Growing Generosity

Practical Tools for This Year's Annual Pledge Campaign

Diocese of Newark

September 19, 2026

WHAT WE'LL COVER

A good campaign doesn't happen by accident.

Make a plan. Know your people. Know your case. Talk to people like people.

Leave with practical ideas—and dates on your calendar.

1. MAKE THE TIME
2. KNOW YOUR PEOPLE
3. KNOW YOUR CASE
4. TALK TO PEOPLE
5. STRENGTHEN THE CAMPAIGN

Use your calendar

1. MAKE THE TIME

Begin with the end in mind: Ingathering date

EXAMPLE: SUNDAY, NOVEMBER 22

CHRIST THE KING SUNDAY

THE SUNDAY BEFORE THANKSGIVING

A NATURAL MOMENT TO GATHER, RECEIVE, AND BLESS THE CONGREGATION'S PLEDGES.

Work Backward

November 22 — Ingathering

October 11 — Campaign launch / pledge materials in people’s hands / Stewardship moments on calendar

Before October 11 — letter, pledge card, list, theme, Case for Support

Schedule stewardship minutes and follow-up before the campaign begins.

Bring It Back to the Calendar

- What is your Ingathering date?
- When should pledge materials be in people's hands?
- When must the letter and pledge card be ready?
- When will you review the list?
- When will you schedule stewardship minutes and follow-up?

Update your information

2. KNOW YOUR PEOPLE

2. KNOW YOUR PEOPLE

- **Review your list/s**
- **Remove people who’ve died!**
- **Update addresses and household information.**
- **Add new members and newer regular participants.**
- **Make a plan to personalize.**
- **Thank you plan**

Personalization Is Stewardship

Use the name people actually use.

William may be Mike. Don't call him Bill.

A stewardship letter should feel like it was sent to a person—not a blob called “the congregation.”

If mail merge isn't possible, find another human way to personalize.

Build your case

3. KNOW YOUR CHURCH

PERSUASIVE

INSPIRATIONAL

RESONATES

DRIVES ACTION

KNOW YOUR CASE

01

Ask: Why should someone support this church?

02

Focus on ministry, mission, impact, and changed lives.

