



# ANNUAL STEWARDSHIP CAMPAIGN

TEN EFFECTIVE PLANNING COMPONENTS FOR GROWING FAITHFUL GIVERS

## 1. CREATE VISION

- Does your church have a vision and/or mission statement? How will this define and determine ministry next year?
- What excites church leaders about your congregation's ministry?
- What excites members and friends about the ministries of your church?
- What areas of ministry will be expanded, enhanced and/or enriched through increased giving in next year's budget?
- How will you effectively emphasize these ministry areas in your annual budget emphasis for next year and in your year-round stewardship activities?

## 2. GATHER INFORMATION

- What does the congregation need to know about your church's ministry plans to make informed decisions about their support for the ministries of the church?
- Who will gather this information? How will it be communicated to both the minds and hearts of your congregation?
- Will you select an available stewardship program or create your own? Who is responsible for researching and selecting available resources that fit your congregation?

## 3. BUILD ON A SPIRITUAL FOUNDATION

- How will scripture(s) be used to encourage members and friends of your congregation to grow as faithful stewards?
- What specific Bible theme or verses best communicates your church's ministry plans and encourages personal growth in Christian stewardship?
- How will this theme create energy, challenge and vitality for the campaign?
- Who will create the graphic and/or visual expression of this theme? How can it be presented to the congregation in print, media, sermon, etc.?



## 4. CONSIDER A NARRATIVE BUDGET

- What does the congregation need to know about your church's ministry plans to make informed decisions about their support for the ministries of the church?
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## 5. STEWARDSHIP EDUCATION

- How will the congregation member be encouraged to consider the blessings of God in their resources?
- How will they be encouraged to prayerfully consider how God will guide their response; to grow in their stewardship life; and increase their giving as an act of worship and faithful discipleship?
- Will adult Sunday school classes be offered Bible study materials? Who is responsible for the decision to use the lessons and distribute to classes?
- What are the pastor's preaching themes during this period of challenge?

## 6. GROWTH CHALLENGE FOR INCREASED GIVING

- Present tithing, giving 10% of household income as the biblical model for growing in giving.
- Emphasize "growing in the grace of giving" as the biblical challenge in faithful stewardship and giving.
- Encourage and invite everyone to increase their giving by 2% of annual income.
- If already giving 10%, encourage those persons/families to increase by at least 1% of current giving.

STEWARDSHIP EDUCATION RESOURCES  
[WWW.TMF-FDN.ORG](http://WWW.TMF-FDN.ORG)



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### 7. PLAN THE PUBLIC PHASE

- How will the information for expanded and more effective ministries be communicated to the congregation in ways that excite and challenge every person spiritually and financially?
- What time period will be used for the public phase of the stewardship emphasis for maximum benefit?
- How will the congregation be invited to respond and make their commitments?
- What issues, concerns and questions can you expect from the congregation? How will they be answered?

### 8. MOBILIZE RESOURCES

- What leadership and support organizations will the stewardship emphasis require?
- Who will organize, enlist and train those enlisted to serve? Who will monitor each work area to be certain tasks are performed and deadlines met?
- What financial support will the stewardship emphasis require and how will it be funded? Who is responsible for decisions related to expenses?

### 9. PREPARE FOR COMMITMENT AND CELEBRATION

- When is Commitment Sunday? Think of creative and inspiring ways to distribute and receive commitments from the congregation.
- How will the congregation be informed and prepared for Commitment Sunday?
- Who will be responsible for monitoring commitment activities to determine who has and has not responded?
- Determine and schedule a follow-up plan for those who do not respond on Commitment Sunday. How long will this emphasis be conducted? Who will be responsible for implementing it? What support organization is needed? How will they be enlisted and trained?
- How will you inform the congregation in ways that create joyful celebration and close the stewardship emphasis? Who will be responsible for making reports? When and how will they be presented?

### 10. EXPRESSION OF THANKS/REGULAR REPORTING

- When and how will you acknowledge commitments? Who will be responsible for doing this?
- Is the church's contribution record keeping and reporting effective and efficient? What changes could better inform and encourage faithfulness in giving?
- How will regular reporting to the congregation during the budget year be made? Who is responsible for planning and conducting these activities? What activities will focus on faithful stewardship and ministry rather than giving?

FOR MORE INFORMATION ABOUT ANNUAL STEWARDSHIP CAMPAIGNS AND *GROWING FAITHFUL GIVERS*, VISIT OUR WEB SITE AT [WWW.TMF-FDN.ORG](http://WWW.TMF-FDN.ORG) OR CALL 800/933-5502.