Year-Round Stewardship Formation
Best Practices

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Learning Objectives

▸ Learn how to separate Stewardship from Fundraising
▸ Grow Generosity
▸ Build out a calendar of Stewardship-focused activities
Stewardship is Separate from Fundraising

- Wait? What?! If Stewardship isn’t about fundraising, what is it?
  - How we create impact in our community
  - A way to think about all our resources
    - Our training and learning
    - Our effort and work-product
    - Our spending and saving
    - Our wisdom and our teaching
    - Our relationships with each other
Stewardship is Separate from Fundraising

▸ Creating Impact in Community
  ▸ Throughout the year, find ways to report on the success, challenges, and changes in your programs / ministries
    ▸ Highlight one a month, or one a quarter
    ▸ Bring in stories, interviews, videos
  ▸ Measure in metrics
    ▸ “Together, we’ve fed 1,000 people so far this year”
    ▸ “Our after-school program served 20 kids last week, and will do so every week this year”

Separating Stewardship from Fundraising
Stewardship is Separate from Fundraising

- Everything we have been given, everything we have built, everything we have is a tool for our stewardship
  - How can the Church use my expertise or training?
  - How can the Church use my strength or my skills on a project?
  - Is there a class, group, workshop, or event I could lead or on which I could collaborate?
  - How can my finances help the Church?
Stewardship is Separate from Fundraising

- Stewardship is also about relationship – caring for each other
  - Are you talking with your church friends during the week? Maybe someone needs a call or an email.
  - Take the few minutes every day to pray for everyone on the congregation’s prayer list by name
  - Send social media or email or text messages for members’ birthdays and anniversaries
  - Can you provide help, advice, or a friendly ear to a church friend?

Separating Stewardship from Fundraising
Growing Generosity

- A skill that needs to be cultivated
  - Practice Gratitude
  - Power of positive thinking
  - Random acts

James 1:17 Every generous act and every perfect gift comes from above...
Growing Generosity

- Gratitude
  - Daily habit
    - For what am I grateful today?
    - When you see someone doing something nice or good, thank them for it – not personally, but on behalf of humanity
  - Weekly habit
    - Write an email to colleagues, employees, family, or friends thanking them for particular things they did
    - Accept the gratitude of others toward you

Generosity Practice
Growing Generosity

- Thinking positively
  - Assume Goodwill
    - Enter each situation expecting a positive outcome, anticipating that those around you are acting from a place of goodness
    - Assume others are practicing this too
  - Forgive yourself
    - Foibles, missteps, mistakes. Apologize, correct, and move forward
  - Banish jaded outlooks
  - Give second chances
Growing Generosity

▸ Random Acts
  ▸ Start Small
    ▹ Make an extra pan of lasagna for a sick friend
    ▹ Buy a cup of coffee for the next person in line
    ▹ Share your pocket change
  ▸ Join a Team
    ▹ Build the sets for the pageant
    ▹ Coach a team or run a youth event
    ▹ Work a phone bank
  ▸ Support a Cause
    ▹ Volunteer a Saturday in the soup kitchen
    ▹ Clean up the neighborhood
  ▸ Spread the Love
    ▹ Promote a church event to friends, coworkers, neighbors
    ▹ Give credit where it’s due

Generosity Practice
Year-Round Practices

A Year of Generous Living
1. Twelve months of stewardship themes
2. Twelve months of stewardship activities
3. A Liturgical Calendar of Stewardship themes
Year-Round Practices

A Year of Generous Living

**Advanced**
- Twelve months of stewardship themes
- Twelve months of stewardship activities

**Intermediate**
- A Liturgical Calendar of Stewardship themes

**Beginner**
- Four Simple Things you can do this year
Year-Round Practices: Monthly Themes

January: Telling our Stewardship Stories
February: Why do we give?
March: The power of our Money
April: Finding More from Less
May: Creating a plan to fix the world
June: Preparation for Pledge Season
July: Sharing with our neighboring congregations
August: Needs Assessment
September: Pledge Season Pep Talk
October: St. Francis & the Environment
November: The Communion of Saints is the Original Legacy Society
December: Incarnate Gratitude
Stewardship Themes & Activities – January