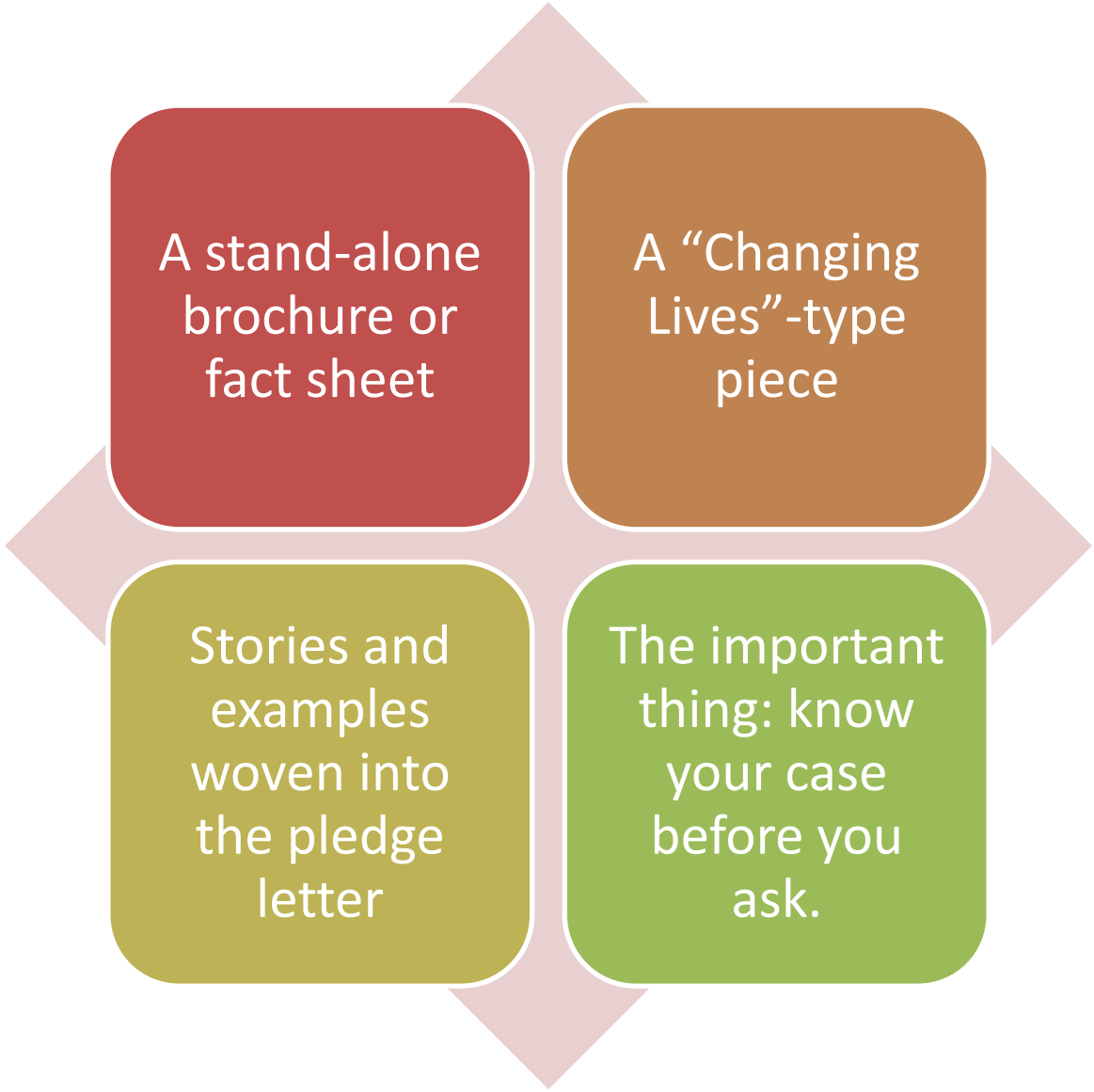
03

What happens because this congregation exists?

04

What becomes possible because people give?

Your Case Can Take Different Forms



CHANGING LIVES

Fall 2013

Children's hands around the baptismal font

"Glory to God whose power, work

Welcome to our second editio
of *Changing Lives*. One of
unexpected, but won
consequences of
edition, was how
then I have be
conversation
meetings, w
"Hey, thar
edition

Th

Our children and youth
are growing strong wi

Children are born deeply connected with God. At
Christ Church, children are invited to encounte
Holy and learn the language of faith through s
prayer, visual art, music and discussion in a l
community. Our Children's Ministry teache
dedicated staff of people committed to th
of children, and the deepening of their
The Children's Worship rooms were r
Mother Krista and the teachers over
draw children into the wonder of G
prayer.

Our Children's Worship progr
gift for our children.

Your ministry of stewardship
makes everything we do as a church community possible

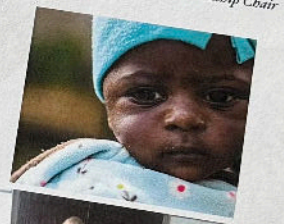
Turns out that when you run out the back door and don't look where you're going and you fall just the right way, you can end up with a broken bone in your foot, and that little broken bone means that until it heals, you can't walk, run, drive a car, or do much of anything. So, I find myself writing this with my right foot in a splint post-surgery, thinking I never appreciated my feet before. I took what they did for me for granted.

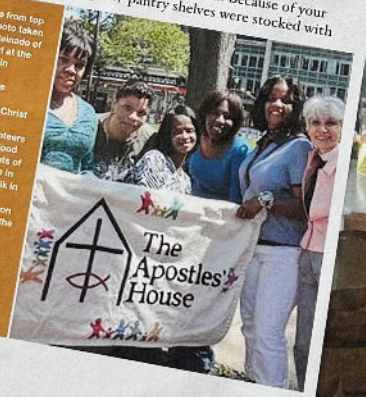
Perhaps it's the human condition to take our gifts for granted, and perhaps it is the true gift of the church in our lives to remind us: *Stop! Slow down!* Slow down before you run out that door, and slow down to appreciate your gifts. Don't take them for granted.

