



Training Series

Stewardship – Session 2 ***Program Execution***

Presentation available for download at UMFF.org under “How We Serve”, “Resources”

Stewardship Training Series

- Session 1: Stewardship Foundations & Planning
 - What it is, what it is not
 - Laying the groundwork
 - Common mistakes
 - Next Steps
- Session 2: Stewardship Program Execution
 - *Consecration Sunday*
 - Overview, Timeline, Materials
- Session 3: Open Forum
 - Coaching / Q&A
 - Discussion of obstacles
 - Sharing of ideas / strategies



Church Giving Research

- Three ways churches ask for money:
 - Offerings 1.5% of income
 - Pledging 2.9% of income
 - Income Percentage 4.6% of income
- Financial health of churches directly correlate with how funds are raised!
- “What percentage of your income is God calling you to give?”



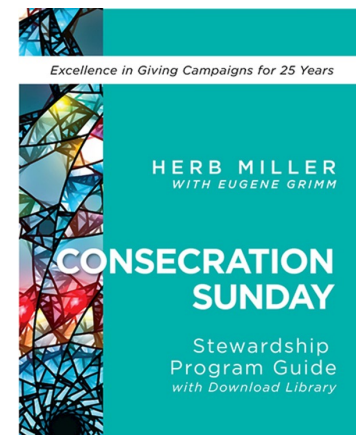
Stewardship Campaigns

- Essential to conduct annually
- People give when asked!
- Opportunity to reinforce the spiritual connection between God & money



Consecration Sunday

- Used since 2007
- Step-by-step methodical approach
- Team-based
- Spiritual-based giving vs. fundraising**
- Results in increased financial giving of between 15% - 25%



Consecration Sunday

Study analyzed 150 churches:

- For 31, giving increased 25% or more
- For 37, giving increased 20%
- For 36, giving increased 15%
- For 30, giving increased 10%
- For 16, giving increased 5%

Why?

- Continuously refined
- Virtually no households decrease giving
- The vast majority increase giving
- Some households increase to a tithe



Consecration Sunday Basics

- Avoids laypeople asking for money
- Focus is on giver not church budget
- Based upon percentage giving
- Incorporates Stewardship into worship
- Puts campaign ahead of budget
- Incorporates joy into the process!



How Does it Work?



- Guest Leader
- Publicity campaign
- Celebration Lunch reservations
- Consecration Sunday:
 - Worship Service
 - Commitment session
 - Celebration Lunch

Guest Leader

- Qualifications:
 - Outsider to church
 - Follows time line and instructions
 - Speaks in an effective and interesting manner
 - Available on Consecration Sunday
- Why an Outsider?
 - Fresh approach
 - Greater attention
 - Work is more diligent



Guest Leader

- Guest Leader vs. Guest Speaker
- Guest Leader follows CS “Guide”
- Recommended honorarium
- Pastor can be a resource. Pastors could lead CS in each other’s congregations



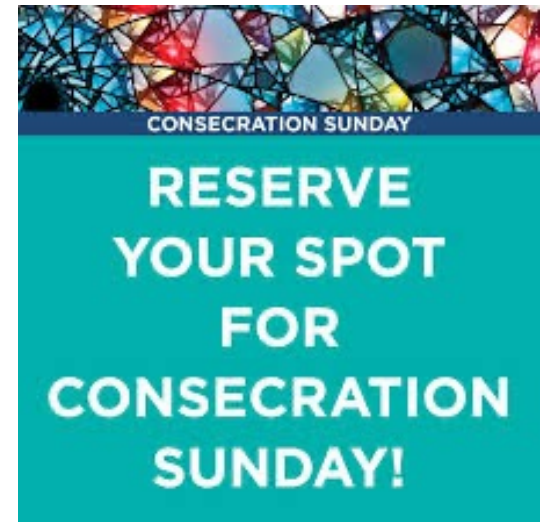
The Team

- Chairperson
- Pastor
- Luncheon Coordinator
- Announcers (3)
- Financial Secretary



Program Steps

1. Identify Guest Leader
2. Select Consecration Sunday Date
3. 6-8 weeks prior: Guest leader orientation
4. 4 weeks prior: Roll out of publicity
5. 2 weeks prior: Request lunch reservations
6. 1 week prior: Final luncheon reservations



Program Steps

7. 1 week prior: Guest Leader speaks at dinner for committee members, council, staff, etc.
8. Consecration Sunday:
 - Guest Leader preaches & runs commitment session
 - Celebration Luncheon
9. Day after: Mail letter with self-addressed, stamped envelope and Estimate of Giving Card to each household not present for CS.