▸ Telling our Stewardship Stories

▸ Theology: When we tell our stories and hear others, we experience our interconnectedness

▸ Psychological: When we approach money and God, we have a range of emotions, including shame and guilt. Learn a positive view of our money when it’s put into mission

▸ Practice: Learn how to share stories and invite others to tell theirs. Learn how this can be applied to our fundraising in positive, inclusive, loving ways

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Year-Round Practices - Advanced

▸ Sermons
▸ Newsletter Articles
▸ Small-group formation
▸ Adult Education
▸ Youth Sermons
Stewardship Themes & Activities – February

- Why do we give in Church?
- Theology: Meeting the needs of the world and **being and making disciples** for Christ
- Psychological: What does it mean to be a joyful giver?
- Practice: **Funding mission**, not utilities

Year-Round Practices - Advanced
Stewardship Themes & Activities – March

- The power of our money
- Theology: Money is not the root of all evil, it’s a tool for societal and institutional change
- Psychological: How do the choices I make impact the world?
- Practice: Buying patterns, saving patterns, and intention around how we source the goods we need make statements about our values and ethics. Engage privilege, racism, and the environment

Year-Round Practices - Advanced
Stewardship Themes & Activities – April

- *Shaking off Winter’s Sleep*
- **Theology:** *Resurrection is all around us* – in nature, in faith, in families. How to spot signs of life and provide light and encouragement to ministries
- **Psychological:** Why *optimism is essential* in order for generosity to flourish
- **Practice:** When it comes to pledge campaigns and funding our churches, the *status quo isn’t enough*. What new practices must we adopt in our church in order to tap into our generosity and find abundance?

*Year-Round Practices - Advanced*
Stewardship Themes & Activities – May

- **Rogation Off the Farm**
- **Theology:** Our role in salvation is not passive – **each of us has a role in the Reign of God**
- **Psychological:** When we can work on our own plot of land, we feel accomplished and proud
- **Practice:** Fixing a broken world means we must first find what is broken, where the community is strong, and where it’s weak. Let’s assess the needs of the community and make a plan (spiritual, new ministry, budget, strategy) to address it.

Year-Round Practices - Advanced
Stewardship Themes & Activities – June

- **Pledge Campaign on the Horizon**
- **Theology**: Preaching and teaching about stewardship practices isn’t just for the fall. **Preach a Generosity sermon in June**
- **Psychological**: When we start early and plan well, we **feel more confident about our chances for success**
- **Practice**: Mid-year stewardship and budget review for congregations, some adult-ed or study groups we can undertake. How to recruit a stewardship committee. This will **get us ready for the fall**.

*Year-Round Practices - Advanced*
Stewardship Themes & Activities – July

- Summer Stargazing – the power of congregations in constellation
- Theological: God created the Heavens and the Earth. Created to be in harmony with each other, how do we learn to collaborate and share with our neighbors while retaining traditions and identities that are meaningful to us locally?
- Psychological: Is it human nature to hoard? Or to share?
- Practice: What economies of scale can we create with neighboring congregations to share resources, ideas, and work so that we do not duplicate processes?

Year-Round Practices - Advanced

- Sermons
- Newsletter Articles
- Small-group formation
- Adult Education
- Youth Sermons
Stewardship Themes & Activities – August

- *Change for Change* – seeing our giving for its impact
- **Theological**: How to be *salt and light* in the world
- **Psychological**: No one likes a poor investment. How do we *assess the best use for our gifts*?
- **Practice**: Giving inventory – looking at all our charitable giving. Is it time to make changes?

*Year-Round Practices - Advanced*
Stewardship Themes & Activities – September

- *Pledge Season Pep Talk*
- **Theological:** When we can all identify the mission, we can all work in the same direction - alignment
- **Psychological:** When we know the plan, it feels easier to imagine results and participate in the program
- **Practice:** Engage a wider audience than usual in creating campaign materials, case statements, and testimonials

*Year-Round Practices - Advanced*
Stewardship Themes & Activities – October

▸ **St. Francis, the Early Environmentalist**

▸ **Theological**: Caring for the Earth is a stewardship issue

▸ **Psychological**: **Think Globally, Act Locally**: This aphorism guided the environmental movement and brought it into modern popular thought.