It's been the Stewardship Council's goal this year to make the power of your stewardship more visible. We hope that as you look through these pages you'll be excited by all that your stewardship has made possible. Because of your support, the church inspired two of our parishioners to deliver 70 pounds of chicken vitamins in person to an orphanage in Cameroon. Because of your support, pantry shelves were stocked with healthy food for the hungry in Essex County throughout the year. Because of your support, young mothers and their children in Newark's Apostles' House shelter were able to make concrete plans to move out of the shelter into transitional housing. And these are only a few examples of how your financial and "hands on" support has translated into God's ministry, whether in our backyard or around the world.

Thank you for making these ministries possible through your support of Christ Church.

– *Cynthia McChesney, Stewardship Chair*





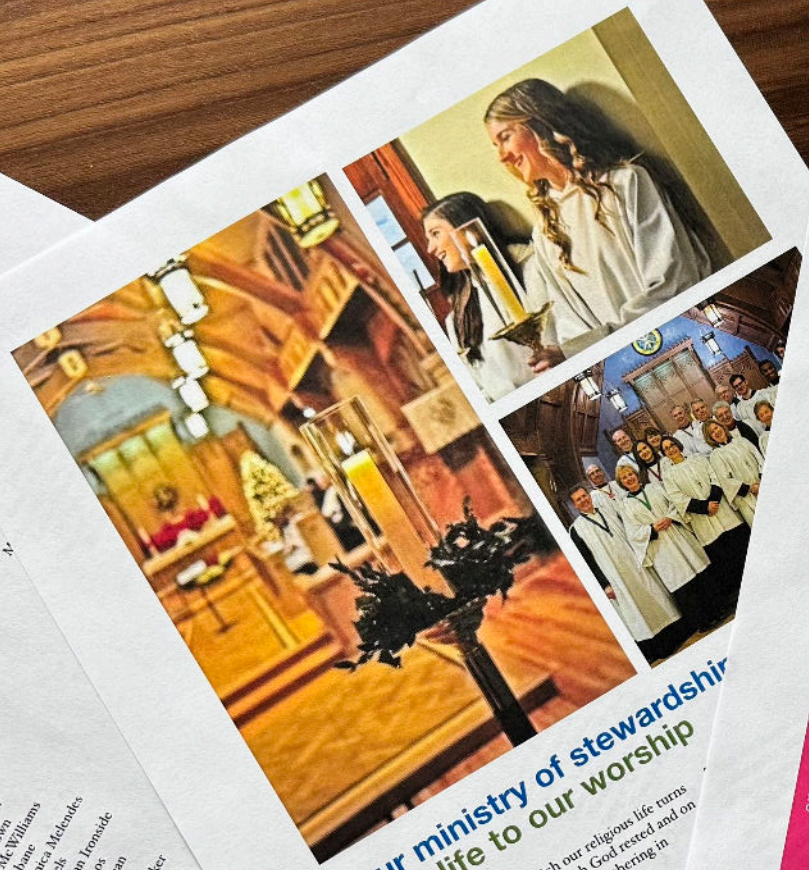
Clockwise from top right: A photo taken by Betsy Peinado of a young girl at the orphanage in Cameroon. Groceries are packed and organized by Christ Church and interfaith volunteers to supply the Food Pantry. Residents of Apostles' House in Newark, at a walk in Newark (that's Diane Riley, deacon in our diocese at the far right). Christ Church was one Apostles' House founding churches.

