



# Communicating about Money and Mission

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The Episcopal Network for Stewardship



# Learning Objectives

- ▶ How to stay mission-focused when we are thinking about money
- ▶ What is your congregation's mission and ministry?
- ▶ Telling the story, preaching about mission and money
- ▶ Letters, Websites, and More
- ▶ Canvassing 101

*Introduction*



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# Staying on Mission

*When your vestry reviews the church budget each month do you:*

- ▶ Check in with actuals vs year to date?
- ▶ Pay attention to where your spending is overbudget?
- ▶ Note how pledge redemption is coming along vs. expectations?
- ▶ Look at the bottom line?

Congratulations! You have fulfilled your fiduciary responsibility as a vestry

***Budgets tell us what we belong to—and what belongs to us.***

*Mission-Focused Budgets*



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# Staying on Mission

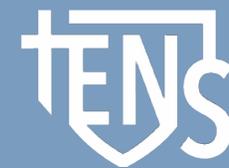
*When your vestry reviews the church budget each month do you:*

- ▶ Do you ask how many people you are serving in your outreach ministry?
- ▶ Review attendance numbers for services and other church activities?
- ▶ Compare volunteer sign-up for ministries with last year?
- ▶ Look at how much visibility your church has in your community?

Congratulations! You have fulfilled your spiritual responsibility as a vestry

***When we talk about money in the church, we are really talking about belonging, responsibility, and shared mission***

*Mission-Focused Budgets*



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# Ministry Match

**Stewardship** is the understanding of how all our gifts are shared in **abundance** relative to the **gratitude** we have for the **generosity** demonstrated in their bestowing.

Reframed: Our **gratitude** for God's **abundant** love in creating everything that is and giving it all to us leads us to respond with **generosity**; this is **stewardship**.

*Relationships, Resources, & Responses*



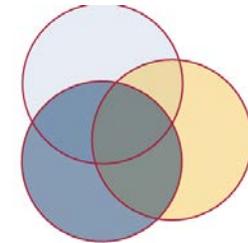
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# Relationships. Resources. Responses.

## Relationships

- ▶ Forgiveness
- ▶ Listening
- ▶ Gentleness
- ▶ Gratitude
- ▶ Giving
- ▶ Receiving
- ▶ Serving
- ▶ Learning
- ▶ Caring
- ▶ ...

*Relationships, Resources, & Responses*



**R**elationships +  
**R**esources +  
**R**esponse

Channeling  
our Gifts  
for Mission



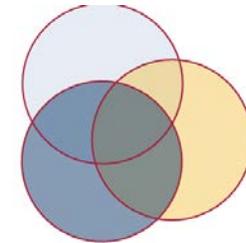
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# Relationships. Resources. Responses.

## Resources

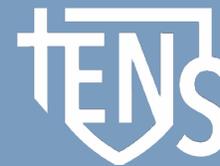
- ▶ Scripture
- ▶ Personal stories
- ▶ Wisdom
- ▶ Prayer
- ▶ Money
- ▶ Food
- ▶ Music
- ▶ Art / Craft
- ▶ Teaching
- ▶ Truth
- ▶ Humor
- ▶ Vision
- ▶ Leadership
- ▶ Faith
- ▶ Energy
- ▶ Time
- ▶ Knowledge
- ▶ Skills
- ▶ Witness / Testimony
- ▶ ***Anything can be a resource if it can be learned, cultivated, and shared***

*Relationships, Resources, & Responses*



**Relationships +  
Resources +  
Response**

**Channeling  
our Gifts  
for Mission**



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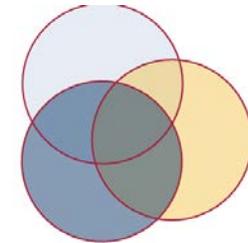
# Relationships. Resources. Responses.

## Responses

- ▶ Placing an offering in the plate
- ▶ Making an annual commitment of time, talent, and treasure to the church
- ▶ Volunteering for inreach and outreach
- ▶ Making a gift from your estate to benefit your church
- ▶ ... so many other ways!

*The goal is to give in the spirit of joy and thankfulness in the ways that best reflect our present circumstances and God's generous love for us*

*Relationships, Resources, & Responses*



**Relationships +  
Resources +  
Response**

**Channeling  
our Gifts  
for Mission**



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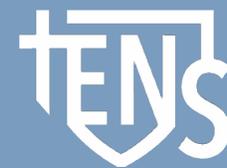
# Ministry & Mission more than Money

*Members are inspired by your mission!*

**Focus on what you do with the money that you raise:**

- ▶ Ministries that you run every week
- ▶ Your impact on the community
- ▶ How you directly and indirectly serve your neighbors
- ▶ What your church means to your town or neighborhood

*Ministry Motivation*



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# Testimonials Tell the Story

*There is no better way to communicate impact than for members to tell their stories of support*

## Include things like:

- ▶ What made them come on their first Sunday and keep coming back?
- ▶ What program or ministry they love best
- ▶ What their children have learned in Sunday School
- ▶ A time when the community was *there for them*

*Ministry Motivation*



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# Testimonials Tell the Story

*Ministry Impact Reports are Important Stewardship Messages*

**Ask volunteers or ministry-beneficiaries to share:**

- ▶ What the program means to them
- ▶ What joy they have in serving (tell a story)
- ▶ What makes them feel good about this program / ministry
- ▶ What it would mean if this ministry didn't exist

*Ministry Motivation*

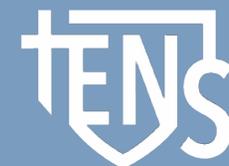


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# Recruiting a Stewardship Team

- ▶ **People People** Folks who are extroverts, who can talk to anyone!
- ▶ **Congregational Leaders** Your natural leaders, not necessarily elected – the people who have a voice and use it for good
- ▶ **People who love Stewardship!** Not everyone loves this ministry – that's ok. There are other jobs for them to do
- ▶ **People with skills.** The chair needs organizational skills to get the job done
- ▶ **People with credibility.** You need someone on the team who has the respect of the congregation.
- ▶ **People with time.** Choose someone who can be freed up from some of his or her other church work for a year. Do not choose your wardens, your treasurer or your finance committee. *Counting money and raising it are usually incompatible.*
- ▶ **People who can give themselves.** These do not have to be your wealthiest members, but the team needs to be able to set an example of generosity.

