

Annual Giving Year Round Planning Timeline

Looking to get a head start in planning this year's annual giving campaign? Here is a suggested year -round planning guideline for you to consider.

Remember the purpose of an annual giving campaign is not only to raise support to fund the vision and mission of your congregation, but also to help people explore intentional and proportional giving as a spiritual practice that reflects gratitude and generosity for all that has been given. Take time to consider how you can implement any or all of these components that will lay a firm foundation for the success of an annual giving campaign.

Create a timeline working backwards

Date_____ Evaluation and Celebration of work well done
Keep a notebook, record what worked well,
what can be improved.

Date_____ Follow-Up and Thank You's
Personal-Handwritten cards from the Rector
Thank you letter from Stewardship Chairs
Thank you calls

Date _____ In-Gathering & Blessing of Pledge Cards
Liturgical Celebration and Event

Date_____ Week #5: Lay Witness:

Date_____ Week #4 Lay Witness:

Date_____ Week #3 Lay Witness: Senior Warden

Date_____ Week #2 Lay Witness: Stewardship Chair

Date_____ Week #1: Kick Off Event. Distribute Pledge Packets

Date_____ Letter from Rector: Communicate theme & purpose

Date_____ Stewardship Formation Teaching

Date_____ Liturgical Planning: Stewardship Collects, Prayers of the People, Offertory Songs, Offertory Sentences

Date_____ Recruit and Coach Lay Witnesses

Date_____ Bless & Commission Stewardship Ministry Team

Date_____ Develop a Communications Plan

- Weekly Bulletin
- Website
- Social Media
- Newsletter
- Video Testimonials.

Date_____ Draft Letters and Plan Mailing Dates

Date _____ Develop a Sermon Series

Date _____ Develop a Stewardship Formation Series

- Adults,
- Youth
- Children

Date_____ Develop the Pledge Card

Date_____ Develop the Annual Giving Theme

Date _____ Develop a Narrative Budget

Date_____ Create a Vestry Stewardship Statement

Date _____ Recruit as Needed

Date _____ Determine the number of people (outside the stewardship committee you will need to carry out the commitment campaign. The number will vary depending on the kind of campaign you choose.

Date_____ Analyze Giving Trends & Set Goals