Download Library

www.abingdonpress.com/consecrationsundayleader

Instructions Included

- PowerPoint Presentations
- Church Newsletter Article
- Grow One Step Chart Handouts
- Social Media Images
- Reservation Card
- Statistical Report





CONSECRATION SUNDAY

**JOIN US ON
CONSECRATION
SUNDAY!**



CONSECRATION SUNDAY

**RESERVE YOUR
SPOT FOR
CONSECRATION
SUNDAY!**



CONSECRATION SUNDAY

**WILL YOU GROW
ONE STEP?**

Take a moment to put the phone down,
close your computer, pray, and ask God
the question: "What percentage of my income
are you calling me to give to your work?"



CONSECRATION SUNDAY

**IT'S
COMING**



CONSECRATION SUNDAY

**THANK YOU
FOR YOUR
GENEROUS
SUPPORT!**



CONSECRATION SUNDAY

**WHAT
PERCENTAGE
OF MY INCOME
IS GOD CALLING
ME TO GIVE?**

CONSECRATION SUNDAY

My Ministry Matters!

A REVEALING BREAKDOWN OF OUR CONGREGATION'S GIVING PATTERNS

FIND WHERE YOU ARE ON THIS CHART
(your weekly giving)

21
members

\$200 and up
per week



**WILL YOU GROW
ONE STEP THIS YEAR?**

Permission is hereby granted to photocopy this page for use with the Consecration Sunday Stewardship Program.

CONSECRATION SUNDAY

WEEKLY INCOME	BEYOND A TITHE		TITHE	UPPER RANGE GIVING			MIDDLE RANGE GIVING			LOWER RANGE GIVING		
	15%	12%	10%	9%	8%	7%	6%	5%	4%	3%	2%	1%
\$200	30.00	24.00	20.00	18.00	16.00	14.00	12.00	10.00	8.00	6.00	4.00	2.00
\$300	45.00	36.00	30.00	27.00	24.00	21.00	18.00	15.00	12.00	9.00	6.00	3.00
\$400	60.00	48.00	40.00	36.00	32.00	28.00	24.00	20.00	16.00	12.00	8.00	4.00
\$500	75.00	60.00	50.00	45.00	40.00	35.00	30.00	25.00	20.00	15.00	10.00	5.00
\$600	90.00	72.00	60.00	54.00	48.00	42.00	36.00	30.00	24.00	18.00	12.00	6.00
\$700	105.00	84.00	70.00	63.00	56.00	49.00	42.00	35.00	28.00	21.00	14.00	7.00
\$800	120.00	96.00	80.00	72.00	64.00	56.00	48.00	40.00	32.00	24.00	16.00	8.00
\$900	135.00	108.00	90.00	81.00	72.00	63.00	54.00	45.00	36.00	27.00	18.00	9.00
\$1000	150.00	120.00	100.00	90.00	80.00	70.00	60.00	50.00	40.00	30.00	20.00	10.00
\$1100	165.00	132.00	110.00	99.00	88.00	77.00	66.00	55.00	44.00	33.00	22.00	11.00
\$2000	300.00	240.00	200.00	180.00	160.00	140.00	120.00	100.00	80.00	60.00	40.00	20.00
\$3000	450.00	360.00	300.00	270.00	240.00	210.00	180.00	150.00	120.00	90.00	60.00	30.00

1. Find where YOU are on the chart (your weekly income/giving).
2. Move one block to the left to determine what GROW ONE % would be for you.

Permission is hereby granted to photocopy this page for use with the Consecration Sunday Stewardship Program.

CONSECRATION SUNDAY

Celebration Brunch [Insert Date]

The ushers will now distribute Consecration Sunday Reservation Cards. To be sure we leave no one out we will be contacting people from whom we do not receive a reservation card. So please help us by completing your card.