*Ministry Motivation*



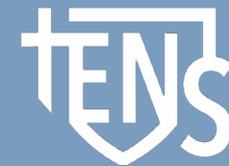
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# Testimonials Tell the Story

- ▶ *Want to learn more about recruiting a team?? Sign up for our next webinar!*  
***Saturday, March 21 9AM PST***



*Ministry Motivation*



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# How to communicate about Stewardship

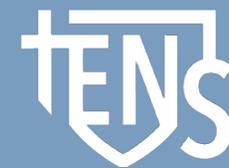
## Most important law of fundraising

A general ask yields a general response.

A direct ask yields a direct response.

Learn to be specific.

*Making the Ask – Canvassing and more*



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# Good Stewardship Letters

## Use your Three R's

### Relationship

- ▶ How are you (the letter-writer) related to the letter reader?
  - ▶ Clergy
    - ▶ “As your leader I have walked with you all year.”
    - ▶ “I have observed a generous community...”
  - ▶ Warden or Committee member
    - ▶ “Together we have fed 1200 people this year”
    - ▶ “Our work with the local school prepares kids for college...”



*Making the Ask – Canvassing and more*



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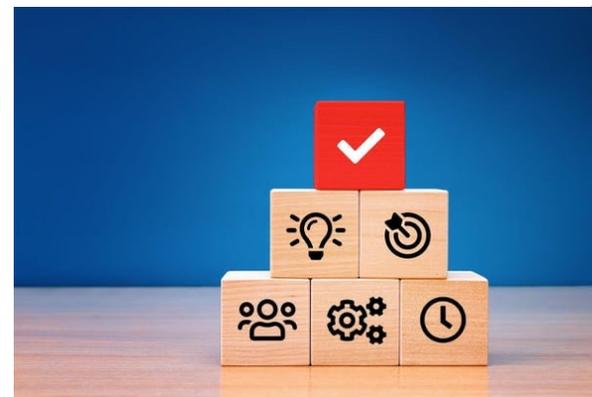
# Good Stewardship Letters

## Use your Three R's

### Resources

- ▶ What gifts does your congregation share
  - ▶ "We had three new members step up to lead classes this year"
  - ▶ "Your shifts at the shelter have made it possible to house 40 people in our winter shelter every Saturday night"
  - ▶ "The donated toys helped our pre-school save money and increase opportunities for teaching and play"

*Making the Ask – Canvassing and more*



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# Good Stewardship Letters

## Bring it home

- ▶ Our Goal is ...
- ▶ We are raising money to ...
- ▶ Your gifts make ministry (name some) possible
- ▶ We hope everyone will make a gift – I hope YOU will make a gift
- ▶ Will you join me?
- ▶ How you can join me – deadlines, ways to give, and people to contact

*Making the Ask – Canvassing and more*



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# Websites and Social Media

**Minimize the number of clicks to make a gift!**

*Your giving website should have*

- ▶ A way to fill out a form (pledge / promise)
- ▶ A way to make a gift without filling out a form
- ▶ A list of ways to give
- ▶ A reminder about planned gifts, securities, retirement assets

*Making the Ask – Canvassing and more*



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# Websites and Social Media

## Excellent!

- ▶ Grace Cathedral, San Francisco  
<https://gracecathedral.org/stewardship/>

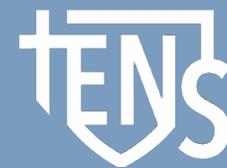
## Really Good!

- ▶ Christ Church Cambridge  
<https://www.cccambridge.org/give>

## Could use some work

St. Stephen's, Troy  
<https://giving.myamplify.io//app/giving/ststephenstroy>

*Making the Ask – Canvassing and more*



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# Asking for money for Ministry

Roleplay!

Starring: **The Gerhard(t)'s**



*Making the Ask – Canvassing and more*



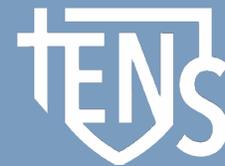
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# Asking for money for Ministry

Report back:

- ▶ What was easy between Tamika and Davey?
- ▶ What was awkward between them?
- ▶ How might you have approached this differently?
- ▶ Do you have any questions for Davey and Tamika?

*Making the Ask – Canvassing and more*



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# TENS Theme for 2026

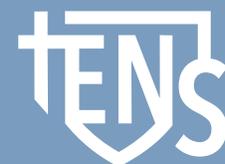
When God arranges a banquet, there is always room for more. If we can't get another chair around the table, we build a bigger one. That's how God's abundance works. This year's theme comes from the spiritual *Plenty Good Room*, which reminds us that in God's House, all we have to do is find a seat and sit down.

This statement of abundance is a testimony to who provide healing, shelter, nourishment, and love to each other and our neighbors. There is always enough to go around.

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*Then he sent some more servants and said, "Tell those who have been invited that I have prepared my dinner ... and everything is ready. Come to the wedding banquet." **Matthew 22:4, NRSV***

*Keeping the Conversation Going*



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Thank you!

For more information, tools, webinars, and resources, visit [www.tens.org](http://www.tens.org)

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