



Stewardship System Resources

May 2021

Hello,

May is the month of Pentecost. And Pentecost is often considered to mark the beginning of the Christian community.

It takes resources to build a community, and helping you develop these resources is what we do. If you're looking for a guide in this area, Church Development is worth looking into. Our years of experience in church fundraising may be just the answer.

Happy Pentecost.

[Let us know](#) how we can be of assistance to you in your stewardship ministry,

Sincerely,
Denis Greene
President
Church Development

Monthly Stewardship Committee Agenda May 2021

Instructions: use this agenda template to run your monthly stewardship committee meeting. Transfer the content to a Word document. You may modify or adjust the agenda as needed. Add your church logo and print a copy of the agenda for each committee member. The chair of your committee should lead the meeting.

Stewardship Committee Agenda

[Enter your church's logo here]

[Enter the Date Here]

1. Open in prayer
 - a. Read Acts 2:1-8 - When the day of Pentecost came, they were all together in one place. Suddenly a sound like the blowing of a violent wind came from heaven and filled the whole house where they were sitting. They saw what seemed to be tongues of fire that separated and came to rest on each of them. All of them were filled with the Holy Spirit and began to speak in other tongues as the Spirit enabled them. Now there were staying in Jerusalem God-fearing Jews from every nation under heaven. When they heard this sound, a crowd came together in bewilderment, because each one heard their own language being spoken. Utterly amazed, they asked: "Aren't all these who are speaking Galileans? Then how is it that each of us hears them in our native language?"
 - b. *Discussion Questions: Pentecost comes on May 20. This event, sometimes called The Birthday of the Church, certainly gave the earliest followers of Jesus a tremendous burst of spirit, enthusiasm and hope.*
 - i. *How is our church doing in the areas of spirit, enthusiasm and hope?*
 - ii. *These qualities are critical to stewardship. For instance, take the area of Welcoming. Is our church a welcoming environment?*
 - iii. *Are visitors (and of course our members!) made to feel at home?*
 - iv. *Are we proactive in showing our spirit, enthusiasm and hope?*
 - v. *Are there things we can do to show that the Holy Spirit is present in our church too?*
3. Review Action Items from last meeting
4. Read this month's Stewardship System Insight provided by Church Development
5. View Stewardship System training video.
6. Review your [Stewardship System Checklist](#)
 - a. Determine action for any stewardship culture building activities for the month
 - b. Determine action for next special appeal letter.
 - c. Monthly Stewardship System Checklist
 - i. Place stewardship inserts in bulletin
 - ii. Recruit layperson to give stewardship testimony
 - iii. Place article in newsletter
 - iv. Set date for next month's Committee Meeting
7. Update on status of annual stewardship campaign efforts.
8. New items of business
9. Close in prayer

Stewardship System Insight May 2021

Why Consider a Capital Campaign?

(Chapter 3 from Denis Greene's Stewardship Based Church Capital Campaigns eBook, available for free download on our [website](#))

While a Capital Campaign is certainly a major undertaking, churches often experience a number of benefits. A capital campaign often:

1. Provides funding for building and ministerial needs
2. Builds community in the congregation
3. Fulfills the desire of all to be stewards of their faith
4. Allows people to invest at a spiritual, material and community level
5. Increases annual giving
6. Shows the wider community that you have a dynamic church worth joining
7. Eases internal boundaries within the congregation
8. Increases volunteering
9. Fosters spiritual growth
10. It can be fun

“This has been so much fun and energy infusing, we should have a capital campaign every couple of years whether we need the money or not.”

— Ron Galvin, Pastor of First Presbyterian Church of Lee's Summit, Missouri

Conducting a capital campaign has obvious financial benefits. While these benefits may be the central motivating factor for churches pursuing capital campaigns, the money and the facilities become a pleasant side-effect of a campaign when the campaign is done right. The most valuable outcome is the spiritual benefit to the community and its members. That said, there are of course many sound financial reasons for conducting a capital campaign, which will be detailed later in the chapter.

COMMUNITY-BUILDING BENEFITS

The purpose of a church is the same as the purpose of a capital campaign: to help people grow spiritually and to build spiritual community. Building community helps people connect with each other and with something much larger than themselves.

