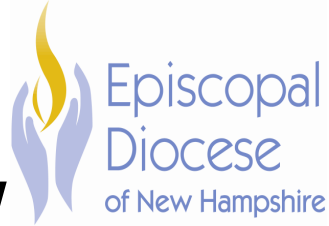


# E†CEL



...a newsletter of bullet notes to highlight best-practices in stewardship programs from the **Office of the Canon for Stewardship** in the **Center for Congregational Development**— seeking to encourage discernment, strategic planning, spiritual formation and communications in the pursuit of strong stewardship ministry in the churches of the Diocese of New Hampshire..

**2Co 8:7** “But just as you **EXCEL** in everything—in faith, in speech, in knowledge, in complete earnestness and in your love for us—see that you also **EXCEL** in this grace of giving.”

**Year 2, Volume Two, March/April, 2007**

## **2006 Campaign Review is complete**

The campaign review of 2006 campaigns and stewardship consulting services offered by the Office of Stewardship Ministry is complete. More than 23 Campaign review forms were returned and meetings for clergy review were held throughout February in each of the convocations of the Diocese. A second series of meetings were held in February and March which allowed lay people to gather and provide input into how we can improve stewardship in the Diocese of New Hampshire.

### **The summary of the conversations and surveys is as follows:**

1. Contact from the Canon for Stewardship: positive feedback
2. Excel Newsletters: 8 on a scale of 10
3. Psalms Study Series: not often used in parishes
4. Stewardship DVD: good start but too long
5. requests for 2007: template forms and shorter DVD
6. Average increases in pledges: 11% (pre-formal data)
  - a. Note, the national average for campaign increase is 4-8%

## **New Stewardship Resource Manual to be published in April**

The Stewardship Campaign Strategic Plan published in August of 2006 forms the nucleus of this expanded Stewardship Resource Manual. If the April 2007 publication date is too late for your planning of 2007 stewardship programs, please use the 2006 Strategic Plan

which has not changed much in the new publication but is rather simply added to in many respects. The 2006 Strategic Plan for Stewardship is attached to this email in case you need another copy. The death of Charles's LaFond's mother in January delayed the publication by about a month.

What follows is a table of contents for the new Resource Manual.

# Table of Contents

- 1. Introduction: Year-round Stewardship: the money, the time, the land.**
  - a. How the manual is organized
  - b. Acknowledgements
  - c. Basic Assumptions
    - i. Why do we need to do anything special about stewardship?
    - ii. What makes a successful stewardship Program
    - iii. Understanding why this is important in our country and in our time.
    - iv. Common excuses as to why not to bother
    - v. Why a year-round program rather than just raising some money for a budget in the fall.
    - vi. Issues of church size and how to use this program for the right fit.
  
- 2. The Stewardship of Finances Ministry Campaign Start-up Basics (Spring)**
  - a. The Stewardship Program built on Stone – Introduction
    - i. A theology of stewardship of money
    - ii. A Spirituality of Stewardship of Money
    - iii. Why this is about Jesus and not about money
    - iv. A word about the Puppy Syndrome (resistance)
    - v. A word about the Ostrich Syndrome (avoidance)
    - vi. Why the Diocese of New Hampshire Stewardship Ministry uses the Pantocrator Icon of Jesus as its logo.
    - vii. The Dynamics of Phil-anthropy (loving humans)
    - viii. Strategic Planning
    - ix. Defining “Stewardship of Finances” Terms
  
  - b. Roles of Campaign Leadership
    - i. The Bishop
    - ii. The Canon for Stewardship
    - iii. The Rector
    - iv. The Wardens
    - v. The Vestry
    - vi. The Stewardship of Finances Campaign Ministry Committee Chairperson
    - vii. The Stewardship of Finances Campaign Ministry Committee
    - viii. The Staff (if you have one)

- c. Before Getting Started
  - i. The Calendar (ie: the evils of procrastination)
  - ii. The Campaign Ministry Plan
  - iii. Setting the goal and building the budget: a theology and praxis. (also in Step 7 of Campaign Planning)
  - iv. The Campaign Notebook
  - v. Changing Deadlines

**3. The Stewardship of Finances Ministry Campaign: Steps 1 -9**

- i. Step One: Discernment of Call and Strategic Planning (January – March)
- ii. Step Two: Meeting management to form Stewardship Campaign from Budgetary Needs (March – April)
- iii. Step Three: Overall Communications Strategy for Stewardship (May – August)
- iv. Step Four: Set up Design Work on Stewardship Campaign (May- August)
- v. Step Five: Establish The Hope of the Holy Spirit:
- vi. Step Six: Establishing a Call to Inspire Giving: Pre-planning and advance communications (otherwise known as the “John the Baptist Phase”)
- vii. Step Seven: Stewardship Campaign Kick-off Sunday:
- viii. Step Eight: The Stewardship Campaign
- ix. Step Nine: The Stewardship Campaign Follow-up

**4. Strategic planning for Time and Talent Program (April – May)**

**5. Strategic Plan for Stewardship of the Environment (May - July)**

**6. Capital Campaigns ( as scheduled)**

**7. Planned Giving (Endowment) Program (Year-round)**

Charles LaFond would like very much to be part of your stewardship work on your turf!

On a personal note, this stewardship ministry is not about administration.

This ministry is about relationships and conversion.

As Canon for Stewardship, and as your friend and colleague, **I would very much like to be invited to your parish** to participate in this ongoing conversation about money and spirituality. Please be kind enough to keep me in mind as you plan and execute your stewardship ministry. I would very much like to attend strategic planning sessions with Vestries and stewardship committees. I always appreciate an invitation to preach and teach on a Sunday morning or weekday evening in liturgies or retreats.

Keeping in mind that I work halftime at the Church of the Good Shepherd in Nashua, I try to make myself available on every Sunday which is not assigned to the Church of the Good Shepherd. Please look at your parish calendar and consider when I might be invited to join you.