Thank you to all who made a financ
of support in 2013

John & Ellen Eddy
Bobbi Engler
Hane & Karen Fhrainson
Richard & Kathleen Estes
John & Catherine Fernandez
Terry & Heather Finan
Susan Ford
Gary & Pat French
George & Ginny Freund
Paul & Jean Funk
Bill & Lisa Gadsden
Rhett Gano & Rosalind Cross
Mary Gleason Macy
Sara Jane Gordon
Tom Gordon
John & Meredith Goyanes
Tom & Amanda Greene
Richard & MaryKee Greenlee
Peter & Anne Hartshorn
Ernestine Harwood
Bill & Nancy Harwood
Michael & Debbie Harwood
Philip Haselton
Ray & Sue Henry
Roger & Gentry Hoit
Ted & Inese Houlis
Jane Houston
Gayle Hoyt
Henry & Susan Johnson
William & Sandra Johnson
Bill & Sarah Johnson
Arlene Sommer
Stirley Kane
Peter & Cynthia Kellogg
Reade Kem & Aki Nakao
Allen & Hilary Khademi
Ken & Joan Kirsten
Carl & Ann Klemme
Arlene Jonach
Shelley Lach & Dan McCain
Owen & Hope Lampe
Andy Laplante
Anna Laplante
Grace Le Moine
Bruce & Kate Lee
Phil & Lucy Amarante
Bob & Peggy Arnold
Phillip & Peggy Baggaley
Joanne & Loren Bailey
Hook & Jean Bailey
Vernon & Dale Barbuck
Michael Bardello & Debbie Barker
Randy & Debbie Barker
Jane Barone
Calvin & Darcis Beatty
Dave & Wendy Berg
Ned Betteridge
William Billington
Marjorie Billington
Brian & Jenny Birch
Renee Blanchard
Jane Bonnet
& Abby Boozan
& Valerie Borde
& Ann Berrett
Bunn
ca

Your ministry of stewardship
everything Christ Church does

Dorothy Leslie
David & Lauren Lischer
Brian & Kathleen Lischer
Alan & Alice Lonsdale
Rob & Coleen Malin
Rick Marchisio & Sue Boyan
John & Mary McBride
Greg & Patti McCarthy
Mike & Cynthia McChesney
David & Elizabeth McGraw
Jay & Jane McGraw
Alex & Kim McKeown
Joan McKeown
Bill McShane
Christopher & Monica Melendez
Ann Michels
Andrew Moore & Susan Ironside
Ed & Louise Moos
Scott & Laura Morgan
Ellen Morris
Tim Mulder & Linda Walker
Barbara Murray
Carter & Patsy Nance
Bob & Dara Neal
Larry & Barbara Neugebauer
Marion Nieder
Adaeze Nwachuku
Chuck Nwachuku
Maureen Ogedegbe
Karen Oles
Joe & Lind
Eileen P
Dana & A
Annie & '
Marcu
Bruce
Herber
Cait



Your ministry of stewardshi
gives life to our worship

The weekly axis around which our religious life turns is the Sabbath – the day on which God rested and on which our daily work gives way to gathering in community to celebrate.

We call it Communion. And while our weekly Communion has some magic about it, it doesn't happen by magic. Look around you on the day you take in the various pieces of the Sabb

First there is the building itself. The lig
temperature is comfortable. There are pe
and Hymnals and Books of Common Prayer.
has been prepared with Communion implement
dressed with flowers. The Sexton and the Altar Gu
have made sure everything is as it should be.

There are many ways to make a difference
what's your passion?

Do you want to be part of a hands on ministry?

We have lots of opportunities from the Food Pantry to Mission Trips, from Sunday School to Youth Programs. Would you like to become more involved with the lay leadership of the church? Consider volunteering for a Vestry Committee.