Research done by the Barna Group indicates that people engage in “church-shopping” to find a church that meets their needs, which are to find:

- A relevant source of spiritual nourishment
- Friends who have similar beliefs
- Support during or after a life crisis
- A place for their children's spiritual nourishment

All of these needs center around the theme of community. A capital campaign that is well-planned and managed can help your church meet these needs by creating a greater sense of ownership in the church and in the vision.

People who participate in the project from the visioning through paying commitments will have a huge sense of ownership, and they will know the names of others who were part of this monumental moment in the life of the church. There is a shared sense of accomplishment among the newly formed friendships within the growing church. It is very common for attendance to increase by ten percent as a result of a well-run capital campaign.

Community-building in a capital campaign is accomplished by involving the entire church membership in the visioning process, the volunteer teams, and the cultivation events and phone calls. The easy and fun jobs done by volunteers and attendance at events are all great ways to generate new social contacts and to grow closer together as a church family. Jack Graf, senior pastor of Unity Church of Raleigh, North Carolina, commented about the energy created by his church's capital campaign: "You can measure the increase in energy here by watching the people milling around after church and just chatting with each other for a long time." If the campaign is run well, members will experience it as something significant in their lives. When they share this with others in their social circles, some of those will be part of the majority of the population who do not have a committed church relationship and are ready to find a church home.

INDIVIDUAL SPIRITUAL BENEFITS

Giving has tremendous internal spiritual benefits. Once people get started on the stewardship virtue path, they begin to connect with a larger vision. They begin to practice the Great Commission. The so-called "attitude of gratitude" can infuse their spiritual lives.

Abraham Maslow is known for establishing the theory of a hierarchy of needs, writing that human beings are motivated by unsatisfied needs, and that certain lower needs need to be satisfied before higher needs can be satisfied. The base of the pyramid is physiological needs, then safety, love, esteem, and at the top, self-actualization. Capital campaigns meet all of these needs! Physiological needs are met by meals shared at events, the community-building experience fosters love and esteem, and there is no better path to self-actualization than through sharing of oneself.

MASLOW'S HIERARCHY OF NEEDS

The sharing of what one has been given helps to foster a greater connection with God, and is really the practice of investing in the spiritual realm. Giving involves, at its core, the process of discernment. Giving truly provides an opportunity to interpret God's will on an individual level. Jack Graf again provides insight for us when he describes the process of fundraising aptly: "We are not so much raising money as we are raising consciousness." The same can be said for a capital campaign.

A capital campaign is good for church members. It provides the opportunity to intensely study stewardship from biblical and secular perspectives. It is an opportunity for non-donors to begin giving in a significant way. A capital campaign allows people who have never made a commitment before to discover the joy of stewardship. It calls for the widespread participation in a renewal of the church

vision—and the joy and energy that flow from a church community praying in the same direction is remarkable. Furthermore, involving children and youth in the campaign is a method of teaching stewardship that they will carry with them throughout their lives.

A capital campaign can positively impact the usual stratification of members and their giving patterns that exists in many church. One third are regular donors, giving an average of three percent of their income to the church each year; one third are occasional donors who give between one and two percent each year; and one third may give less than one percent, and some of these may never even throw a dollar in the basket. A capital campaign encourages people on the outer fringes to take a step toward the committed central core. The campaign will help them understand that they are needed, that there are benefits to giving, and that there is a deadline. All the necessary conditions are present for a change to occur in the lives of members—donors and non-donors.

An excellent illustration of a capital campaign bringing members closer to the inner circle is that of St. Sabina Catholic Church in Belton, Missouri. They had the classic circles in thirds before their campaign. They had not done an annual campaign in years, and people were not accustomed to pledging. After they established an annual campaign and then implemented their capital campaign, the inner circle (people who made regular commitments to the church) grew by 42 percent.

I have collected innumerable personal stories from individuals whose lives have changed dramatically when they began giving at a significant level. Stewardship is a gateway virtue. Once a person discovers this method of acting as a conduit for God's will in their life, the other virtues sprout spontaneously. A capital campaign is a wonderful way to introduce non-donors to this path, and further enrich the lives of those who already understand the spiritual benefits of giving as they relate to Christian discipleship.

