



## Greater Than Stewardship Campaign Timeline

This timeline is based on a four-week campaign.

### **Four to eight weeks before the campaign**

- Establish the congregational Greater Than Dream (see below)
- Minute for Mission: Tell the story of the Greater Than Dream
- Stewardship/Mission article in Newsletter
- Plan what will work best for your congregation in terms of a celebration on Commitment Sunday. Typically it would be a celebratory coffee hour or lunch, but this year it may need to be a virtual celebration.
- Small Groups: If you already have small groups in place, share the curriculum with small group leaders. If you don't have small groups, recruit a leader who will facilitate a group concurrently with the campaign and worship series.
- Review your database or membership list and individual or family giving records to prepare for sending targeted campaign letters. Each congregation is in a different context. Talk with the campaign team or leadership team to decide how to approach sending the letters. At the top of each letter is a suggestion about who might receive that particular letter.

### **One week before the campaign**

- Letter from Pastor and Stewardship Task Force/Team chair regarding Commitment Sunday and Celebration Gathering, including the Greater Than Dream and what increased giving will empower the church to do, and Pledge/Commitment/Estimate of Giving card to be returned on Commitment Sunday or before (sample letter below).\*\*
- Share that the Greater Than Worship Series and Small Groups begin next week.

### **During the campaign**

- Minute for Mission: Tell the story of the Greater Than Dream
- Stewardship/Mission article in newsletter or e-newsletter
- If possible, show videos each week in worship that show how ministry/mission is being carried out through the congregation. Be sure to include the Greater Than Dream.
- Plan for how Pledge/Commitment/Estimate of Giving cards will be received. Typically this would be done during worship by inviting individuals and families to bring their cards forward and place them in a basket or bowl, then offer a prayer of dedication for the commitment made and ministry that will happen because of these commitments. Because worship looks very different in every congregation you will need to plan for how the cards will be received and how they will be dedicated. Presenting and dedicating the cards can be a deeply spiritual moment in the service both for in person worship and virtual worship.
- Ask leadership of the church to agree to make a proportional/percentage giving commitment to the church (it does not matter what the proportion/percentage is as long as it is a proportion/percentage).



### **Week 1 of Greater Than worship series (three weeks before Commitment Sunday)**

- Promote the beginning of the Greater Than Campaign
- Small Groups begin
- Preach We > Me

### **Week 2 of Greater Than worship series (two weeks before Commitment Sunday)**

- Send targeted letters to: Newcomers, Consistent Pledgers, Non-Pledging Households, Pledge Increase, Pledge Increase: Specific (Include Pledge/Commitment/Estimate of Giving Card)
- Preach Investment > Quick Fix

### **Week 3 of Greater Than worship series (one week before Commitment Sunday)**

- Guest Preacher in worship this Sunday or next Sunday (Commitment Sunday)
- Preach Abundance > Comfort
- Stewardship Callers make personal contact with all members of the church inviting them to be in worship on Commitment Sunday with their Pledge/Commitment/Estimate of Giving cards.

### **Week 4 (Commitment Sunday) of Greater Than worship series**

- During the week finish any details for the Celebration
- Preach Possibility > Status Quo
- Small groups meet for their final session. If new groups have started for the Greater Than campaign, be sure they discuss the possibility of continuing as a group and what topic would they want to address as a group.
- Communicate in every way possible this week, encouragement to participate both in worship and the Greater Than celebration following.

### **Month following the campaign**

- Contact those who have not made a commitment either by letter, e-mail
- Regularly report on campaign progress to congregation (in worship bulletin, newsletter, graphic display).
- Update on the Greater Than Dream in your Minute for Mission
- Stewardship/Mission article in Newsletter
- Send thank you notes to those making a commitment to the campaign

\*Your leadership team will need to discern a **Greater Than Dream** that you will be working on in the coming year, and how the goal will be supported by time, talent, and treasure. What is your congregation's vision for reaching out into the community, meeting a need regionally, supporting a ministry globally? See the Greater Than Dreamcasting guide in series documents.

Will the dream be a grassroots ministry to address food insecurity or unemployment, supporting CUMAC, The Neighborhood Center, the Maker's Place, the Miracles Everywhere Campaign, UMCOR? We can give on our own, that's fine, but when we give together it's greater than what we can do on our own. Giving together is greater than.



When **you** are generous, you do good. When **we** are generous, the impact multiplies.



**Email or mail template for one week before beginning Greater Than Series (four weeks before Commitment Sunday)**

Dear Church Family,

Sunday, (date) we begin a special worship series and stewardship/generosity campaign entitled, "Greater Than." Over the next four weeks, we will reflect on growing as disciples of Christ through generosity. Being generous is about aligning our priorities with God's priorities, aligning our hearts with God's heart. We grow in that generosity as part of our individual spirituality; we also grow in generosity within our faith community as the body of Christ.

Join us as we look at:

Week 1: We > Me

If you want to go quickly, go alone. If you want to go far, go together.

Week 2: Investment > Quick Fix

When we build a solid foundation, instead of going for the quick fix, we can withstand the trials that will come our way.

Week 3: Abundance > Comfort

When we recognize all we have as a gift from God, we can give out of our abundance, rather than trying to keep ourselves comfortable.

Week 4: Possibility > Status Quo

Whether or not we like the way things are, we tend to default to the status quo. Leaning on Christ, we have the power to discover endless possibilities.

(Share the Greater Than Dream here)

Small groups are forming so that you can take this worship experience even deeper. We want everyone to engage in what it means to live a life that is Greater Than.

In four weeks, we will gather for worship and a commitment celebration on \_\_\_\_\_ (INSERT DATE). Your presence is important as our congregation considers the next step for our mission and ministry. (Here you will need to customize how your congregation is gathering for worship and what your celebration will look like; it may be a virtual gathering).

Faithfully,

Pastor and Finance Chair