

The Annual Campaign

It's NOT About the Money!

Well, it shouldn't be, anyway.

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Why do parishes conduct annual campaigns?

- Pay the bills
- Run ministries
- Pay clergy
- Increase member involvement

These reasons are not necessarily bad reasons, but they have one drawback:

They let the world creep into the campaign.

What do I mean?

It's true that churches need \$\$ to operate and do God's will.

It's also true that God and Jesus make some very specific statements about expectations for Christian giving. They give us instructions.

BUT!!!!

When we approach the annual campaign from the standpoint of money, we let in the “worldly demons”.

- Doesn't God want me to feed my family?
- Doesn't God want me to send my kids to college?
- Does God want me to work until I die?

All of a sudden, we can place our giving to the church on the same list with all our other spending priorities.

Now, it's a smaller step to:

- I need a vacation (sabbatical) to “recharge”.
- I spend a lot of time on the road. I need a nice, reliable vehicle.

And then another small step to:

- I deserve “this”.

In addition, using money as the foundation of the annual campaign makes parishes vulnerable to the very problems our country now faces:

- Recession
- Unemployment
- Cutting Back on Spending

Because the pledge is now just another budget item.

Let's change the dynamic of our campaigns.

HOW???

By changing the basic justification for the campaign

“Each person should give what he has decided in his heart to give, not reluctantly or under compulsion, for God loves a cheerful giver. And God is able to make all grace abound to you, so that in all things at all times, having all that you need, you will abound in every good work.”

Paul's Second Letter to the Corinthians

Bring the whole tithe into the storehouse, that there may be food in my house. Test me in this," says the LORD Almighty, "and see if I will not throw open the floodgates of heaven and pour out so much blessing that you will not have room enough for it.

Malachi

What does God say to individuals here?

- God loves us when we give ***cheerfully.***
- God will provide for us when we are faithful in our giving
- God wants us to test Him

How would living into this immunize us against the challenges we are facing with the economy?

What does God say to churches here?

- God will provide for us when we are faithful in our giving
- God wants us to test Him

So, clergy and vestries don't have to worry about money. If a parish lives into God's call for it, God will provide the resources that are needed.

So, if we as parish/clergy/vestry/stewardship ministry don't have to have an annual campaign to raise money, why are we doing this?

BECAUSE WE CARE ABOUT PEOPLE!!

NOT PEOPLE'S MONEY!!

Why do we conduct annual campaigns?

FOR OUR MEMBERS!!

Giving is a spiritual discipline

- Like prayer
- Like scripture reading
- Like meditation
- Like service to others

We conduct this annual campaign because we want you to become a stronger, more faithful Christian.

- More spiritual
- Closer to God
- Happier
- We want to see you in heaven at the end!

How does that look?

Everyone gets a commitment card. *EVERYONE!*

- Because each individual has Godly gifts to share with others.
- If we only cared about money, we would only send a single card to each household.

The commitment card asks for much more than money.

- How will you commit to grow in prayer?
- How will you commit to grow in learning about God?
- How will you commit to involvement in ministry?

Why are these things important?

Because we care about you as an Christian. We want you to grow in Christ and money is only a part of that.

We celebrate the commitments people make.

PUBLICLY!

- Display the names of those who have returned a commitment card.
- Why keep it quiet?
- Do we keep baptisms quiet? Confirmations?
- This is a commitment to God. Let's party!

We confirm that we care about people by following up on *ALL* of the commitments people make.

- Responsive programming
- Follow-up on an individual's specific goals

So what is the endpoint of all this?

This annual campaign process, repeated yearly, helps people come to view their giving as a part of their spiritual identity.

They are less likely to stop their giving due to external factors because they melded their giving with the rest of their Christian behavior.