

Evaluating Your Pledge Campaign

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Learning Objectives

Best Practices for evaluating a completed campaign

1. Reviewing the numbers
2. Asking the right questions
3. Reflecting on the results
4. Four simple ways to keep the conversation going

Introduction



Gratitude: The beginning and ending

- ▶ Gratitude is a practice, needing daily repetition
- ▶ Gratitude is an invitation
- ▶ Gratitude is a way of life

Gratitude Practice



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Gratitude: The beginning and the ending

- ▶ Every campaign for raising funds in your congregation should start with gratitude.
 - ▶ Thank you for your participation
 - ▶ Thank you for volunteering
 - ▶ Thank you for your gifts
 - ▶ Thank you for your acts of kindness
 - ▶ Thank you for raising a great family



Gratitude Practice

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Gratitude: The beginning and the ending

- ▶ Every campaign for raising funds in your congregation should also end with gratitude.
- ▶ **Handwritten notes**, with no financial data at all, should be sent to every person, *even those who did not pledge or make a gift.*
 - ▶ **Every member participates in a campaign**
 - ▶ Thank those who made a gift
 - ▶ Thank those who did not, but who might volunteer, pray, *serve in other ways known or unknown to you*

Gratitude Practice



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Asking the Right Questions: The Numbers

- ▶ What is the total amount pledged for next year? Is this up or down? By what percentage?
- ▶ How many commitment cards were returned? Is this up or down from last year?
- ▶ How many commitment cards show an increase in giving compared to last year?
- ▶ How many commitment cards show a decrease in giving compared to last year?
- ▶ How many commitment cards stayed the same compared to last year?
- ▶ If you use electronic giving, did the number using it increase?



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Asking the Right Questions: The Numbers

What do numbers teach us?

1. They are a practical measure of our expected revenue
2. They are a small window into the capacity and generosity of our members
3. They are part of a measure into the impact or adoption of our mission



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Asking the Right Questions: The Numbers

Numbers are an indicator of what is happening ... but they don't tell the whole story



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Asking the Right Questions: The Numbers

A few more notes about numbers:

It's not enough just to report them; but rather to analyze them.

- ▶ What are the trends of giving? Look at giving over time – three years at least.
- ▶ Analyze individuals over time.
 - ▶ Are their gifts staying the same year to year?
 - ▶ Individual giving should trend up year to year
 - ▶ Are there unexplained plateaus? Increases? Decreases?
These are opportunities for pastoral conversations

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Asking the Right Questions: The Feelings

- ▶ Did you share enough information so that people were both inspired and informed?
- ▶ Did the program have the right tone for your congregation?
- ▶ Was there a sense of joy and fun?
- ▶ Did the program run for a good length of time? Too short? Too long?
- ▶ Was the focus more on the Bible or on the bills?
- ▶ Was the focus more on mission or the budget?

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Asking the Right Questions: The Feelings

What do feelings teach us?

1. They are better windows into how our members connect with the mission
2. If the campaign didn't feel like fun, or did not have joy, then it's time to look at the messaging
3. Budgets are about more than bills – **members connect with mission**
4. If members did not respond as you had hoped to the campaign, **it might be the approach**, not the mission and not the budget



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Asking the Right Questions: Reflection

- ▶ What did you learn from this year that you want to make sure you consider next year?
- ▶ What do you want to make sure you do next year?
- ▶ What do you want to make sure you don't do next year?
- ▶ What quantitative and qualitative goals might you set for next year's program?
- ▶ How does your committee feel? Are they energized? Disheartened? Exhausted?

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Following up

After the celebration is over, the food has been cleared, and the floor swept, there are still a few things left to do...

1. Call your Stewardship Committee back together for a final meeting. **Ask the questions.**
2. Follow up with gifts that haven't come in, **personal emails and phone calls**
3. **Thank your Stewardship Committee**, perhaps even with a small gift. Ask them if they would serve again
4. After you have analyzed the trends, **do you need to have any pastoral conversations?**

Finishing Your Campaign



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Asking the Right Questions: Pastoral Conversations

- ▶ What program or ministry at our church means the most to you?
- ▶ Why did you make the decision to support (or not support) the church this year?
- ▶ What work or ministry do you think we could be doing in the community that we aren't?
- ▶ What are your personal and professional goals or struggles? How can the church support you and your family?
- ▶ In a future year, would you consider making a gift to fund our ministry

Finishing Your Campaign



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Theological Formation of Generosity

Generosity is a skill that is cultivated, formed through teaching, practice, and time.

"Like humility, generosity comes from seeing that everything we have and everything we accomplish comes from God's grace and God's love for us. ... Certainly it is from experiencing this generosity of God and the generosity of those in our life that we learn gratitude and to be generous to others."

Archbishop Desmond Tutu, God Has a Dream

Keeping the Conversation Going

GENEROSITY
LOVE GRATITUDE SISTER
STEWARDSHIP
HOMELSS KINDNESS MANAGE
LEARN WORSHIP TREASURE CONNECT CARE ORPHAN GRATITUDE PATIENCE
STEWARDSHIP
GENEROSITY CARE BELIEVE
THANKS HOSPITALITY
WORSHIP JUSTICE PRAISE
GLADNESS CONNECT
BROTHER TRUST SHARE LEARN

WHERE OUR HEARTS ARE...

JOIN
GRATITUDE
GRATITUDE BLESSINGS JOY FORGIVE GRATITUDE ABUNDANCE LEARN
WORSHIP CARE LEARN CONNECT WIDOW PEACE IMMIGRANT HOPE
GIVE
GENEROSITY
CREATION ACCEPT CONNECT
LITTLE ONES GIVE LEARN CARE
CONNECT
WORSHIP STEWARDSHIP
GENEROSITY
CONNECT

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Theological Formation of Generosity

This year, try **these four things** to keep the conversation of stewardship and generosity alive in your congregation...

1. Offer a book study:

Henri Nouwen's [A Spirituality of Fundraising](#)

Charles Cloughen, Jr.'s [One Minute Stewardship: Creative ways to talk about money in church](#)



Keeping the Conversation Going

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Theological Formation of Generosity

This year, try **these four things** to keep the conversation of stewardship and generosity alive in your congregation...

2. Conduct a mid-year Budget and Mission review, report on ministry objectives and impact

This tool, prepared with the wardens and treasurer, will help people understand the impact of their giving, reminding them that their gifts are important all year long.

Keeping the Conversation Going



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Theological Formation of Generosity

This year, try **these four things** to keep the conversation of stewardship and generosity alive in your congregation...

3. Engage in storytelling. Ask members in a small group to answer this question:

What was your attitude toward money as a teenager? What role did money play in your life as a young adult? If you are one, as a parent? At age 45? 50? 65? Did your attitude or feelings shift at these different stages of your life?

Keeping the Conversation Going



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Theological Formation of Generosity

This year, try **these four things** to keep the conversation of stewardship and generosity alive in your congregation...

4. Preach a Sermon on generosity in July.

Keeping the Conversation Going

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TENS Resources for 2021

The Diocese of California is a member of TENS: The Episcopal Network for Stewardship. As such, all congregations and institutions may access the annual pledge campaign resources free of charge.

To take advantage of this, please visit:

<https://www.tens.org/annual-pledge-campaigns/>

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Gift**

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 | THE EPISCOPAL
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STEWARDSHIP



Thank you!

For more information, please visit
www.diocal.org/support

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