



EIGHT PLANNING COMPONENTS FOR AN EFFECTIVE ANNUAL STEWARDSHIP CAMPAIGN

1. Creating Vision

- What is the scope of ministry of our congregation for the upcoming year?
- What excites us?
- What will excite other members and friends about the ministries of our church?
- What are the distinctive elements of our church?
- How will we emphasize them during the coming year?

2. Gathering Information

- What does the congregation need to understand in order to make informed decisions about their support of the ministries of the church?
- How will the necessary information be gathered, and how can it be conveyed to both the heads and the hearts of members and friends of our congregation?

3. Establishing Theological Foundation

- How will scripture inform us to grow as stewards of the resources God has given to us?
- What is the particular Biblical passage, story, or verse upon which the campaign will be built which will give the endeavor faithful relevance and focus the thrust and vitality of the campaign?
- Is there Biblical truth which can become a viable theme of the campaign or framework for it?

4. Planning our Intensive Phase

- How will the information about the projected ministries of the congregation be communicated in ways which are personalizing and which emerge from our theological foundation?
- What time period will be our primary, intensive phase of the emphasis? What needs to be done prior to that in order to have maximum impact during the intensive phase?
- How will members and friends be invited to respond and make their commitments?
- What reluctance can we expect from members of the congregation, and how will we address those issues?
- What questions do we anticipate, and how will we answer them?

5. Mobilizing Our Resources

- Who will need to do what and when in order to implement the process we have devised?
- How much will it cost, and how will it be paid for?
- What system of accountability will we have to assure that tasks are completed on schedule and that costs are within our guidelines?

6. Conveying Inspiration

- What will inspire members and friends to engage in the campaign, to reflect and discern how God would have them respond in commitment? Stewardship Resource #14

7. Anticipating Celebration

- When is Commitment Day? How will we receive commitments from the congregation?
- How will we inform and excite the congregation about our Commitment Day?
- How will we follow up with those who have not yet made their commitments? When will we begin and end this follow-up? Who will do it? How, when, and by when will they be trained?
- How will we bring joyful, celebrative completeness to our endeavors which will be appropriate to the culture of our congregation, authentic to our scriptural heritage, and inspiring to our congregation as a whole?

8. Remaining Thankful

- How will we acknowledge every commitment made to the projected ministries of the church?
- Is our financial record keeping effective and efficient, or do we need to make changes before we begin our new fiscal year?
- How will we maintain the flow of current, accurate, motivational, and legally compliant information about individual, family and congregational support throughout the year?



8337 Jefferson Highway Baton Rouge, LA 70809
225.346.1535
800.256.9317 (toll-free)
225.343.0756 (Fax)