Sylvia

*This book contains three levels of questions that bring a small group every deeper into the subject of money, values and faith. Good background information and instructions as to how to use the book with a small group.*

**Sharing Possessions: Mandate and Symbol of Faith** Johnson, Luke T.

*This is a great book! It is detailed but was very helpful to me. Don't read this first... Written almost thirty years ago it is out of print. Will take some looking...*

**Faith's Freedom: A Classic Spirituality for Contemporary Christians** Johnson, Luke T.,

*Besides other great stuff this one has a chapter on financial discipleship*