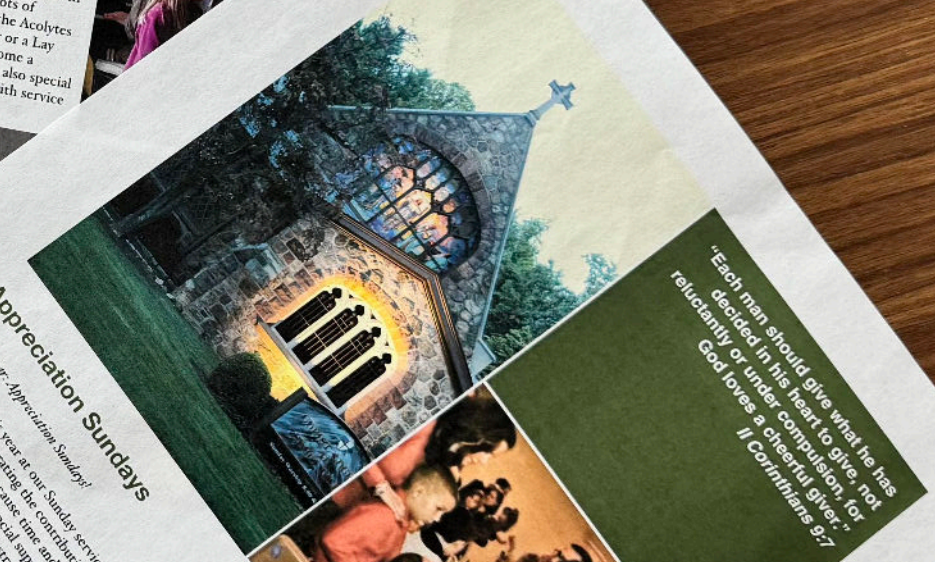
If your passion is our physical facilities, consider Buildings and Grounds; the shape of our worship service, the Worship Committee; church finances, the Stewardship or Finance Committees; our mission to the wider world, Outreach or Careers in Transition; our mission to each other, Parish Life or Pastoral Care or Newcomers or Communications.

Or perhaps you're interested in helping with our Sunday services. There are lots of possibilities. You can help with the Acolytes or Altar Guild. Become an Usher or a Lay Reader or join the Choir. Or become a Coffee Hour volunteer. There are also special groups that combine socializing with service or study. Martha Mary is one. The Lunch Bunch is another. Noonday Prayers with the Rector is a third. Also consider involving yourself in the Saturday Morning Book Group or EFM.

If your passion lies elsewhere, think about starting something. Many of the possibilities noted above were started by parishioners just like you with a specific interest and an idea.

What's *your* passion?

Photos, clockwise from top right: Some of our youngest choristers sing during church services held in Parish Hall in the weeks after Hurricane Sandy (just because we didn't have power didn't stop our Sunday celebration); Eileen Paduano delivering food to an Essex Co. resident; Betsy Peinado and a young girl in Cameroon.



Appreciation Sundays

New this year - Appreciation Sundays!

Once a month this year at our Sunday services we are recognizing and celebrating the contributions made by our many volunteers – because time and talent are as critical to our mission as financial support. From Altar Guild to Worship Acolytes to Lay Readers, Finance to Buildings and Grounds to Vestry Choir to Ushers, Outreach, Communications to Newcomers, the Rummage Sale Nursery School to Youth Programs, the Book Group to Lunch Bunch, we are blest with parishioners who are actively involved in the life of the church.

Changing Lives is brought to you by...

This issue was brought to you by the Ch
Stewardship Council with administrat
Eileen Kohn-Perry, Georgeann duCh
Zapico.

Stewardship Council member
Scott Chastain, R. John Co
Gordon, Jay McGraw, Re
Chuck Nwachuku, Sam
Shilling, Juli Towell, a

Above: Photograph
Transfiguration
Throughout: T
Diaz, Betsy

"Each man should give what he has decided in his heart to give, not reluctantly or under compulsion, for God loves a cheerful giver."
II Corinthians 9:7

Find Your Stories

- What is happening at your church that matters?
- How are you making a difference?
- Think of three good things that happened in your congregation this past year.
  - Growing?
  - New ministries?
  - Community impact?
- What are photos that can illustrate?
- What is a story that helps someone see what their generosity makes possible?