CONSECRATION SUNDAY

A REVEALING BREAKDOWN OF OUR CONGREGATION'S GIVING PATTERNS

FIND WHERE YOU ARE ON THIS CHART
(your weekly giving)

21

members

\$200 and up
per week



***WILL YOU GROW
ONE STEP THIS YEAR?***

Permission is hereby granted to photocopy this page for use with the Consecration Sunday Stewardship Program.

CONSECRATION SUNDAY

Consecration Sunday Is Coming

Congregations that approach financial stewardship from a biblical perspective do not view the money Christians give to their church merely as a way to pay its bills. Rather, such congregations see financial contributions as a way to help people grow spiritually in their relationship with God by supporting their church's mission and ministry with a percentage of their incomes.

Our congregation's finance committee has selected the *Consecration Sunday Stewardship Program* as a way to teach the biblical and spiritual principles of generous giving in our stewardship education emphasis this year.

Consecration Sunday is based on the biblical philosophy of the need of the giver to give for his or her own spiritual development, rather than on the need of the church to receive. Instead of treating people like members of a social club who should pay dues, we will treat people like followers of Jesus Christ who want to give unselfishly as an act of discipleship. *Consecration Sunday* encourages people toward proportionate and systematic giving in response to the question, "What percentage of my income is God calling me to give?"

During morning worship on Consecration Sunday, we are asking our attendees and members to make their financial commitments to our church's missionary, benevolent, and educational ministries in this community and around the world.

*Letter #1: Dated Monday, three weeks before
Consecration Sunday*

**Monday, _____ (three weeks before
Consecration Sunday):** Print letter #1 below on church stationery and mail to all members and regular attendees; in other words, everyone who actively participates in your congregation. Stick with the letter's basic outline. Change only the information needed to personalize it for your congregation. *Change example:* A large church with multiple services may decide to modify the Celebration Luncheons procedures based on the options listed on page 31 of the *Consecration Sunday Program Guide* or *Team Member Manual*.

Due to the high cost of postage, as well as the fact that some less-than-active members will lay aside a letter, some congregations may find it necessary to use email as their medium of communication. However, if there are some members for whom you do not have an email address, be sure they get a letter. Also, to increase the number of emails that are read, please insert "Important email from your church: PLEASE open and read immediately."

Letter #1

_____ [Dated Monday, three weeks before
Consecration Sunday]

Dear Members and Friends of _____
Church:

Sunday, _____, is our congregation's
Consecration Sunday. I urge you to plan now to
attend the two important events: Sunday morning
worship and the Celebration Luncheon immediately
following worship that same day (a catered meal, not
a potluck dinner).

This spiritual-growth-oriented process is designed to
enrich our biblical understanding of Christian
stewardship. Rather than focusing on the need of the
church to receive, the experience concentrates on
the need of the giver to give for his or her own
spiritual development.

We believe that you are concerned enough to attend
on Consecration Sunday and make your financial
commitment as an act of worship in the church
sanctuary.

No one will call on you at your home for a pledge.
But we will contact you personally to secure your
commitment to attend morning worship on

Letter #2

_____ [Dated Monday, two weeks before
Consecration Sunday]

To: Church Governing Board Members, Committee/Ministry
Chairpersons, Consecration Sunday Team Members, church
staff, and the spouses of these groups. [List the names in a
vertical column and on each letter place a red check mark by
the name of the person to whom the letter is addressed.]

Ladies and Gentlemen:

I need your help in order to give our Consecration Sunday
maximum spiritual impact among our congregation's
members. We are not going to ask you to call in homes to
obtain pledges from people, but your assistance in other
ways is essential.

We are asking you to attend a dinner at ___ p.m.,
_____, [Sunday, or Monday of the week prior to
Consecration Sunday], at _____ [a local
restaurant—not at the church]. _____ [guest
leader name] will bring a brief message regarding the
spiritual-growth dimensions of stewardship in preparation
for our Consecration Sunday.

Your attendance at this meal will strengthen the
effectiveness of our stewardship emphasis and, thereby, our
congregation's mission and ministry results for the coming
year.

Sincerely,

Letter #3:

_____ [Dated Friday, nine days before
Consecration Sunday]

Dear Members and Friends of _____ Church:

You are by now surely aware that Sunday,
_____, is Consecration Sunday for our
congregation. We believe that you have sufficient concern
for your spiritual growth and the mission and ministries of
our congregation to attend the two special events of this
day—Sunday morning worship and the Celebration
Luncheon immediately following worship. This is a catered
meal, so we need reservations for each person. If you have
not finalized plans to attend these two events, please do so
immediately.

