

Stewardship Workplan*

*There are two common ways to approach a fall financial stewardship focus: having an Invitation Sunday when you invite people to make pledges and those are received via mail/online thereafter, or having a Commitment Sunday when you ask people to make their pledges during worship. This plan is for a Commitment Sunday.

Preparation:			
<i>Activity</i>	<i>Responsibility</i>	<i>Target Date</i>	<i>Status</i>
Initial meeting of stewardship committee/stewardship leaders			
Review past stewardship practices, 2021 ministries/activities, and budget to realign/reimagine/adapt			
Select scripture or spiritual focus for fall financial appeal			
Discuss key messaging to use (ex. "God's work through our church", "how our gifts of ____ have accomplished ____ ministry, etc.")			
Identify Sunday to be "Commitment Sunday" when people will be asked to make their pledges for 2022			
Consider who might be willing to share stewardship stories with congregation via video, writing, etc.			
Determine what materials will be used (invitation and acknowledgement letters, pledge card, prayer, devotions, brochure or fact sheet, FAQs) and when/how they will be distributed (posted online, mailed)			
Develop plan for who will talk about what when (pastor, stewardship leaders, board members, CE; look at "teachable moments" to utilize, do you want to have "relational visits" with people on the phone or in person)			
Schedule someone to share "stewardship moment" during worship several Sundays prior to Commitment Sunday (oftentimes the 3 prior)			
Make sure "Ways to Give" are easy and clear (online, auto draft, text, check, MMFA's Giving Portal, etc.)			
Determine how to include planned giving strategies			
Develop acknowledgement plan (when will letter be mailed, additional follow-up, how to communicate progress with congregation)			
Communicate plan with key leaders (boards, staff, committee chairs, etc.)			
Develop materials (print and digital)			

Plan for Commitment Sunday: speakers, when/how commitments will be received, special music, etc.			
Plan for acknowledging gifts/pledges and how you will celebrate			
Invitation:			
Mail materials, make them available online 4 weeks prior to Commitment Sunday			
Send reminder email, make phone calls week before Commitment Sunday			
Commitment Sunday			
Follow-Up:			
Receive lists from financial secretary:			
<ul style="list-style-type: none"> • Thank those who made a pledge 			
<ul style="list-style-type: none"> • Remind those who normally make a pledge but haven't yet (call or mail letter) 			
<ul style="list-style-type: none"> • Send specialized letter to those who have never made a pledge 			
Communicate process, provide updates in church's newsletter, emails, etc.			
Celebrate stewardship! Consider aspects from financial focus to lift up: % of people who increased their giving, # who made a pledge for the first time, etc.			
Consider how to also celebrate gifts of time and talent			
Plan for ongoing stewardship steps (MMFA has a year-round guide on our website)			
Resources:			
www.mmfa.info			
https://www.churchleadership.com/			