Stewardship in Transition

August 3, 2019
Let us pray

Oh Lord, giver of life and source of our freedom, we are reminded that yours is “the earth in its fullness; the world and those who dwell in it.” We know that it is from your hand that we have received all we have and are and will be. Gracious and loving God, we understand that you call us to be the stewards of your abundance, the caretakers of all you have entrusted to us. Help us always to use your gifts wisely and teach us to share them generously. May our faithful stewardship bear witness to the love of Christ in our lives. We pray this with grateful hearts in Jesus’ name. Amen.
With you today

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Advisor to the Bishop for Stewardship and Leadership Giving; Council for Fund Development; Member, Christ Church in Short Hills. Served as Warden, Vestry, Stewardship Chair, Communications, B&G, Education; 20 years nonprofit fundraising and nonprofit administration.

Paul Shackford
Recently retired CFO of the Diocese; Council for Fund Development; Member, St. Andrew’s Church in Harrington Park. Currently Warden. Has served as Treasurer, Stewardship Chair, Eucharistic Minister, Going Local Guiding Team...Currently President of Family Promise of Bergen County.

Pat Yankus
Vice President Diocesan Trustee, Council for Fund Development, Congregational Consultant; St. Paul’s, Paterson, Choir, Vestry, Treasurer, Founding Executive Director St. Paul’s Community Development Corporation. Extensive nonprofit and board training experience.
Today

Welcome
Prayer and introductions

Transition...
It’s Complicated
Giftedness. God is the source of all our gifts. Everything we have has come from God.

Three Key Practices
1. Narrative Budgeting
2. Ask, Thank, Tell
3. Spiritual Giftedness

To Do Now
Practical tactics to get ready for this fall’s pledge campaign
Transition: It’s complicated
Transition is

- *A gift from God.* The gift of opportunity and that gift is *Good* -- not a time of trial -- or a time of anxiety to be rushed through
- Gift of stepping back and letting God in . . . To “Let go and let God”
- Recognizing that we are stewards of the mission and ministry with which God has entrusted us
- Responding to God’s call, asking: “How are we being good stewards of what God has given to us right here in this unique place and time?”
But, sometimes it can feel like the perfect storm!

- I feel like I need to do it all... and there’s so much to do!
- The vestry can’t do one more thing...
- We don’t have time for that...
- What’s the holdup? We need to call new clergy right away!
- Wait, who does what?
- What if we can’t we afford...?
When you live in CHRONOS

Your time - tasks and agendas

- Anxiety and doubt
- Scarcity
- The few
- Zero sum game
- Tasks and checklists
- Maintain tradition

It’s Complicated

Three Key Practices

To Do Now
Moving into KAIROS

God’s time

- God-based confidence
- Abundance
- The many
- Creative opportunity
- What is God up to?
- Risk-taking
Lay leaders in transition too

New roles and responsibilities.
What’s possible? What might we become?
Sharing stories

- What has my church meant to me? To my family?
- What does it mean to me to pledge?
- How do I feel when I fulfill my pledge?
- What does “being generous” mean to me?
- How has my church changed my life?

We show our connectedness in the language we use and the stories we tell.
God is the source of all our gifts

The earth is the Lord’s and everything in it, the world, and all who live in it.” Psalm 24:1
Our job: We are stewards of those gifts.

We are responsible for overseeing and protection of something considered worth caring for and preserving.
“The goal of our stewardship ministry is to help God’s people grow in their relationship with Jesus through the use of the time, talents and finances that God has entrusted to us.”
Three

Key Practices
1. A narrative budget connects stewardship to mission.

- Start with your existing line-item budget
- Identify 4 - 6 ministries
- Allocate expenses to those ministries
- Prepare a chart and an explanation of investment in ministries
- Create a pew card - find other ways to share!
In practice...

A Narrative Budget shows where each dollar of your offering goes...

- Worship & Music: 52%
- Outreach: 26%
- Administration: 11%
- Facilities: 4%
- Formation & Pastoral Care: 7%
St. Swithin’s Episcopal Church
Mission Budget

Each year parishioners and others contribute to St. Swithin’s so that, through it, we can conduct the many ministries that make this congregation an important presence in our community, changing the lives of many people both within our church and outside our doors. Since many costs, including those relating to the rector, affect several different ministries, those costs have been allocated as appropriate. These donations support:

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worship and Music</td>
<td>$87,000</td>
<td>52%</td>
</tr>
<tr>
<td>Outreach</td>
<td>$43,000</td>
<td>26%</td>
</tr>
<tr>
<td>Formation and Pastoral Care</td>
<td>$11,000</td>
<td>7%</td>
</tr>
<tr>
<td>Facilities</td>
<td>$6,000</td>
<td>4%</td>
</tr>
<tr>
<td>Administrative Costs</td>
<td>$18,000</td>
<td>11%</td>
</tr>
</tbody>
</table>

Worship and Music
$87,000 (52%)
This category includes services of Holy Eucharist and other liturgical services; our choir, music ministry and concert series; preparation of the altar; and hospitality.

Outreach
$43,000 (26%)
Outreach includes our pledge to the Diocese to support its ministries—to St. Swithin’s and to others—and a portion of the time that our rector and others spend with our outreach ministries... Family Promise, Food Drive, and more.

