Recruiting & Training a Stewardship Team

Best Practices

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Learning Objectives

- The role of a Stewardship Committee
- The jobs of committee members
- Theological Formation
- How to set goals for Pledge Campaigns

Introduction
The Role of The Stewardship Team

The stewardship team is NOT the fundraising committee. As important as it is to raise money for church ministry, the focus of the stewardship team is to encourage Christians to use their God-given gifts in ways that honor God.
The Role of The Stewardship Team

▸ A pledge drive campaign team is your practical team charged with communicating this year’s theme and plan to raise the operating funds of the church.

▸ Creating materials for the case for giving – your mission goals

▸ Working with the Treasurer and the Communications team to align messaging

▸ Plan the roll-out of the campaign
  ▸ Timeline
  ▸ Structure and method
  ▸ Acknowledgement and follow-up

▸ Plan Kick-off and Ingathering. *If these are events, this can take a lot of time and energy*
Why do we form a Stewardship Team?

- An effective team will raise more money to fund the church’s mission.
- They engender support and appreciation for all the other congregation ministries.
- The project is a chance for the members of the team to form or deepen relationships that are the lifeblood of the congregation.
- They spread a spirituality of grateful generosity, thereby enriching the lives and enlarging the souls of the congregation.
Personal Asks

A personal request to join the Campaign Committee is most effective. Recruit people who have time to do the work, and a real interest. If someone says they hate talking about money, then they’re not a good fit for the team. Recruit by phone, or even better, in person. **The more seriously you treat the recruitment process, the more you’ll communicate the importance of this committee.**
How big should the team be?

You’ll want to recruit a team that is big enough that they can reasonably reach every member of the congregation by email or phone to invite them to pledge.

A reasonable case load over a four to six week-long campaign is about fifteen households. If you have 150 pledging units, you’ll need a committee of ten.

Stewardship Team Tasks
Recruiting the Right Team

According to the Rt. Rev. Dan Edwards, Bishop of Nevada, your stewardship committee should be in place by Easter.

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People People

- *People who know people*: The team’s strongest influence is on their friends. You need people who are connected.
- Diversify the team according to demographics like age, gender identity, and racial identity.
- If the congregation has more than one worship service, include people from the different worship services on the team.
Congregational Leaders

- People who love the congregation. The Campaign Team represents the congregation to the congregation.
- How they feel about the congregation and its leadership, both lay and clergy, will come across.
Heart-Centered Leadership

- *People with a heart for stewardship.* Not everybody is born to raise money or is comfortable asking for it.
- Find the people in your congregation who have such a heart for the mission that they can boldly ask their peers to support it.
- Stewardship is about more than the pledge campaign, it is the life of generosity and worldview of abundance that leads us into Christian community.

*Recruiting the Right Team*
Rounding out the Team

- **People with skills.** The chair needs organizational skills to get the job done – like running a meeting, ending with action steps, and setting up accountability.

- **People with credibility.** Who you appoint to the team tells the congregation whether this is important or not. You need someone on the team who has the respect of the congregation.

- **People with time.** Choose someone who can be freed up from some of his or her other church work for a year. Do not choose your wardens, your treasurer or your finance committee. Counting money and raising it are usually incompatible.

- **People who can give themselves.** These do not have to be your wealthiest members, but the team needs to be able to set an example of generosity.
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
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*

*Forming your Team Theologically*
Theological Formation of Generosity

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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.

*Forming your Team Theologically*
Theological Formation of Generosity

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**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?*

*Forming your Team Theologically*
Theological Formation of Generosity

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4. Preach a Sermon on generosity in July.

Need help? TENS offers seasonal reflections on the lectionary and themes of generosity and gratitude. Download them for free.

*Forming your Team Theologically*
Setting Goals for Success

Early in the year, set your goal for next year’s campaign.

▸ Based on what you learned from your analyses, reflection, and pastoral questions

▸ Broader than the budget
  ▶ Goals on new members?
  ▶ Goals for volunteers?
  ▶ Goals for new ministry or ministry renewal?

▸ Make a plan for how you will lead your congregation into next year’s campaign.
Setting Goals for Success

Goals should be

▸ Grounded in reality
▸ Achievable
▸ Aspirational, but not out of reach

Examples could be ...

▸ Fifty percent of our givers will increase their giving next year
▸ X people who have never given before will make their first gift

Setting Goals
A few more thoughts about goals...

Not all your goals need to be about finances.

▸ Do you have a goal for how many new families you hope to welcome this year? Why not publish it? **When people know what the goal is, they can help to make it happen.**

▸ Other goals impact mission and fundraising:
  ▸ Creating or refreshing your newsletter
  ▸ Updating your website
  ▸ Creating new brochures or materials about your church and your ministries
Items in your plan

▸ I will check in with the five highest and five lowest givers this year
▸ I will ask the diocesan stewardship officer to make a presentation or give a sermon
▸ Our Stewardship Committee will read a book on generosity
▸ The newsletter will feature frequent updates on mission and outreach
  ▸ Metrics, measures, and impact
▸ Pledge reminders and statements will go out quarterly

Setting Goals
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/
Password James1:17

Keeping the Conversation Going
Thank you!

For more information, resources, and videos, find us at [www.diocal.org/support](http://www.diocal.org/support)