

## Implementation Guide

This implementation guide is designed to help you during the planning and preparation as well as during the execution phase of your stewardship campaign. We have extracted the following areas out of the campaign document:

- Materials to be prepared
- Team members with roles & responsibilities and deliverables to prepare
- Timeline for meetings and deliverables

We have designed this guide to simplify your activities – but keep in mind that some of these elements might need adjustments to better fit your situation in your congregation.

This implementation guide assumes nine weeks to do the program, but this program has been done in considerably less time, too. The key to shortening it is to be extra careful not to omit any parts of the program. This program only works well when the steps are followed closely.

### **Materials to be prepared:**

#### **Campaign overview**

- Introduces team members
- Campaign overview & timeline
- Proposals for campaign goals

#### **4 “Celebration Generosity” Sermons**

- Sermon/Worship themes provided in campaign outline

#### **Letters to Congregation**

Letter of Prayer Chair person

- Informs congregation about program
- Asks for prayer support through joining a prayer team and/or sign-up on prayer coverage chart

Letter Chair Person

- Summary of first talk

Letter Council President

- Invitation to Grow a Buck
- Summary of second talk

Letter Pastor

- Invitation to grow giving
- Summary of third talk

#### **Stewardship talks #1 through #4**

Outline for all talks provided

**Bulletin Inserts**

See insert collection in appendix of outline.

**Newsletter articles** (optional, use these before, during and after. Can help maintain some momentum for months afterwards.)

See article collection.

**Commitment Cards**

Customize to fit the congregation

**Luncheon reservation slips**

**Follow-up letter** (for those who did not attend commitment Sunday or who did not fill out commitment cards)

**Personalized Commitment Cards** (just for congregational members who have not returned their card on Commitment Sunday)

**“Thank You” letter**

**Summary of campaign results**

**Team Members, their roles and materials to develop (finalize):**

**Campaign Chair**

- Provides overall leadership and encouragement to campaign team
- Ensures alignment of Stewardship campaign with church leadership team
- Recruits team members and explains roles and responsibilities
- Develops campaign over-view presentation
- Writes “Campaign Chair” letter after first talk
- Develops campaign summary communication

**Pastor**

- Provides spiritual leadership for campaign team
- Prepares sermons
- Writes letter after third talk

**Prayer Chair**

- Recruits prayer team and/or coordinates prayer coverage during campaign
- Writes letter to congregation asking for prayer support for campaign

### **Project Manager**

- Finalized project plan & times lines for campaign
- Ensures that all task are assigned
- Tracks campaign
- Addresses any upcoming concerns about execution of campaign with campaign

### **Chair of Finance or Stewardship ministry team**

- Develop/finalize commitment cards
- Tracks & summarizes financial commitments generated by campaign
- Recruits follow-up teams / Coordinates follow-ups
- Writes letter including personalized commitment cards to people who have not returned on commitment Sunday

### **Council President**

- Writes letter to congregation after second talk

### **Person for Stewardship talk #1**

- Prepares and rehearses talk
- Presents talk

### **Person for Stewardship talk #2**

- Prepares and rehearses talk
- Presents talk

### **Person for Stewardship talk #3**

- Prepares and rehearses talk
- Presents talk

### **Person for Stewardship talk #4**

- Prepares and rehearses talk
- Presents talk

### **Coordinator for newsletter articles & Sunday Bulletin Inserts**

- Coordinates newsletter
- Selects and coordinates bulletin inserts for Sundays with Stewardship talks

### **Luncheon coordinator**

- Recruits team / coordinates luncheon
- Develops/finalizes luncheon reservation slips
- Plans luncheon with caterer
- Tracks luncheon sign-up
- Follow-up with people who don't make a reservation for the campaign luncheon
- Make contact with caterer night before meal(s) will be served

## Campaign Timelines

### Phase I: Planning and preparation

#### Week 1 through 3:

##### **Campaign chair**

- Studies campaign material and prepares copies for team members
- Prepares campaign overview
- Recruits team members (prayer chair, project manager, 4 Individuals for stewardship talks, coordinator for newsletter article and bulletin inserts, luncheon coordinator)
- Focus on finding prayer chair first to get prayer support started (week 1)
- Then, find project manager to get support in planning activities (week 1)
- Complete team recruiting in weeks 2

<b>Team Member</b>	<b>Name</b>
▶ Prayer Chair	_____
▶ Project Manager	_____
▶ Person Talk #1	_____
▶ Person Talk #2	_____
▶ Person Talk #3	_____
▶ Person Talk #4	_____
▶ Coordinator Inserts	_____
▶ Luncheon Coordinator	_____

- Clarifies / confirms involvement of pastors, council president & chair of finance / stewardship chair
- Provides copies of campaign materials to recruited team members, pastor(s), council president, chair of stewardship / finance ministry team who is involved in campaign
- Develops proposal for goal of stewardship campaign (refer to Appendix A & D – Suggestions for receiving Estimates of Giving)
- Hold team meeting to clarify roles & responsibilities of all players (week 3)
- After team meeting finalize with project manager timeline for all deliverable and communicate those to individuals responsible