A Theme Gives the Campaign a Thread

- This year’s TENS theme: Plenty Good Room
- There are other TENS themes and resources available.
- Or your congregation may already have a theme that fits.
- Use it consistently across the letter, stories, bulletin, website, and other communications.
- TENS passcode: Matthew22:4

How we communicate

4. ONE TO ONE

“What do you get out of it?”

- Need inspiration? Spend some time on Tik Tok…

- https://www.tiktok.com/@nunsenseforthepeople/video/7685427508556090637

When you write

Write as though one person is speaking to another.

The donor is the hero—not the institution.

Use “Because of you…”

Tell stories rather than simply listing programs.

Make a clear invitation to give.

Tips to improve letter's readability

- No inside baseball!
- Bullets and short paragraphs are more easily read
- Big blocks of text are off-putting
- Don't square off your text – ragged right margin
- Serif fonts are easier to read!

The Pledge Card

Include last year's pledge.

Invite a pledge for the coming year.

Make an explicit invitation to consider an increase.

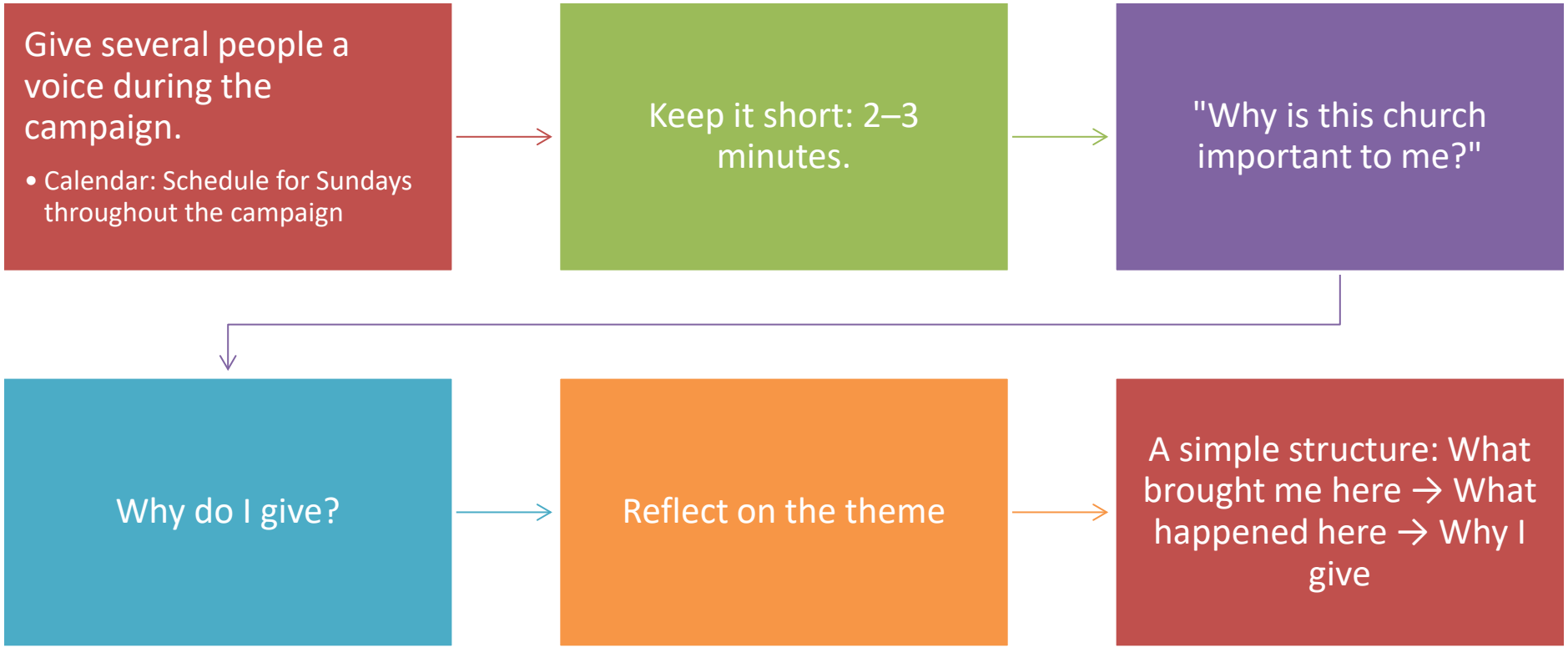
Include a planned-giving question.

