



# Communicating Stewardship Year Round

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*TENS 2014 Stewardship Conference: Walking the Way*

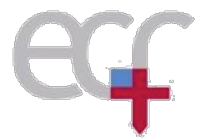




## The Good News?

Your congregation's made a commitment to a year round stewardship and gratitude program.

Ideas have been generated....



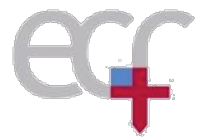


## The Not-So-Good News?

Your congregation's made a commitment to a year round stewardship and gratitude program.

Ideas have been generated...

How do we incorporate this into our overall plans?





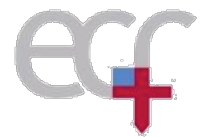
## We'll Cover

What do we mean by year round stewardship?

Who are we communicating to and why?

The power of story and witness.

Building a communications plan.





# God's Abundance



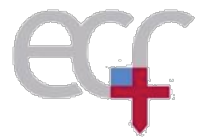


# Year Round Stewardship

What does it mean to you? To your congregation?

The ministry of communication is like planting seeds: some fall on fertile ground, some on the edges, some never take root...

Let's not let anything stop us from getting started...





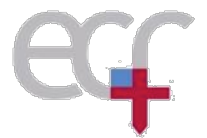


# Year Round Stewardship

While you are sowing...

Watch for any 'volunteers' that show up in your garden..

The volunteers often produce the most beautiful results...



# Who's our Audience? What's our Objective?

Primary – Members & frequent visitors

Objective – Why are we doing this? What do we want to accomplish?

How will we measure impact?





# The Power of Stories and Witness



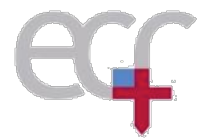
What am I seeing?



## Question

Where does story telling happen in your congregation?

Are there opportunities for people to share their faith stories, to witness how Christ is moving in and through them?





## Question

On a scale of 1 to 10, how would you rate your congregation's story telling ability?

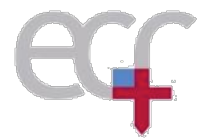
Face to face?

Bulletin?

Newsletter?

Website?

Facebook page?





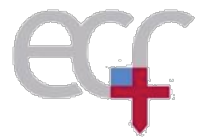


# Learning to Share Our Stories

Which touches your heart?

[St. Mark's Access Plus Outreach Ministry](#)

[St. Mark's Episcopal Church, Corpus Christi – Access Plus](#)







# Learning to Share Our Stories

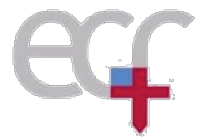
What's holding us back?

[Newcomer Profiles](#)

[What's Your Story blogpost](#)

[Community of the Holy Spirit](#)

[St. Alban's, Arlington, Texas](#)





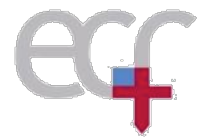
# Learning to Share Our Stories

Provide opportunities to connect our stories and experiences to the larger story of the church

[Sharing Faith Dinners](#)

[FISH](#)

[Tax Credits](#)





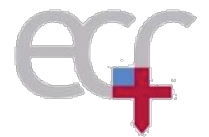
## What's Our Plan?

Start with year round stewardship calendar

Keep it realistic and simple

[Look for opportunities to call attention to this ministry](#)

What impacts are we looking for?





## What's in Place?

What methods does your congregation use to share information?

- Sunday worship
- Bulletin
- Newsletter
- Website
- Social media





## Broaden the Scope

How might you incorporate stories of generosity, gratitude, witness into what you are already doing?



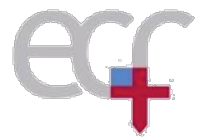
# What Can We Borrow?

Saying thank you and sharing stories of gratitude

Gratitude of the month

The Way of Jesus

Loaves and Fishes stories





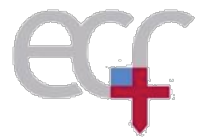
# Where We Share

During worship

In our bulletins and newsletters

On our websites (read, watch,  
listen)

Social Media



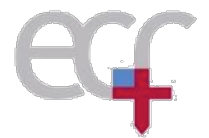


## Next Steps

Share one idea from this presentation with your stewardship team.

Talk about how this idea might work in your congregation.

What would it take to bring that dream to life?







## Next Steps

Identify any potential obstacles;  
how might you work around them?

Who's assistance/ permission do  
you need to take the next step?

Just start! Remember the parables  
of the seeds...



## Resources

[ECF Vital Practices](#) (including final version of this presentation)

[Episcopal Communicators](#)

[TENS](#)



## Contact Us

# Episcopal Church Foundation

ECF website: [www.episcopalfoundation.org](http://www.episcopalfoundation.org)

ECF Vital Practices: [www.ecfvp.org](http://www.ecfvp.org)

Email: [ecf@episcopalfoundation.org](mailto:ecf@episcopalfoundation.org)

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