

# Financial Stewardship Episcopal Church in Delaware



*Behold, I am doing a new thing*

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— Isaiah 43:19

# Stewardship – what is it?

All that we do  
With all that we have  
Once we say we believe.

# Theology of Giving

## Financial Stewardship

- How do you think about, describe, and understand giving? What do you need to do to make fundraising a ministry for you? How do you make asking a ministry?

## Year Round Stewardship

- Spiritual discipline allows us to confront and acknowledge our individual and corporate relationships with money. Mission and Ministry are funded by money - all year long.

“Not everything that can be counted counts.  
Not everything that counts can be counted.”

William Bruce Cameron – *Informal Sociology*, 1963

**What do your finances say  
about your church?**

# Narrative Budgets

Start with which Mission and Ministry

Be specific about why you need the money you're requesting.

Sharing the story of WHY you ask helps with bringing others into the work you fund. Bringing your mission to the center of your ask is an invitation to join in the work we were created to do.

# Narrative Budgets – Page 2

- Yes, we pay our staff, we maintain our buildings, we have administrative costs. Those costs go to cover the expenses used in our ministry – with each other and for those around us – and our mission – helping our parishes grow and thrive in our communities. The Mission and Ministry help to create our community, so we must take our administrative costs and extrapolate them across our activities.

# Narrative Budgets – Page 3

- To extrapolate administrative costs – choose 3 to 5 of your most important mission/ministry priorities i.e. worship, outreach, hospitality, formation, pastoral care, etc.
- Take the fixed accounts – utilities, primarily – and divide them equally among your priorities.
- Take five minutes to interview the paid staff as to their time involvement in each of these areas. Then divide their salaries and benefits in the correct percentages.
- Finally, add your totals to what is already in your budget.

# One more thought....

*“To manage effectively, you need to measure the right things; those things that provide insight into the work performed, and that you are able to influence.”*

Ben Linders



# Annual Giving – The Ask

- Tailor your language to fit the people in your pews. If need be, write more than one letter, if you have a broad range of age groups in your parish.
- Try to keep the letter to one page – No LONG appeals.
- Speak to your common goals and your common life. Give your parishioners a reason to give to YOU.

# Added ways to personalize your campaign

- **Write special Prayers of the People** for use during your Annual Giving campaign
- Have members of your parish **write responses to the Gospels** each week for publication in your bulletin or newsletter.
- Have members of your parish **write or speak a message** about **WHY** your parish is important in their lives and the life of the community in which you live.
- **Write a special prayer of thanksgiving** to use during the weeks immediately following the campaign.

# Asking beyond the Annual campaign

- There are other ways for parishioners to give to your parish – setting up a gift from their estate is one.
- Giving can also be done from the Required Minimum Distribution often required from our retirement funds.
- Capital Campaigns are most usually done to fund new construction, or renovations of older buildings for new purposes. They can also be done to fund deferred maintenance.
- Capital Campaigns do not have to have an impact on your Annual Giving, if you make certain that the parish is well-informed as to why they are being asked for these contributions. There is also sometimes grant money to assist in lowering debt costs.
- ECF360 has comprehensive information and support for all of these types of giving, in addition to Annual Giving.

# THANK YOU!

- Saying thank you is one of the most important parts of any campaign where you are asking for help.
- The United Way has recommended that every ask be accompanied by saying thank you at least 7 times.
- Include a “thank you” in the request itself. Thanking people in advance for their generosity
- Send individual notes as soon as pledges are received – they do not need to include dollar amounts.
- Do an over-arching Thank You at the end of your campaign.

# More Ideas for Thanking Folks

- Hold a gathering at the beginning or the end of your campaign, where thanks can be given in person.
- You can have thanks extended by any, some, or all of the following individuals... the Rector, the Senior Warden, the Stewardship Chair, the Treasurer, the Pledge Monitor, the Vestry as a whole.
- At least one of the individual communications should include the amount pledged, both for the parish record and the individual record.

# Additional Resources

## **Episcopal Church Foundation (ecf.org)**

Resources for giving, Vestries, many other facets of our ministries. We are offering every parish an opportunity to sign in to ECF360, which is the funding arm of the Episcopal Church Foundation, by purchasing licenses for each church.

To sign into ECF360, go to [ecf360.org](http://ecf360.org) and prepare to sign up. Choose a user name and password that can be used year after year by your fund raisers. When you are asked to “pay” you should enter the funding code DelDio063 and that will tell them that you are already paid for through our Diocesan membership.

# **Wishing you Success!**

“When Annual Giving is done right, the person asking and the person giving come together to participate in a new thing that God is doing.”

Henri J.M. Nouwen