Our goal is to have every member and regular worship
attendee present. If you did not make a reservation during
the last two weeks, please let us know that you will be
present by calling or emailing the chairperson
_____ [Consecration Sunday chairperson] at
_____ [telephone number] or
_____ [email address]. The effectiveness
of our church's mission and ministries next year depends on
your initiative and dedication. Please make whatever
sacrifices are necessary to be present on _____
[date].

Your servant in Christ,

Pastor

Letter #4:

_____ (Dated the Monday after Consecration Sunday)

Dear Christian Friends:

We had a great crowd and excellent response during our Consecration Sunday yesterday. We regret that you could not be with us, but we know you will want to participate in the financial support of your church during the coming year.

We have therefore enclosed your *Estimate of Giving Card*. Could you help us to complete the campaign by returning it this week?

Thanks for your help in bringing this fine spiritual experience to a good conclusion.

Sincerely,

Consecration Sunday Chairperson

Consecration Sunday Reservation Card

I (we) will be present for morning worship and the Celebration Luncheon on Sunday,
_____ (date).

_____ Yes _____ No

The number of persons attending from my household will be _____.

Name _____

Telephone _____

Statistical report

A total of ___ giving units (Families or single persons) completed *Estimate of Giving Cards* this year.

A total of ___ of these giving units increased their financial commitment above last year's amount.

A total of ___ giving units present today committed a total of \$_____.

Based on last year's giving records, we expect to receive \$_____ during the coming year from people who are not present today.

Based on the average total of loose offerings during the past three years, we expect to receive \$_____ during the coming year from that source.

This gives us a grand total of \$_____ anticipated giving for the next twelve months.

This is a _____ percent increase in total giving above last year.

Video Resources

United Methodist Foundation of North Carolina

umfnc.org, under “Resources” click on “Consecration Sunday”

- *Introduction*
- *Experiencing CS in our Church (Laity)*
- *Experiencing CS in our Church (Clergy)*
- *Creating a Culture of Generosity*
- *Stewardship Program Statistics*
- *Keys to Success*
- *Practical Overview*
- *Role of the Guest Leader*
- *Using the Materials*



Next Steps:



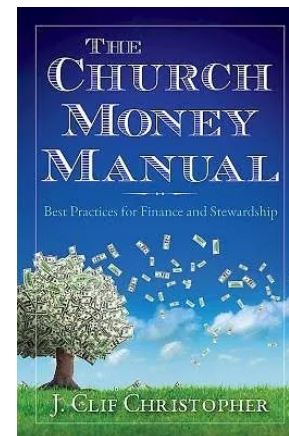
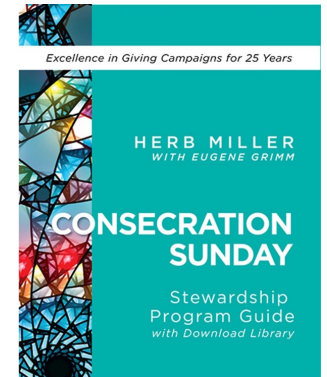
- Finalize stewardship team
- Read / understand materials!
- Identify and engage Guest Leader
- Provide Guest Leader with:
 - Program Guide
 - Estimate of Giving cards
- Set dates for meetings
- Assign responsibilities

Questions and Comments

Back-up Slides

Frontier Foundation / Church Partnership

- The Foundation will provide:
 - *UMC Guidelines: Stewardship* (PDF)
 - *The Church Money Manual* (up to 5 copies)
 - *Consecration Sunday* materials (up to \$100)
 - A contribution to your stewardship campaign of \$500 (when a final report / comparison is provided)
 - Ongoing training and consultation
- *Church Expectations:*
 - Committee formation
 - Committee engagement
 - Program and timeline adoption
 - Program execution



Resources

The Church Money Manual – available on Amazon for \$16.99

Consecration Sunday Program Guide – Amazon \$34.03
(one for Guest Leader & one for church)

Consecration Sunday Team Member Manual – Amazon \$9.49

UMC Guidelines: Stewardship (PDF) – available for viewing at umff.org (click on “Updates and Resources”)

