

# Running A Chaplaincy Stewardship Programme

## Bringing Together:

- **Our Vision for the Future**
- **Our Plans and Initiatives**
- **Our Funding Need**
- **Our Prayerful Response**

Regular giving to the Church is an important aspect of committing ourselves to Christ and to the resourcing of the Church's mission and ministry. As leaders we must be confident in sharing this message with our congregations.

It is good practice to hold a form of giving review every year, but it's recommended that every 2-3 years churches hold an extended "Chaplaincy Stewardship Programme" to generate sufficient planned giving to fund your chaplaincy's continuing mission and future plans. It is particularly intended for churches which have:

- A desire to carry out plans for mission growth which require additional funding
- A need to reverse current or prospective deficits, in order to continue your mission

Every Stewardship Programme is unique and prayerfully shaped, according to your context and what you want to achieve. This guide talks you through the principles of planning and facilitating a Programme, but you are encouraged to **adapt** anything to fit the needs and characteristics of your own situation and to think about how you might inspire and engage the whole church family.

### Steps at a glance:

#### 1. Commitment from church leadership

Support. Prayer. Leadership.

#### 2. Initial planning

Timings. Vision. Budget. Assessing and reaching the target for giving.

#### 3. Consider your audiences

Who are you trying to reach? How do you want them to respond?

#### 4. Preparation

Planning your messages. Presentation. Leaflet. Response mechanisms.

#### 5. During the Programme

Teaching. Presentation. Key messages. Allowing time for responses.  
Following up.

#### 6. After the Programme

Thanking people. Communicating the result.

## Step 1: Commitment from church leadership

The Chaplaincy Council's prayerful and committed leadership is vital to the success of the Programme. This is a key step. If you need additional support, please contact Juliet Evans who can talk through the benefits of a Programme to your Council or you can find [resources for church leaders](#) on the diocesan website.

- ✓ **Corporately:** From the outset, the Chaplaincy Council should confirm its support for the Programme.
- ✓ **Privately:** Each individual member of the Chaplaincy Council should also prayerfully consider their own individual response to the funding requirement (NB *whether or not they themselves are able to increase their own giving*) before an approach to a wider audience is made.
- ✓ Consider communicating a [chaplaincy stewardship prayer](#) and invite people to pray together or individually.

## Step 2: Initial planning

- ✓ Allow adequate **planning time**. If things are rushed, then it will be harder for people to engage. Generally, plan 6-8 weeks ahead. Spring and autumn are often good times to run a Stewardship Programme, when most people are around. When will you launch and finish the Programme?
- ✓ One or two people (or a **small planning group**) will need to coordinate the Programme.
- ✓ Assess your **starting point**: Where are you? Why and what do you want to change?
- ✓ Outline your **church's vision and plans**. These need to be formed into a few sentences and communicated so they capture the imagination of the church at large. Your vision will express what you, as a church community, are hoping to achieve – and to enable everyone to feel involved in the work and mission of the church.
- ✓ Ask yourselves **how do we get from where we are to where we want to be?** What is the 'funding gap' for the next 1-3 years? How can the total financial target be broken down to make it look achievable?
- ✓ Start thinking about the **key messages** you want to communicate. Be positive, realistic, transparent - so that people can respond.

## Step 3: Key audiences

One of the most important considerations is: **Who are you trying to reach?** followed by **How do you want each person to respond?** Encourage people to consider taking the next step in their journey of faith.

- ✓ **Current givers, new church members** and **electoral roll members** are your key audiences. (Some churches do extend their programme to the wider community, but this audience is more likely to give one-off donations to specific projects, rather than regular planned giving.)
- ✓ **Current givers:** Many people already give. In this case you will want to express thanks, remind them of what their generosity has enabled over the last year, as well as ask them to prayerfully review their levels of giving – and/or their method of giving (eg move people to bank transfers where possible).
- ✓ **New givers:** Consider why they do not currently give (it may be because they have never been asked!) and ensure that you make it as easy as possible for them to sign up to give/give regularly.
- ✓ The more **personal** your material, the more successful your programme is likely to be. See the church example brochures on the diocesan website, but here are some suggested phrases to use:

- “If you are already a regular/pledge giver – thank you! Please prayerfully reflect on what you have heard and consider your financial response/increasing your giving by X%”
- “If you are new and consider yourselves to be part of this church, please can we invite you to help us resource our vision...”

Some churches have a brochure which covers everyone. Other churches will have a generic brochure, with a separate (confidential) letter from the Treasurer depending on whether they are a current or non-giver.

