



PROJECT RESOURCE

Thank You



The Rt Rev'd David E. & Helen R. Richards

COLLEGE*for***BISHOPS**

Project Resource is a program of the College for Bishops whose mission and purpose is to support bishops, and therefore, their dioceses, through personal and professional development, strengthening and empowering their vocation of carrying out God's mission in the world.

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Meditation: Matthew 25:14-30

Jesus said, "It is as if a man, going on a journey, summoned his slaves and entrusted his property to them; to one he gave five talents, to another two, to another one, to each according to his ability. Then he went away. The one who had received the five talents went off at once and traded with them, and made five more talents. In the same way, the one who had the two talents made two more talents. But the one who had received the one talent went off and dug a hole in the ground and hid his master's money. After a long time the master of those slaves came and settled accounts with them.

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Then the one who had received the five talents came forward, bringing five more talents, saying, 'Master, you handed over to me five talents; see, I have made five more talents.' His master said to him, 'Well done, good and trustworthy slave; you have been trustworthy in a few things, I will put you in charge of many things; enter into the joy of your master.' And the one with the two talents also came forward, saying, 'Master, you handed over to me two talents; see, I have made two more talents.' His master said to him, 'Well done, good and trustworthy slave; you have been trustworthy in a few things, I will put you in charge of many things; enter into the joy of your master.'

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Then the one who had received the one talent also came forward, saying, 'Master, I knew that you were a harsh man, reaping where you did not sow, and gathering where you did not scatter seed; so I was afraid, and I went and hid your talent in the ground. Here you have what is yours.' But his master replied, 'You wicked and lazy slave! You knew, did you, that I reap where I did not sow, and gather where I did not scatter? Then you ought to have invested my money with the bankers, and on my return I would have received what was my own with interest. So take the talent from him, and give it to the one with the ten talents.'

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For to all those who have, more will be given, and they will have an abundance; but from those who have nothing, even what they have will be taken away. As for this worthless slave, throw him into the outer darkness, where there will be weeping and gnashing of teeth.”

W eek 4 - Project Resource



Review W eeks 1,2,& 3:

W eek 1:Stewardship as Repair;the W hy

W eek 2:Donor Characteristics & Stewardship as PastoralM inistry

W eek 3:AnnualGiving fits into a Year-Round Plan

- Developm ent of them e for annualgiving
- Begin creation ofyour year-round calendar

5. Launch and Celebrate



Launch with:

- A deadline for pledges (create urgency)
- A plan for making 1:1 invitations (remember growth potential)
- A robust communications calendar (remember donor needs!)
- Weekly updates
- Accessible ways to give and pledge

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5. Launch— with intentionality



Post-COVID Reality

- You may have new online members— make a plan for their pledge!
- Disconnection is still real— reach across the distance.
- Online giving means lack of modeling for others to see (chat, make visible the invisible)
- Align, align, align your “why” with the needs of your folks!

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Sam ple AnnualG iving Calendar



August

- Cam paign direct m ailw arm -up letters to all non-advance cam paign prospects.
- Continue cam paign kick-off plans.
- Send second-quarter collections/thank-you letter to all paying donors, confirm ing pledge and am ount paid and pending due.
- Say thank you .1 year-round thanking opportunity.

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Sam ple AnnualG iving Calendar



Septem ber

- Draft com m unications: collects, bulletin announcem ents, and celebrant announcem ents
- Send cam paign brochure and pledge cards by direct m ail.
- Hold stewardship cam paign kick-off event!
- Say thank you .1 year-round thanking opportunity.

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Slide 11

- 1 @rev.shay.craig@gmail.com : I think we need to make the point here that some adaptability will be needed. For example, on election years, its helpful to have a campaign completed before November 1.
Assigned to Shay Craig
Erin Weber-Johnson, 9/1/2023

Sam ple AnnualG iving Calendar



October

- Schedule M inistry M om ents.
- Send third-quarter collections/thank-you letter to all paying donors confirm ing pledge and am ount paid.
- Send thank-you letters w ithin 24 hours of a pledge arrival.

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Sam ple AnnualG iving Calendar



Novem ber

- Hold celebration event.M ark the end of the cam paign !
- Bless pledges w ith a Pledge Blessing Sunday.
- Send year-end letters: end-of-the-year gift opportunities for tax benefits.
- Send fourth-quarter collections/thank-you letter to all paying donors confirm ing pledge and am ount paid.
- Say thank you .1 year-round thanking opportunity.

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6 .Thank and Celebrate



Quiz:How m any tim es do you say "Thank You" per year?



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6 .Thank and Celebrate



Answer: 7



For where your treasure is, there your heart will be also.

Matthew 6:21

Thank you to everyone who shared their treasury of talent and money to St. John's this year. Without your financial pledges and volunteer service St. John's cannot do the work of building faith and honoring God's commandment to love and serve our neighbors.

We are thankful for all of your gifts.

With Gratitude,
St. John's Stewardship Committee
Aimee Baxter, Brad Clary, Sarah Dull,
Lynn Hertz, Suzanne McInroy,
Erin Weber-Johnson, Jerry Woelfel

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6. Thank and Celebrate



How to?

- Small reminders gifts
 - Magnets
 - Mugs
 - Dried flowers
 - Small pictures
 - Candy bars
 - 100 Grand (first 100k in for budget)
 - Peppermint Patties (A/C)
 - Red Hots (heat)



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7. Thank, Thank, & Thank



Thank You

A tool, an act of appreciation, a year-round act.

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7. Thank, Thank, & Thank



Why?

- Appreciation
- Source of education about how gifts were used
- Source of education about the institutions
- Source of education about new opportunities to give
- Theological imperative

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7. Thank, Thank, & Thank



How to?

- Assign a vestry member to a ministry
- Facebook posts with relevant hashtags
- Monthly thank-you texts
- Monthly postcards w/ faces

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Thanking

How to?



Team Rubicon USA @TeamRubicon · Nov 13

Check this out. Pretty floored over how many people are willing to support our mission. Thank you. #eleven11

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← ↻ 6 ❤️ 12 ...

7. Thank, Thank, & Thank

More How To:

- Pictures (when appropriate) from recipients
- Thank-you events
- Highlight major donations in the community as "our parishioners"

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7. Thank, Thank, & Thank



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8. Plan for Next Year



Best Strategy for Giving: Plan Before Fall!

- Plan with measurable objectives.
- List dates for completion.
- Name leaders responsible.
- Archive plans for leaders to access year after year.
- Create a calendar.

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8 .Plan forN ext Year



W hen to do it..

- Create a calendar

What	Who	When	Notes
Host a Visioning Party	Jane and Jim Doe	March 28	Rector will not be there.
Print and distribute WOW cards	Sam Smith	March 27- April 30	
Make Word Clouds for Website	Church Secretary	April 15	Data from visioning parties due April 10

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8 .Plan forN ext Year



This Year's Learn ings:N ext Year's Strategy

- Record what feedback you received .
- Record donor inform ation (pastoral concerns, needs nam ed, pertinent inform ation).
- Listen to reasons for giving .
- Look to see what strategies worked/what didn 't/what could work w ith adaptation .

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Additional Resources



Lots of Resources in your Virtual Binder!

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SMART Goals



SMART Goals

- Specific
- Measurable
- Assigned to
- Realistic
- Time specific

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Annual Giving, Part II



Team Exercise:

- Set SMART goals together.
- Update your year-round calendar with additional steps.



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