UPGRADING YOUR ANNUAL CAMPAIGN IN OUR POST-OUTBREAK WORLD

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Annual Campaign Choices Are Abundant

“Nobody likes to talk about money but we have to do this once a year.”

-Stewardship Letter

Stewardship Sunday?

“Nobody likes to talk about money but we have to do this once a year.”

-Campaign Letter

More than a Campaign – A Strategy!

Could you shift the focus in your local church from an emphasis on Stewardship that is only seasonal (funding the budget) to an ongoing emphasis on faithful and generous living?
Where Is Your Church? (use Pointer Tool)

We don't do a campaign or have a strategy. We believe people give enough to cover increased costs.

We do a fall campaign, but pretty much don't talk about stewardship until it's time to plan the next fall's campaign.

We have a campaign, it's part of a year-round strategy for teaching stewardship & helping our people become generous disciples.

History of the “Budget Campaign”
Why do an Annual Budget Campaign?

- It is a significant spiritual growth opportunity.
- It is a time to celebrate life change in the community due to everyone’s financial giving.
- Intentional time to discuss giving.
- Helps the finance team plan for the next year.
- We are more intentional about giving when we make a formal commitment.

The Reality of an Annual Budget Campaign.

- The pastor often does not look forward to the fall.
- It is difficult to find a lay person to lead the charge.
- It is difficult to be creative year after year.
- Attendance often goes down during the stewardship sermon series (if there is a series).
- Laity often say, “All we talk about is money.”
- Communication often centers around funding the proposed budget for the next ministry year.

Fundraising vs Biblical Generosity
When the phrase “biblical generosity” is mentioned, it tends not to be received positively in the church.

Talking about giving has gotten a “bad rap” because we do not understand what true biblical generosity is.

We seem to have gotten biblical generosity and fund raising confused.
Fundraising:
• Focuses on the need of the institution to receive funds.
• Places the budget and financial goals as primary.
• Relies on someone to tell (or strongly suggest) individuals what they ought to give.
• Is a great process if it is kept in its proper environment.

Biblical Generosity:
• Focuses on the need of the individual to give.
• Places spiritual goals as primary.
• Encourages prayer between the individual and God to determine how much to give.
• Prioritizes the spiritual development of the individual Christian rather than the need of the church to receive.

Biblical generosity and discipleship are directly related.
How does a church make the shift from fundraising to biblical generosity?

• Conduct the campaign before setting the budget.
• Shift the focus away from the Pastor as chief fundraiser for the church.
• Biblical generosity and time/talents generosity should not be mixed.
• Talk straight about money and possessions.
• Get people’s attention. Use good informational materials.

Circumstances Will Be Different
• In person worship is/will be different or may not be happening.
• Focus on virtual worship will still be high.
• More people will be in an unstable financial situation.
• Uncertainty about the future of the church and the country will be high.
• Budgeting for 2021 will be more difficult than normal.
Fear and uncertainty can cause:

- People to feel distant from and lukewarm about God.
- People to ask, “God, why did you let this happen?”

We need renewal in the fall of 2020.

A renewal that takes place in our hearts that draws us back toward God.
Questions for pastors post-COVID 19 crisis:

- How do we address the questions and fears of the pandemic on the local church?
- What is our God inspired vision moving into 2021 and how do we achieve this vision?
- How do we fully fund our God inspired vision in 2021?

To respond in an effective and relevant way we all must be renewed.

- Each person must be renewed in their desire to be an engaged participant in their faith.
- Every pastor and staff member must be renewed in their call to serve under different circumstances.
- Every local church must be renewed in their commitment to fulfilling the great commission.

In the fall of 2020:

- We all will need a renewed heart.
- We all will need a renewed mind to release some of the ways of the past.
- We all will need a renewed and unwavering spirit as each church moves forward into a new season of ministry.
- We all will need a renewed hope in God that He will provide in the next season of ministry for His church.
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Questions?
Thank you!

Upcoming Webinars

A Closer Look at the Offering
Thursday, September 10, 2020, 6:30 PM, CDT
Churches are struggling with the decline in people using check or carrying cash, and the rise of digital money to take care of financial commitments. It has left many with the question if “passing the plate” is a relevant part of worship? Join us for this webinar as Ken Sloane (Director, Stewardship & Generosity) and his guest Dr. Ed Phillips (chair, Professor of Worship, Candler School of Theology) share a discussion of the evolution of the Offering as worship and as the vehicle for funding our ministry.

Wesleyan Personal Financial Guidance: Saving Grace
Thursday, November 12, 2020, 6:30 PM, CST
An exciting new product coming from our United Methodist Publishing house, “Saving Grace” is a curriculum for helping persons manage their personal finances infused with wisdom from the writings of John Wesley, Methodism’s founder. A great tool for local churches!

Visit www.umcdiscipleship.org/stewardship for registration information.