

Sample Stewardship Plan

- Establish financial goals
- Develop a stewardship plan; focus on proportional giving using **New Consecration Sunday**
- Identify and plan for a stewardship month leading to a commitment Sunday
- Tie Stewardship into the liturgical cycle
- Establish clergy-driven stewardship education program for church
- Educate newcomers about stewardship
- Create Stewardship materials
- Create stewardship section on website
- Create case for support (narrative budget)
- Planned/major gifts focus

Implementation:

1. Set clear stewardship goals identifying short, medium and long-term goals and needs: enhance collections, special needs, capital needs.
2. Establish clear annual and deferred giving objectives. Establish stewardship month using New Consecrations Sunday as a guide (focus on proportional giving).
3. Establish a Communications Program to bring stewardship messages to your congregation year round, and to promote stewardship month.
4. Create print/information materials:
 - Narrative budget (Stewardship booklet)
 - Pledge forms
 - Time, talent, treasure sheets to establish inventories of skills within the congregation
 - Bequest giving/life insurance/annuities
 - Website with Stewardship section:
 - Theological reflections on stewardship
 - Financial needs
 - Ways to give – cash, cheques, credit cards, pre-authorized, proportional, planned giving
 - Enhance newcomer's information with stewardship materials
 - Create special Christmas, Easter, Thanksgiving envelopes with specific emphasis brought to them
 - Annual Christmas Ask
5. Donor Stewardship
 - Thank you letters and receipts

Sample Stewardship Timeline

January

- Review results from previous year
- Review what worked well
- Review areas for improvement
- Bulletin – thank all people who contributed in previous year
- Set dollar goals for the New Year
- Plan stewardship education and integration with liturgy throughout the year
- Stewardship pieces in weekly bulletin, newsletter, website, sermons
- Identify month for Financial Stewardship focus and timeline for preparing stewardship materials and stewardship event (Use New Consecration Sunday resource)

February

- Finalize stewardship plan/timeline for the year including timing for stewardship month with financial focus
- Update website and indicate updates in bulletin
- Planned giving program. Plan and promotion
- Plan Easter appeal with envelopes
- Stewardship section in newsletter
- Begin integrating stewardship with liturgy throughout the year

March

- Finalize Easter envelope appeal
- Stewardship section in newsletter
- Stewardship bulletin/newsletter blurb
- Develop a welcome kit, or other appropriate materials to explain stewardship to newcomers
- Issue an annual report on use for funds

April

- Begin developing Stewardship Booklet/package with proportional giving sheet and offering sheet
- Stewardship blurb in newsletter and bulletin
- Finalize welcome kit

May

- Launch welcome kit
- Stewardship booklet/package
- Timeline for stewardship month (communications, event, guest speaker)
- Newsletter/bulletin update about givings

June

- Finalize stewardship booklet/package
- Finalize plans for stewardship month
- Plan stewardship event – invite guest speaker

September

- Communications for stewardship month in October (promote it – bulletin, announcements, newsletter)
- Stewardship givings update in bulletin
- Sign up sheets for stewardship event
- Finalize agenda/program for stewardship event; involve volunteers, hospitality team
- Plan for special envelope for Thanksgiving with attention brought to it

October

- Thanksgiving – with special thanksgiving envelope
- Stewardship month with 2 sermons and one event with guest speaker
- Lay stewardship reflections
- Commitment Sunday (people are asked to bring their offering sheets to church to put on the plate)

November

- Plan Christmas appeal
- Thank people for contributions (bulletin, newsletter)

December

- Christmas appeal and envelope

Recommended Stewardship Links:

Anglican Church of Canada – stewardship and leadership resources

<http://www.anglican.ca/gifts/resources>

Anglican Diocese of Toronto – Stewardship Resources

<http://www.toronto.anglican.ca/parish-life/stewardship-development/>