

Creating Effective Missional Annual Campaigns

1. Develop your Annual Campaign Calendar
 - a. Start with a desired Ingathering date and work backwards
2. Create a Motivational Theme tied to the Mission, such as:
 - a. *Sowing the Faith with God's Grace*
 - b. *Excel in the Grace of Giving*
 - c. *Take A Step Up for Christ and his Church*
3. Communicate your Mission through:
 - a. Teaching, Preaching, Literature, Website, Pledge Card, Stories, etc.
4. Expand Your Campaign Leadership
 - a. Get as many involved in Campaign Leadership as possible
 - b. Hosting Cottage Dinners
 - c. Creating Mailers/Bulletin Inserts
 - d. Campaign Packet Stuffing
5. Get the Whole Congregation Involved...
 - a. Blessing Cards completed during a service
 - b. Core Passions surveys completed at a forum or a service
 - c. Pledge Cards for everyone
 - d. Include Children's Ministries
 - e. Halloween Candy Tithe - Share 10% of candy collected and bought with a Family Shelter
6. Tell Compelling Stories of Incarnational Ministry that Support your Mission
 - a. Bartimaeus in Mark 10:46-52
 - b. Answer Jesus' Question, "Who do YOU say that I am?" through ministry stories
 - c. Stories of Outreach and Pastoral Care, Etc.
7. Create Opportunities for Conversation
 - a. Forums for Ministries
 - b. Ministry Fair Month (not simply one Sunday)
8. Put the Congregation in the Mind of Gratitude
 - a. Blessing Cards
 - b. Thanksgiving Tree with leaves expressing thanks to God
 - c. Have them finish the sentence "What I love about St. Swithen's..."
9. Show Leadership from Leadership (Vestry or Bishop's Committee)
 - a. Statements about Giving (pledge to tithe or working toward a tithe through percentage giving)
10. Celebrate the Blessings of Abundance
 - a. Help your People Recognize their blessedness
 - b. This is tied to offering opportunities to express gratitude (#8 on the outline)

11. Design Compelling and Creative Campaign Materials

- a. Include Scripture and Mission as Much as Possible
- b. Include an Opportunities for Ministry booklet
- c. Pledge Cards
- d. Return Envelopes
- e. Show Helpful and Poor Examples

12. Creative and Informative Campaign Packets

- a. Personalized with Name/Address Label
- b. Include Ministry Listings and Mission with representative photos
- c. Letters from the Clergy and the Vestry/Bishop's Committee Leadership

13. Create a Set of Segmented Letters

- a. Break Congregation into 4/5 groups - Non-pledgers, then 3-4 segments based on percentage or dollar level of giving
- b. Personalize the Letters

14. Pledge Cards

- a. Design for Mission, Gratitude, and Celebration
- b. DO NOT use a statement on the card that states the pledge is in support of the BUDGET!
- c. DO USE language such as "in support of the mission and ministries of St. Swithen's..."

15. Talk about Money and its Proper Place in Our Lives through:

- a. Preaching and Teaching
- b. Personal Stories
- c. Jesus' Teachings

16. Assemble a Stewardship Prayer Vigil Team

- a. Pray Daily during the Annual Campaign

17. Celebrate the Ingathering through

- a. A Festive Meal
- b. Gathering and Blessing the Pledge Cards during Sunday Eucharist
- c. Having members place Pledge Cards at the Altar as they come forward for Eucharist

18. Follow-up with those Absent

- a. Send Personalized Letters
- b. Include Stamped Self-Addressed Envelope to the Treasure
- c. Follow-up with Phone Calls a week after the Letters are Mailed

19. Thank You Notes for Pledges

- a. Follow up 4 times throughout the Year

20. Quarterly Statements with Ministry Stories and Pictures

- a. Include Ministry Stories Letting them know they are Making a Difference

