Planning a Stewardship Programme

What to Consider
1. What is included in this booklet

This booklet is designed to provide you with pointers for running a stewardship programme in your church.

✓ Remember that every church community is unique so be prepared to tailor any stewardship activity to the demands of your congregation.
✓ Stewardship programmes should last between 2-5 weeks depending on your need

2. Initial Planning

✓ Allow adequate planning time – it is difficult to do a full programme with less than eight weeks planning time and probably best to allow three months
✓ Create a planning group, with representatives from clergy and congregation, which reflects the diversity of your community – somebody good at art/graphic design can be very helpful
✓ Assess your starting point – where are you? Why do you want this to change?
✓ Outline your spiritual vision and think about how regular giving fits into this
✓ Finally, ask yourselves how do we get from where we are to where we want to be?
3. Targeting

One of the most important considerations is who are you trying to reach?

✓ Current givers – you may be trying to reach people who already give. In this case you will want to express thanks as well as ask donors to reconsider their levels of giving.

✓ New givers – if you are trying to reach people who do not currently give it might help to identify these people beforehand. Consider why they do not currently give and ensure that you make it as easy as possible to sign up to give regularly.

✓ Young people – it can be difficult to attract younger people into regular giving to the church but research shows that young people are just as motivated to give to charity as older generations. You may have to tailor your message for young people and they may require more one-on-one conversations about giving.

✓ The current donors, the current congregants and the electoral roll are all good places to start when considering whom to target.

✓ The more personal your material, the more successful your programme is likely to be.
4. Preparation

✓ Ensure you have clearly defined aims – try to focus on finance, trying to cover multiple topics can dilute the message
✓ Allocate tasks across the planning group
✓ Plan your teaching and handouts for the programme
✓ Prepare any relevant handouts. These are often given out as individual packs which can include:
  ➢ **Letters** explaining the programme and asking for a response. Try to make them personal and use people’s names
  ➢ **Pledge/response** forms
  ➢ Gift Aid forms
  ➢ Parish Giving Scheme or Standing Order Forms
  ➢ **Brochures** about the spiritual vision of the church
  ➢ Some **financial information** about the church
  ➢ Remember to say ‘thank you for giving’
✓ You may be targeting several audiences therefore some content may need to be tailored accordingly
✓ Make the content eye-catching. Use pictures and coloured paper etc
✓ Make sure it is clear when and how to respond
5. During the Programme

✓ Teach about giving in the context of Christian discipleship and generosity
✓ Consider guest speakers (e.g. Area Finance Adviser)
✓ Encourage lay involvement/leadership
✓ Be visible. Add material to the newsletter, noticeboards, pew sheets, notices etc
✓ Allow time to present the finances of the church and answer questions
✓ Expect a response from everyone but allow time for consideration e.g. give out the letters/packs in the first week and ask for the pledge/response forms back in the final week

6. After the Programme

✓ Thank everyone for their response, even if it is negative you may wish to provide written thanks
✓ Provide a general debrief of the programme within a service
✓ Always be positive about the response
✓ Try to keep people involved and interested
✓ Undertake a renewal Sunday at least once per year
✓ Send annual thank you letters to all donors
7. Stewardship Programme Frameworks

There are several pre-existing frameworks for stewardship programmes which can help with both planning and running. These include:

**Giving in Grace**
http://www.givinginGrace.org/
A very popular and successful programme suitable for all churches

**A Parish Funding Programme**
www.parishresources.org.uk/giving/pfp/
A programme designed to suit medium to large churches

**Trio**
http://southwark.anglican.org/help/stewardship/stewardship-programmes/trio
A popular programme designed in Southwark Diocese

**A Simple Giving Programme**
www.parishresources.org.uk/sgp/
A programme for small and/or rural churches

**Give 10**
www.parishresources.org.uk/giving/give-10/
A programme to encourage tithing
8. Other Giving

It is important to make giving as easy as possible so you should also consider:

- Digital Giving including:
  - Stewardship information on the website
  - A standing order form on the website
  - A donate now button on the website
  - A contactless/Chip & PIN donation terminal
  - Providing app-based giving

- Legacies. You may be able to use the stewardship programme to lead into a discussion about leaving money to the church in one’s will

9. Contact Information

For further support with stewardship programmes you can contact your Area Finance Adviser.

Mary Spredbury 020 7932 1245  Kensington
Martin 020 383 75018  Stepney
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