Formation and Pastoral Care
$11,000 (7%)
Our ministries include Christian education for children, youth and adults. Our rector also spends pastoral time with parishioners and others.

Facilities
$6,000 (4%)
This category includes repairs and maintenance of the church and rectory buildings, and working with those who use our space.

Administrative Costs
$18,000 (11%)
This includes the preparation and distribution of The Messenger, our monthly newsletter, as well as office and other administrative costs.
2. Ask, Thank, Tell is relational
Ask, Thank, Tell

We ask (invite) congregants to use all of the gifts that God has entrusted to their care.

Most think Stewardship is all about “Ask”

We thank people for their generosity.

Most give limited “Thanks”

We tell the story of how these gifts are being used to live out God’s mission in the community both locally and globally.

Most forget “Tell”

It’s complicated

Three Key Practices

To Do Now
3. Putting Spiritual Gifts Assessment to work

- Leverages time, talent, and treasure
- Builds a sense of meaning and engagement
- Nurtures next generation of leaders
In practice...

The more engaged your parishioners are in ministry, the more they can understand ministry’s connection to stewardship.

Try a **Spiritual Gifts Assessment** to build your team. Today’s handout is stewardship-specific!
3. Spiritual gifts can include

- Administration
- Artistry
- Discernment
- Evangelism
- Exhortation
- Faith
- Giving
- Hospitality
- Intercession
- Knowledge
- Leadership
- Mercy
- Music, Vocal
- Music, Instrumental
- Pastoring
- Service
- Skilled Craft
- Teaching
- Wisdom
- Writing

It’s Complicated

Three Key Practices

To Do Now
What to do *now*?
Map out next steps

- Roles and responsibilities
- Team
- Metrics
- Goals
- Early commitments
- Communications
- Testimonies
- Follow up
- Celebration
Roles and responsibilities

Time to break bad habits:

- Our priest never knew pledge amounts!
- Our priest handled stewardship; we didn’t have to do anything!
- Oh, even though I’m on the vestry I don’t know where the money goes!
- Does stewardship really matter?
Metrics - to consider

- How many parishioners? Who are they? How many pledging units? Who are they?
  - What is your goal for 2020?
- Who pledged last year but not this year? Why? (Find out).
- How did people pledge? How do they pay? How can you make it easier?
- How did you communicate? What did we learn? How can you make it more powerful?
- Average pledge without “outliers”?
- Total operating expenses divided by pledging units can be eye-opening (without “outliers”).
  “Evenly distributed, this is how much it costs per pledging family.”

*This process is helpful at profile time!*
HARD Goals

- Goals should be specific, written down, and understood by lay leadership.
- Do your narrative budget first to help connect resources needed to ministries.
- Best goals are HARD goals:
  - Heartfelt, Animated, Required, and Difficult.
  - If it’s not motivating, it’s not a goal!
Get Vestry and other lay leaders’ commitments in early

- 100% participation and pledging, of course.
- Every Vestry meeting, Stewardship should be at the table.
  - How are we communicating the impact of church members’ financial support this month?
  - What happened this month that was possible because of ministry (and therefore because of financial support)?
  - Are we telling those Stewardship stories effectively?
Time to make it personal

- “As a parent, you appreciate the chance for your child to learn Bible stories ...”
- “As a former warden, you know better than most how important each individual’s pledge is to the ministries of our church...”
- “As a member of the choir, you bring to life the music and hymns...”
Testimonials

- What does it mean to me to pledge?
- How do I feel when I fulfill my pledge?
- What does “being generous” mean to me? To my family?
- What has my church meant to me? To my family?
- How has my church helped our community?
- How has my church changed my life?

Raise your impact: Rerun the message in your bulletin and website!
Your case statement

- Color brochure with photos outlining what the church did with last year’s income, and a request for next year’s pledge.

- Mailed in conjunction with cover letter, and a version can be posted on the church website - excerpts used in Sunday bulletins in the fall.

- Videos and brochures showing the life of the church are within the reach of anyone with a smartphone!

This process is helpful at profile time!
Candidates and Stewardship

A strong congregation-led, year-round stewardship program makes you more attractive to candidates.

What is the clergy’s approach? How do they see stewardship as part of their ministry? How do they talk about money?
5. Resources
Recommended resources

**BOOKS**


Clif, Christopher, J. *Not Your Parents Offering Plate, A New Vision for Financial Stewardship*, Abingdon Press, 2015; and *Rich Church, Poor Church: Keys to Effective Ministry*

Cloughen, Jr., Rev. Charles, *One Minute Stewardship Sermons*


**WEBSITES**

*Vestry Papers, Episcopal Church Foundation Vital Practices*
http://www.ecfvp.org/vestry-papers

*TENS, The Episcopal Network of Stewardship*
http://www.TENS.org, User name is *Matthew* and password is *five:16*
Keep the conversation going!

Contact the Bishop’s office:
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Contact the Teaching Team:
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Sign up for our monthly newsletter: send email to cmcchesney@dioceseofnewark.org

Check out “Stewardship Matters” page on Facebook.
Search “Stewardship Matters” FB or use this link:
https://www.facebook.com/groups/StewardshipMatters

Find more Stewardship resources on the diocesan website.
Go to www.dioceseofnewark.org/stewardship
Thank you!