- ✓ Giving is part of our worship and response to a generous God; it is an important hallmark of our discipleship. (‘Where your treasure is, there your heart will be also’ – Luke 12:24). Some people will be able to give more than others, but everyone should be invited to consider their response, no matter if they consider their giving is large or small.
- ✓ Clearly, there may be people in your congregation who could be under – often unseen – financial or other pressure and it is important to remain sensitive to any personal circumstances. Some people simply cannot increase their giving. It is important to understand and acknowledge this. (‘For God loves a *cheerful* giver’ – 2 Corinthians 9:7). Perhaps invite those who cannot give more to pray for the Stewardship Programme – or you may wish to have a separate ‘tick box’ on your Response Form eg ‘I commit to praying for the resourcing of our chaplaincy’s mission and ministry’, meaning they can return the form along with those who can increase their giving.

## Step 4: Preparation

- ✓ Plan your **teaching**. It is important to give people biblical perspectives and set the Stewardship Programme in the wider context of generous discipleship and building God’s kingdom. You can find [preaching and teaching resources on the diocesan website](#).
- ✓ Prepare any relevant literature or other communication materials, thinking about your audiences. [Templates are available on the diocesan website](#). This can include:
  - **Brochure/letter** (A4 flyer folded into A5 or a similar tri-fold flyer) which outlines the recent work of the church, future vision, plans, finances and the resourcing need, plus the invitation to respond which can often be summed up as ‘Our church. Our challenge. Our choices’.
  - **Pledge/response forms**. These can be helpful to record responses, so you know what money is pledged – and to encourage others to respond. “It’s great that X% of people have already responded. Please remember to reply by [date]!” List how people can give to the church – your preferred method for giving should be listed first above other forms of giving. (Include Gift Aid/tax information if appropriate.)
- ✓ Think about a possible **presentation** and prepare some slides with content as above. [A template is available on the diocesan website](#).
- ✓ Make the content **eye-catching**. Use colourful photos, graphs to illustrate any financial information and short sentences.
- ✓ Make sure it is clear when and how people can respond. Have a **deadline for responses** or a **Gift Day** when everyone brings their responses.

## Step 5: During the Programme

- ✓ **Teach** about giving in the context of Christian discipleship and generosity.

- ✓ Encourage **lay involvement/leadership**.
- ✓ Be **positive** in all communications. **Thank** everyone for their membership of the church.
- ✓ It is good to have at least one **presentation** to church members during the programme (practically, this will probably be during/at the end of/after the Sunday service). Gathering people together physically as a church community has many benefits. The presentation can include a brief overview of the church's history, what has been happening in the past year, and – most importantly – the future plans of the church over the next 1-3 years. It is important to **link giving to the mission and ministry** it enables, showing people that their **generosity is making a difference**. Consider inviting individuals to talk about what the church means to them.
- ✓ Be **visible**. Add material to the newsletter, noticeboards, pew sheets and website.
- ✓ **Expect a response** – but make it clear that people will have time for prayerful consideration. Allow a few weeks but communicate a clear deadline for people to respond (so you can communicate the results). Or you could hold a 'Gift Day' when everyone makes their response.

## Step 6: After the Programme

- ✓ **Announce** the results of the Programme. This can be within a special 'Thanksgiving Service' or usual service. Include the results in your newsletter and website. The announcement can also include a reminder that if people haven't managed to respond they still can, even after the deadline!
- ✓ Always be **positive** about the response. Even if you don't achieve the target, it is still a step in the right direction.
- ✓ **Thank everyone** for their response in services and newsletters – and wherever possible through individual letters or emails. It's important to remind people what their generosity will enable in the life of the church.
- ✓ Have a **debrief** about the Programme. What went well and what have you learned?
- ✓ Keep people **informed** and **engaged** about the church's progress in mission and ministry.
- ✓ Undertake some form of giving 'renewal' **once a year**.
- ✓ Send an **annual thank you letter** to all donors.
- ✓ Engage church members in the broader and rich theme of **generosity and stewardship** throughout the year – as part of our deeper understanding of God's generosity, our response in worship and in our wider discipleship. Try to embed generosity in the church's culture e.g. through the preaching and teaching, Lent appeals, Harvest, community work etc.

## Need more help? Contact information and resources

For further support with a Chaplaincy Stewardship Programme, you can contact the Diocesan Fundraising Adviser: Juliet Evans [juliet.evans@churchofengland.org](mailto:juliet.evans@churchofengland.org) 07384 836200

Resources can be found on the diocesan website at: <https://www.europe.anglican.org/fundraising-and-giving>