

Directions on Testimonials

Provide directions such as these below to people who volunteer to give a testimony. If you are not meeting for in-person worship, record testimonials as videos to include in your virtual service and to post to the church website and Facebook page.

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 our testimonials to reflect on the common campaign theme of “_____.” We especially want every testimonial to close with a restatement of the campaign message. Ideally, the testimonial would end with the lines: “I hope you will join me in pledging to our congregation this fall. With your support, our church shares God’s love.”

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 the love of our church changing lives?
- How has the love of our church changed your life?
- What “roots” or “connects” you in our congregation? Why do you know you belong?
- How do the “roots” of our congregation make you stronger?
- How have you been called to love 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*”). We also want to emphasize the impact of our congregation and the United Church of Christ.

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.