FINANCIAL BENEFITS

The first and most apparent financial benefit to a capital campaign is, of course, the generation of capital. A typical church can raise one hundred percent to five hundred percent of annual unrestricted funds in three-year commitments to a capital campaign. The amount that a church raises will be influenced by many factors. The average professionally managed capital campaign will generate at least 100 percent of annual unrestricted giving, while a do-it-yourself capital campaign with no professional help will more likely raise only 50 percent of annual unrestricted giving.

The current trend in church capital campaigns is for three-year commitments, followed by a year of planning, then a year of conducting a campaign, followed by another three-year commitment. Thus, churches can potentially stay in the campaign cycle indefinitely, constantly generating revenue and bringing new donors into the fold.

The second financial benefit of a capital campaign is the way in which it positively affects annual giving. The community-building activities in a capital campaign increase the members' sense of ownership in the church, and their weekly giving will follow that commitment.

The third financial benefit is a capital campaign's ability to prepare members to make planned gifts. The most common and most easily planned gift of this type is a gift through a will. More sophisticated

methods include IRAs, Charitable Remainder Trusts, Charitable Lead Trusts, Charitable Gift Annuities, and other giving vehicles. The costs of a planned giving program average only about two percent of the revenue they will eventually generate. By making the necessary decisions to enable the church to accept such gifts, you are providing for the future of the church and helping your members by giving them estate planning options.

If your planned giving program does nothing but encourage your members to establish a will, you will be doing a tremendous service. It is estimated that 70 percent of all those who pass away in any given year do so without a will, including lawyers.

In a survey of all nonprofit organizations that had a professionally staffed planned giving program for a minimum of five years, the average income from planned gifts was 70 percent of all revenue. You could make the case that an annual campaign prepares donors for a capital campaign, and a capital campaign prepares donors for a planned giving campaign. That alone would be reason enough to conduct an occasional capital campaign.

Fundraising has become a rather sophisticated business since Ben Franklin brought philanthropy to our new country. It produces an unparalleled return on investment. The national average for capital campaign expenses is ten percent of funds raised. Or, stated another way, each dollar invested will yield a return of \$10. The cost of fundraising will decrease as a percentage of the revenue as the amount raised increases. It can cost almost as much to raise \$1,000,000 as it does to raise \$2,000,000.

Monthly Leadership Training Video:

What is Stewardship?

Instructions: show this video during your monthly stewardship committee meeting. These video clips will provide meaningful training for your team.

All Church Development training videos are now available online in a video library format. The site can be found under the Resources main menu tab on the website. [Click here to view the video library](#). Note: you will need internet access to view this video. You may also need projection equipment and sound system for acceptable viewing quality.

Monthly Stewardship Newsletter Article – May 2021

Instructions: place this article in your monthly church newsletter under a “Stewardship Column” heading. You might title the column: “Stewardship Corner” or “Time, Talents, and Treasures.”

Missionaries in Ordinary Life

A man stood before God, his heart breaking from the pain and injustice in the world. “Dear God,” he cried out, “look at all the suffering, the anguish and distress in your world. Why don’t you send help?” God responded, “I did send help. I sent you.”

Weekly Bulletin Inserts – May 2021

CATHOLIC BULLETIN INSERTS

May 2, 2021

Fifth Sunday of Easter

"I am the vine, you are the branches. Those who abide in me and I in them bear much fruit." John 15:5

We are the branches that bear much fruit, because we abide in Jesus. We listen to his words that we should love one another as he has loved us.

May 9, 2021

Sixth Sunday of Easter

This is my commandment: love one another as I have loved you." John 15:12

It's hard to offer any improvement on these words of Jesus. They are so simple, so direct, so plain, so profound. The disciple of Jesus will always strive to be a person who loves as Jesus does.

May 16, 2021

Seventh Sunday of Easter/Ascension

Jesus looked up to heaven and said... "Holy Father, keep them in your name that you have given me, so that they may be one just as we are one." John 17:11b

Like Jesus, we are invited to make God present in our world today. We do this by our words, of course, but even more by our actions. As stewards let us strive to unite ourselves to our brothers and sisters.

May 23, 2021

Pentecost Sunday

"And they were all filled with the Holy Spirit and began to speak in different tongues, as the Spirit enabled them to proclaim." Acts 2:4

God's Spirit is moving, among young and old alike. We do well to respect the wisdom and experience of older persons; we also do well to respect the energy, enthusiasm and new insights of the younger.

