



Best Practices in Annual Stewardship Programs

Brought to you by Our Church's Wider Mission and
your Fellowship Dues

Overview

- In this webinar you will hear about:
 - Building a team
 - The importance of theme
 - Pastor's role
 - Why having fun is crucial
 - Ways to cultivate generosity
 - How to ask, and what to ask for
 - Getting the pledge cards back



Building a Generosity Team

- It's about Leadership Development
- Faithful, positive attitude
- The skills in a congregation which are helpful to tap into
 - Creativity
 - Graphic design
 - Communications
 - Organizer
 - Public speaking
 - Asking for help and/or money



Developing a Theme

- Success starts here – do not skip
- Pastoral leadership helpful here
- Bible study
- UCC or other themes with materials
 - Ucc.org/stewardship
 - Stewardshipresources.org – Ecumenical Stewardship Center



Examples

- Cotuit Federated Church - “Blessed. Grateful. Willing. Living Stewardship at Cotuit Federated Church”
- UCC Boxborough – “Delight in Giving” – UCC theme
 - Carrying it through – “pears on the wall”; Summary of Pledge received
 - Making it their own
- Central Congregational, UCC Newburyport – “Live, Love, Give”

Having Fun - Central Congregational, Newburyport



And Making a Point





Cultivation Plan

- Promote your Theme in many ways
- Print Materials
 - Mailings – letters, brochures, charts
 - Narrative budgets
 - Bulletin inserts
- Worship
 - Sermons
 - Testimonies
 - Symbols and rituals
- Dinners
- Small groups
- FaceBook and website



Narrative Budgets

- Examples
 - Boxboro
 - Cotuit
 - Somerville Wordle



Testimony

- First Church in Somerville, U.C.C.



Asking

- Targeted letters – Somerville
- Giving charts and “step-up” – Boxborough
- Suggesting amounts
 - Cotuit letter
 - Pledge Card with amounts – Cotuit
 - “Holy Friend” and public forum – Somerville
 - Jim Antal’s church
- Time & Talent - Cotuit



Inviting Response

- Boxborough Pledge Card
- Electronic Giving
- Web site
- E-mail

Thanking

- For their giving with every giving statement
- For their pledge
- For special gifts
- For their service
- For volunteering



Q & A



Parting words

- Super Saturday
- Survey

Resources

- National U.C.C. Resources – www.ucc.org/stewardship
- Ecumenical Stewardship Center - www.stewardshipresources.org
- Mass. Conference Resources - <http://macucc.org/generosity>
- Graphic designer – Jim Power www.jpowerandcompany.com
- Narrative budgets
 - MACUCC churches - <http://www.macucc.org/pages/detail/2265>
 - Cornerstone Fund - <http://cornerstonefund.org/learn/church-finance>
 - Link for today's samples: <http://macucc.org/pages/detail/2641>