

Communicating Stewardship Year Round

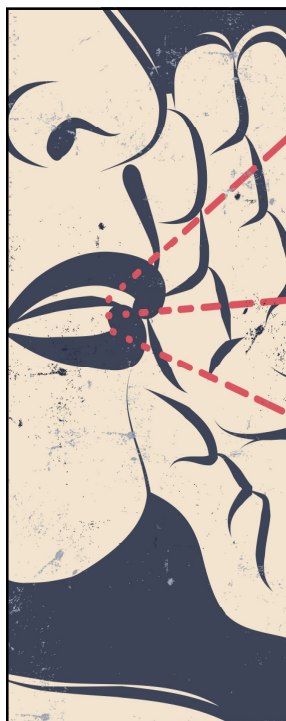
Nancy Davidge

Associate Program Director and Editor, ECF Vital Practices



God's Abundance: Expressions of gratitude and faith





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?



The Sower

“A sower went out to sow.... Some seeds fell on the path... others fell on rocky ground... other seeds fell among the thorns... Other seeds fell on good soil and brought forth grain... Let anyone with ears listen!”

Mathew 13:3-9





We'll Cover

What do we mean by year round stewardship?

Who are we communicating to and why?

Building a communications plan that touches hearts and minds.



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...





Gratitude Knows No Season...

Proclaiming and responding to God's generosity is a year round calling

Our job: forming new stewards who live in right relationship with the resources available to them.

Where do we start?



Where Do We Start?

What's already in place?

What else might we do?

What resources do we have?

It's okay to start small.

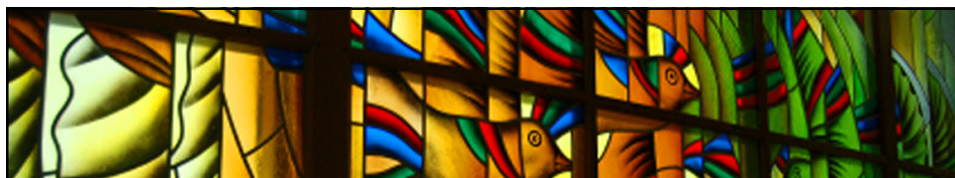




Who's our Audience? What's our Objective?

Primary – Members &
frequent visitors

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



Building Our Communications Plan

What stories do we have to share?

Where can we share these stories?

What resources do we need?

Who does the work?



Touching Hearts and Minds

Stories are powerful.

Sharing our stories brings us deeper into relationship.

As we build a legacy of year round stewardship, how can we create opportunities for people to share their stories?



Where We Share

During worship:

- Preaching – occasional lay preachers
- [Speaking the Call Out Loud](#)
- Sharing faith stories during worship – announcements, in place of the Epistle





Where We Share 2

On our websites

[Carolyn Gardner: My Story](#)

[Allison and Steven King: Our Story](#)

[Grace-St. Luke's Episcopal Church](#)



Where We Share 3

In our bulletins – going beyond simple acknowledgement

In newsletters – [Newcomer Profiles](#)





Where We Share 4

Social media - [Taking St. Francis Day to the Park](#)

In small groups

[Sharing Faith Dinners](#)



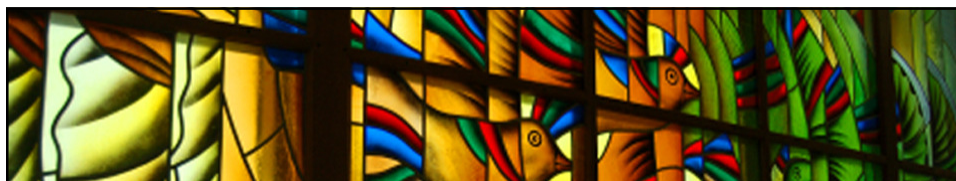
What Can We Borrow?

[Saying thank you and sharing stories of gratitude](#)

[Gratitude of the month](#)

[Loaves and Fishes stories](#)



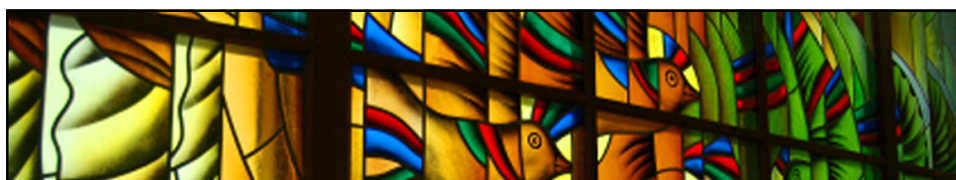


What's Our Plan?

Start with year round stewardship calendar

Keep it realistic and simple

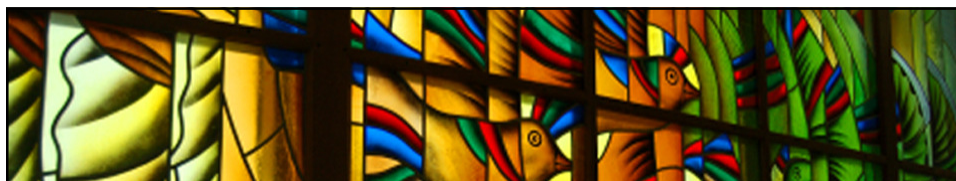
[Look to the Liturgical calendar](#)



What's in Place?

How does your congregation share information?

- In person: Worship, education, events?
- Print: Bulletins, newsletter, bulletin boards?
- Electronic/social: email, web, Facebook?



Broadening the Scope of Your Communications

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



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?



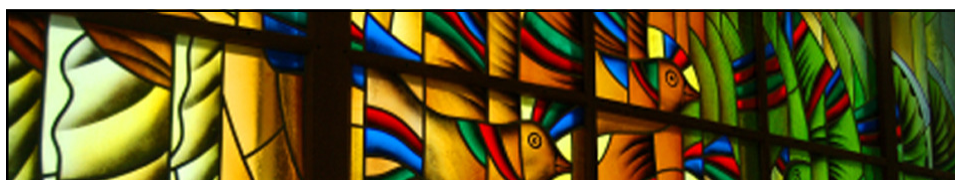


Next Steps

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](#)

[Episcopal Communicators](#)

[TENS](#)



Contact ECF's Leadership Resources Team



Miguel Angel Escobar

Senior Program Director, Leadership Resources

mescobar@episcopalfoundation.org



Nancy Davidge

Associate Program Director, Leadership Resources

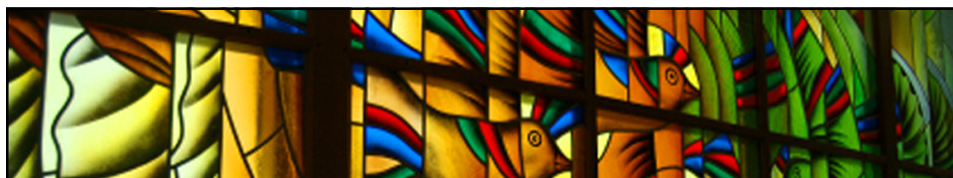
ndavidge@episcopalfoundation.org



Brendon Hunter

Associate Program Director, Leadership Resources

bhunter@episcopalfoundation.org



Contact Us

Episcopal Church Foundation

ECF website: www.episcopalfoundation.org

ECF Vital Practices: www.ecfvp.org

Email: ecf@episcopalfoundation.org

Phone: (800) 697-2858