The letter and card can also be adapted for email and the website.

5. STRENGTHEN THE CAMPAIGN

- Stewardship minutes: 2–3 minutes from members about why they give.
- Step-up chart: make the invitation to increase concrete.
- FAQ: answer questions people may not know how to ask.
- Use additional communications to reinforce—not replace—the essentials.

Stewardship Minutes



STEP UP FOR ST. ANDREW'S

2023 STEWARDSHIP Renewing our Faith and Commitment

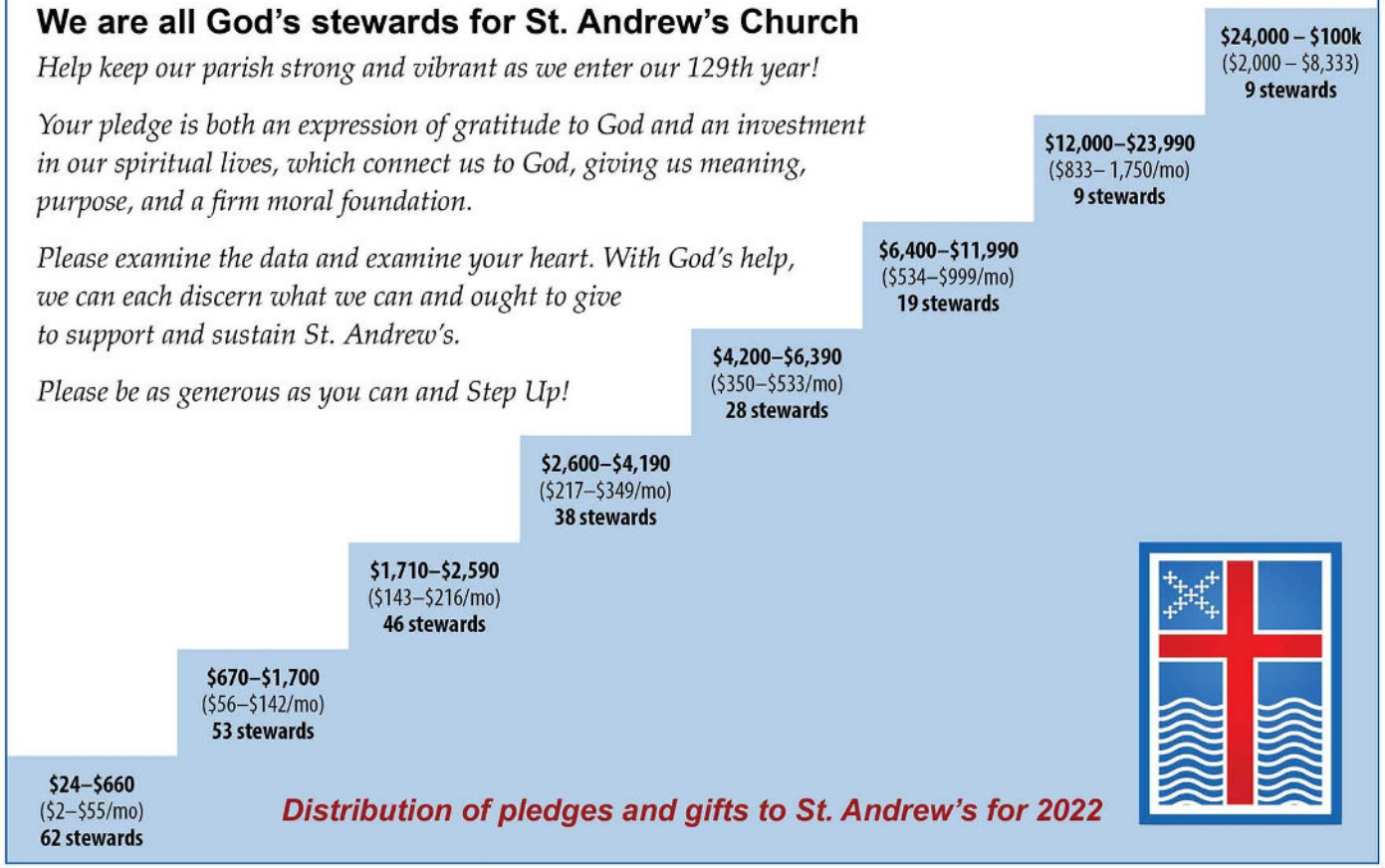
We are all God's stewards for St. Andrew's Church