#### **Prayer Chair (starts as soon as recruited)**

- Sends letter to congregation
- Organizes prayer coverage for campaign (prayer team and/or prayer sign-up chart for individuals from congregation) – this is ongoing throughout the entire campaign, might require separate reminders during campaign)

#### **Project Manager (starts as soon as recruited)**

- Develops timelines for all deliverables and schedules reminder notifications for deliverables
- Plan for preparation and rehearsal time for individual speakers prior to when talk is given
- Schedule (dinner) meeting in week 4 with leadership team of congregation (church council, ministry teams for stewardship and finance)

#### **Coordinator for newsletter and bulletin inserts**

- If you decide to do newsletter, clarify deadline for article submission & select article

#### **Week 4:**

##### **Campaign chair**

- Finalize campaign overview and goal proposal for meeting with leadership team (refer to section of “Materials to be prepared”)

##### **Meeting with Leadership team**

- Purpose of meeting is to inform leadership team about campaign details to create alignment of all stakeholders
- Obtain agreement about goals for campaign / Details about commitment (Estimates of Giving)
- Decide on signatures for “Thank you” letter

##### **Luncheon Coordinator**

- Clarifies and finalizes catering arrangements

##### **Person for Stewardship talk # 1**

- Prepares talk

#### **Week 5:**

##### **Campaign chair together with chair of Finance / Stewardship**

- Finalize commitment cards based on input from leadership team
- Finalizes letter to congregation
- Coordinates talk summary with first speaker

**Coordinator for bulletin inserts**

- Selects first bulletin insert
- Produces inserts and coordinates distribution for next Sunday

**Luncheon Coordinator**

- Finalizes and produces luncheon reservation slips

**Person for Stewardship talk # 1**

- Rehearses talk

**Person for Stewardship talk # 2**

- Prepares talk

**Phase II: Campaign execution****Week 6 (Sunday of talk #1)****Person for Stewardship talk # 1**

- Delivers talk

**Campaign chair**

- Sends out letter to congregation together with commitment cards (Monday after first talk)

**Coordinator for bulletin inserts**

- Selects second bulletin insert
- Produces inserts and coordinates distribution for next Sunday

**Luncheon Coordinator**

- Coordinates distribution of luncheon reservation slips for next Sunday

**Person for Stewardship talk # 2**

- Rehearses talk

**Council President**

- Prepares letter to congregation
- Coordinates talk summary with second speaker

**Person for Stewardship talk # 3**

- Prepares talk

**Week 7 (Sunday of talk #2)**

### **Person for Stewardship talk # 2**

- Delivers talk

### **Council President**

- Sends out letter to congregation together with commitment cards (Monday after second talk)

### **Coordinator for bulletin inserts**

- Selects third bulletin insert
- Produces inserts and coordinates distribution for next Sunday

### **Luncheon Coordinator**

- Coordinates again distribution of luncheon reservation slips for next Sunday
- Tracks reservation slips

### **Person for Stewardship talk # 3**

- Rehearses talk

### **Pastor**

- Prepares letter to congregation
- Coordinates talk summary with third speaker

### **Person for Stewardship talk # 4**

- Prepares talk

## **Week 8 (Sunday of talk #3)**

### **Person for Stewardship talk # 3**

- Delivers talk

### **Pastor**

- Sends out letter to congregation together with commitment cards (Monday after third talk)

### **Coordinator for bulletin inserts**

- Selects fourth bulletin insert
- Produces inserts and coordinates distribution for next Sunday

### **Luncheon Coordinator**

- Coordinates again distribution of luncheon reservation slips for next Sunday
- Tracks reservation slips
- Follows-up with people who have not turned in reservation slip

- Finalizes headcount for luncheon
- Contacts caterer evening before last talk (Commitment Sunday)

**Person for Stewardship talk # 4**

- Rehearses talk

**Campaign chair**

- Finalizes letter to be sent to members who have not turned in commitment card

**Week 9 (Sunday of talk #4 – Commitment Sunday)**

**Person for Stewardship talk # 4**

- Delivers talk

**Chair Finance / Stewardship Ministry team**

- Tracks commitment cards
- Prepares personalized commitment cards for individuals who have not turned in their card on commitment Sunday

**Campaign chair**

- Sends out letter to members of congregation who have not turned in commitment cards – together with personalized commitment cards

**Week 10 & 11**

**Chair Finance / Stewardship Ministry team**

- Tracks commitment cards
- Prepares result summary

**Campaign chair**

- Prepares “Thank you letter” eventually with additional signatures of pastors & council president

**Week 12**

**Campaign chair**

- Sends out “Thank you” letter
- Prepares document that summarizes results of campaign