



Behold, I am doing a new thing

– Isaiah 43:19

Annual Giving Information - READ THIS FIRST

After over a year of feeling as though we will never be together again, this annual giving campaign can be a way to remind ourselves that God's Love has been with us through all of our recent difficulties, and that we are, indeed, not separated at all. As we move into our annual giving season, the letters we send to our parishioners will likely have a different focus than they have had in years past, as we seek for a way forward that serves our parish communities and the communities around them. We hope that you will use this opportunity to share with your parishioners WHY they should be giving their time, talent, and treasure to the work that you do – WHY their connection to you is so vital. We offer these suggestions as you begin to craft your "ask" letters for your coming annual giving campaign. It is our hope that you will look over our offerings and see which ones will best serve your parishes and communities. **These are suggestions only** – and we hope they will be helpful.

- Try to keep the "ask" letter to one page.
- Include ample white space - it attracts the eye.
- Use a font size and type that will be easy to read.
- Include bullet points of the ministries that have been able to continue during the time of the pandemic (the vestry is a good resource for this information).
- Include bullet points of where you see your ministry reconnecting you to one another and your surrounding community as you move forward – **particularly if your budget increases.**

Read the sample letter provided and edit as is necessary for your parish. **In particular, the italicized areas are places where you can personalize your message.**

This year we are also offering suggestions for a narrative budget – a way to show in words and photos how much you have been able to accomplish, even in the midst of these strange COVID times. We hope it will have good ideas for you to use with your parish.

Your congregation can be a place of welcome as you share with one another the ways that you are connected to each other. We suggest you use this opportunity to remind one

another how much work you have been able to do together, even while being physically apart. Celebrating the good work of God that you do is important to your parishioners. Using the parish newsletter, or the bulletin, as a reminder of the ministry your parish has accomplished and is continuing to do is another way to keep the annual giving campaign in the forefront of people's minds as they prayerfully determine what they choose to give. "Impact Bullets" – short writings each week that highlight one or more of the bullet points in your initial ask letter give focus to a prayerful thinking process. "Ministry Moments" – written in the weekly bulletin or spoken during the service announcement time during your campaign can also remind folks how connected your members are; to each other, to the community around you and, most importantly, to God in Christ. We also suggest that you find ways to celebrate in person, as you are comfortable doing so.

We hope that these offerings will be useful to you as you begin your annual giving campaigns. We hope you will consider attending one of the Zoom workshops in August. We hope that you will reach out with any questions or concerns you might have. And mostly, we hope that you will feel connected to one another and to your communities in ways you have not during the pandemic. "Nothing will separate us from the love of God in Jesus Christ" – and for that we are grateful.

Sincerely,

Diocesan Stewardship Resource Team