Help keep our parish strong and vibrant as we enter our 129th year!

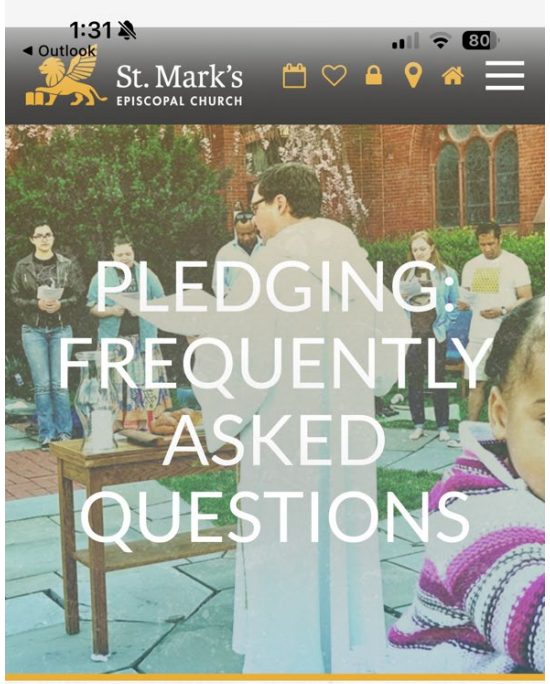
Your pledge is both an expression of gratitude to God and an investment in our spiritual lives, which connect us to God, giving us meaning, purpose, and a firm moral foundation.

Please examine the data and examine your heart. With God's help, we can each discern what we can and ought to give to support and sustain St. Andrew's.

Please be as generous as you can and Step Up!



Distribution of pledges and gifts to St. Andrew's for 2022



Pledging: Frequently Asked Questions

What is a pledge?

A pl[illegible] is [illegible] ive in a [illegible] ask our members to pledge what they think they

stmarks.net

Should my spouse and I pledge separately or together?

That is up to you. Some couples pledge separately, and others submit together. The most important thing is to make sure both your names are associated with the pledge if you intend to pledge together.

I set up automatic payments/withdrawals. Does that mean I pledged?

Setting up automatic payments is not the same as a pledge. Please total the sum of your automatic payments for the year and submit that as a pledge. Also, please note that automatic payments do not carry over year to year in Realm. You will need to set them up each year.

What if I make a pledge for 2026 and my circumstances change?

These are uncertain times. We understand if you pledge an amount that is no longer right for you. Please contact [illegible]ish Administrator for Finance, if/when that happens

stmarks.net — Private

1. MAKE THE TIME — Start with the Ingathering and work backward.

2. KNOW YOUR PEOPLE — Clean the list and personalize.

3. KNOW YOUR CASE — Be able to answer: Why should someone support us?

4. TALK TO PEOPLE — Make the communication human.

5. STRENGTHEN THE CAMPAIGN — Add tools that deepen the conversation.

Suggestions for today:

1. Choose your Ingathering date.
2. Put the campaign on your calendar.
3. Get started on your case.
4. Identify three stories from the past year.
5. Decide how you will make the campaign personal.
6. Choose one or two tools you want to add.

Thank You!

Cynthia McChesney

Missioner for Stewardship and Legacy Giving

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