May 30, 2021

Trinity Sunday

"And behold, I am with you always, until the end of the age." Matthew 28:20

Christ promises to be with us in all times of human history. This is a great comfort for Christians who find themselves faced with difficult times, when living the faith is not popular or easy. Let us lean on Him who has promised to be always with us.

REVISED COMMON LECTIONARY (PROTESTANT) BULLETIN INSERTS

May 2, 2021

Fifth Sunday of Easter

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Like Jesus, we are invited to make God present in our world today. We do this by our words, of course, but even more by our actions. As stewards let us strive to unite ourselves to our brothers and sisters.

May 23, 2021

Day of Pentecost

"Your sons and daughters shall prophesy. Your young shall see visions and your old shall dream dreams." Acts 2:17

God's Spirit is moving, among young and old alike. We do well to respect the wisdom and experience of older persons; we also do well to respect the energy, enthusiasm and new insights of the younger.

May 30, 2021

Trinity Sunday

"How can anyone be born after having grown old?" asked Nicodemus. John 3:4

The good news of the Christian life is that people can always be born again. God's invitation to a renewed life of service, love, care and concern is never withdrawn and can be accepted at any time. Now, for instance, is a great time to embrace more fully a life of discipleship and stewardship.

Monthly Stewardship Testimony May 2021

Instructions: Have a lay person deliver a stewardship testimony this month. For your convenience, we have provided guidelines for the person giving the testimony to follow. You may want to have this person touch base with the pastor or the person in charge of service programming to go over the testimony prior to delivery. Use this script or share a similar stewardship-related vignette during services on the first Sunday of the month.

Stewardship Campaign Testimony Guidelines

Thank you for agreeing to share your stewardship testimony at a service this month. This is a great opportunity to show how God has used giving to help you grow spiritually and help build His Kingdom. We greatly appreciate your willingness to assist our stewardship training efforts so others will also grow in the grace of giving.

These guidelines are provided to help you prepare your remarks. If you have questions, please contact your pastor or priest. God's blessings to you as you share.

1. **Suggested length:** your testimony should be two to three minutes long.
 - 1.1. Please time yourself prior to sharing so that you are certain your comments will fit the time frame.
2. **What to talk about:** Make sure to start your talk by including a definition of "What is stewardship?"
 - 2.1. Personal stories are always best.
 - 2.2. Recount the ways in which you've been blessed.
 - 2.3. Please share from the heart about why you give of your time, talent, and treasure.
3. **Where you will stand:** please come to the front of the church and the pastor will provide you with a microphone.
4. **During what part of the service will I speak?** You will share just before the sermon.
5. **What other tips can you give me to help deliver a successful testimony?**
 - 5.1. Speak clearly and at an easy pace.
 - 5.2. Look at your audience
 - 5.3. Share from the heart
 - 5.4. Animate your voice
 - 5.5. Tell stories
 - 5.6. Practice beforehand
6. **Sample Testimony:**
 - 6.1. My giving journey began when I was in college. I was working at Little Caesar's Pizza earning a check for the first time. I attended a Christian Rock Concert where they were promoting sponsoring a child in a third world country. When I looked at my take home pay, I realized that the monthly sponsorship cost was equal to about 10% of my earnings. For \$20 a month, a child would receive food, clothes, education, and Christian training. I felt very strongly that God was calling me to do it, so I sent off for a packet and received a picture of Pierre Juanil, a little Haitian

boy. From that day on I was hooked on giving. It was so great to see the impact even a small donation could make, and since that day, I have always given 10% or more of my monthly income to groups that do God's work. The bible says that if you sow generously, you will reap generously, and I can say that I've found this to be true. God has blessed me for giving obediently, and the real reward has been that I've grown in my faith and grown closer to Him. I hope this year's stewardship campaign will be a moment where your life intersects with God's plan and you experience the joy of giving.

Congratulations! You have completed all the tasks for this month's Stewardship System. Have your committee follow-up any action items as needed. We will send next month's information two weeks before the first day of the month.

If you have questions, or if we can be of assistance, please do not hesitate to contact us [via our website](#) or through our Stewardship System hotline at: 816-333-8111.