▸ **Practice**: How do our individual acts impact the world? Why is protecting and planning for the earth a spiritual act? **How can my church get involved?**

Year-Round Practices - Advanced
Stewardship Themes & Activities – November

- *The Communion of Saints – The Original Legacy Society*
- **Theological:** *Everything we inherit in our churches is the fruit of a planned gift.* The Church was founded on a bedrock of gifts and a cornerstone of intention
- **Psychological:** What will my legacy be? *How will I be remembered?*
- **Practice:** Making the case for planned giving in congregations – *no gift is too small* to make an impact, to leave a legacy

Year-Round Practices - Advanced
**Stewardship Themes & Activities – December**

- *Incarnate Gratitude*
- **Theological:** Each generous act and every perfect gift **comes from God** above
- **Psychological:** Our gratitude motivates us to give more – **out of our abundance we find generosity**
- **Practice:** We end the year giving thanks for all we have received, all we have learned, and all we have accomplished. **We learn how to adopt practices of gratitude in our lives.**

*Year-Round Practices - Advanced*
Year-Round Practices

Make a Plan

▸ Download the TENS Toolkit for Year-Round Stewardship


▸ Instructions on how to create and incorporate stewardship formation for each year of the month

▸ A spreadsheet planning tool to make your plan and stick to it
Year-Round Practices

Monthly Discipline

- Each month, set activities that reinforce, teach, & nurture abundance and generosity in your congregation
  - Spirituality
  - A focus that all ministry areas can adopt that month
  - Finance: An area of personal or organizational finance for teaching or goal-setting
  - The Environment
  - Outreach
  - Gratitude: A ministry that we make special effort to acknowledge
  - Event or Activity: Something public-facing

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Stewardship Themes & Activities – The Liturgical Calendar

- **Advent:** To a world longing for change, we focus on our **gratitude** for all we have received and **communicate our hope** for justice and peace.
- **Christmas:** The greatest gifts are the ones we give to each other through our **faithful generosity and abundant love**.
- **Epiphany:** We focus on how we are **Christ’s body in the world** as we manifest God in our lives, families, and work.
- **Lent:** Dust to dust is a powerful reminder that **planned gifts** are an essential part of faith-based fundraising and giving.
- **Easter:** Our faith and our works are alive, just as Jesus lives. Renewed with joy and refreshed by the waters of Baptism, we can’t help but **shout our Alleluias to a world longing for love**.
- **Pentecost:** Our faith scatters us in all directions as we bring **healing, feeding, comfort, teaching, faith, and love** to a hungry world.

**Year-Round Practices - Intermediate**

TENS Provides downloadable seasonal reflections in English and Spanish to help you set the tone.
Stewardship Themes & Activities – The Liturgical Calendar

▶ The Epiphany: What is the star that guides you in how your ministry? How does your faith inform your giving?
▶ The Presentation: When you lift up your eyes to glimpse the future of the Church, what do you see?
▶ Ash Wednesday: If you had to give up everything you had, would you still find yourself rich?
▶ Rogation Days: What is our commitment to the Earth? How does our stewardship for God’s greatest gift to us inform our generosity?
▶ Ascension: What gifts does your church need to prepare itself for future generations? To serve your neighbors?
▶ Transfiguration: If we truly saw the face of Jesus in each other, how would we treat our neighbors? How would we provide for their needs?
▶ All Saints: What are the lessons about giving and generosity that you have learned from the saints in your life?
▶ Your Patronal Feast: Who are the people who left legacies and planned gifts to your church? What will your legacy be?
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
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*
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*
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*
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.

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

Keeping the Conversation Going
Thank you!

DioCal is a member of TENS: The Episcopal Network for Stewardship, and as such, all resources are offered free of charge to DioCal congregations. Access at www.tens.org
Password: James1:17