

Orientation for Boards of Stewardship - Planner

	Ask	Thank	Tell
First Quarter			
January			
February			
March	One Great Hour of Sharing Offering		

One Great Hour of Sharing: Supports partners in more than 70 countries with ministries that fund development projects, feed the victims of famine, provide services for displaced people, and respond to natural disasters. These ministries are the responsibility of Wider Church Ministries, Global Sharing of Resources. Traditionally received annually on the fourth Sunday in Lent.

	Ask	Thank	Tell
Second Quarter			
April			
May	Strengthen the Church Offering		
June			

Strengthen the Church: Supports church growth and leadership development in the conferences and through the national offices of Local Church Ministries. Traditionally received annually on Pentecost Sunday.

	Ask	Thank	Tell
Third Quarter			
July			
August			
September			

Neighbors in Need: Supports ministries of justice and compassion throughout the United States and Puerto Rico, including ministry carried out by the Council for American Indian Ministries (CAIM) and by the national offices of Justice and Witness Ministries. Traditionally received annually on World Communion Sunday, the first Sunday of October.

	Ask	Thank	Tell
Fourth Quarter			
October	Neighbors in Need Offering		
November			
December	Christmas Fund Offering		

The Christmas Fund: Provides financial aid to retired and active ministers and their surviving spouses and children who face overwhelming financial demands, a ministry carried out by the Pension Boards. Received annually, traditionally on the Sunday before Christmas.

“Case Statement” Discussion

A case statement is an internal document used by fundraisers to articulate the reasons for people to support a cause financially. As Stewards and the Council/Consistory we will think through some of the background materials and questions that one might use to develop a case statement.

Questions about Our Congregation

1. What is the unique contribution of our church to our community, county, and world?
2. What distinguishes our congregation from other congregations?
3. Because of us, _____ happens.

Questions about our Members

1. What are the defining values of our members?
2. Why do people give to our church?
3. What do people who give to the church want to make happen?
4. Why does it feel good to make a donation?

Questions as we Plan

1. What are the logical reasons to make a donation?
2. What are the emotional motivations to make a donation?
3. How easy do we make it to make a donation?
4. How do we thank people for making a donation?

Questions about our Past Efforts

1. What has felt most true? Most effective?
2. Where do we make missteps?
3. Are we focused on the church's need for support, the benefits to the donor for making the gift, or the impact of our giving on others?

Directions on Testimonials

Thank you for your willingness to offer a stewardship testimonial during an upcoming worship service. The testimonials help our community understand the importance of generosity in our lives, the reasons to support the church, and what we accomplish together. The testimonial takes place during the concerns of our common life (announcements) and typically lasts about 3 minutes.

The annual stewardship campaign generates almost all of the funds to operate the church (____%). We could not be the church we are without the support we receive through the annual campaign.

We want all of our testimonials to reflect on the common campaign theme of “Because of You, our church changes lives.” We especially want every testimonial to close with a restatement of the campaign tagline. Ideally the testimonial would end with the lines: “I hope you will join me in making a pledge to our congregation this fall. Remember: because of you, our church changes lives.”

The most moving testimonials come from sharing your own heart. You might begin to prepare your thoughts by thinking about these questions:

- where do you see our church changing lives?
- how has our church changed your life?
- how have you been involved in changing lives through the church?
- why are you making a personal commitment to pledge to the church?

Talking about money, finances, and gifts can be difficult. It's important to keep your talk focused on joy and reflective thinking instead of guilt and negativity (e.g. “this is something *I want to do*” instead of “this is something *you have to do*”).

Testimonials help us tell our own stories and the story of our congregation. We appreciate your willingness to share. Please contact our pastor with questions.