



All In | Stewardship Campaign Timeline

This timeline is based on a four-week campaign.

Four to eight weeks before the campaign

- Stewardship/Mission article in Newsletter
- Plan what will work best for your congregation in terms of a celebration on Commitment Sunday. Depending on your congregation's in-person practices, you may plan a celebratory coffee hour or lunch, but you may prefer to have an online celebration.
- Small Groups:
 - For church leaders (four weeks before the campaign): Use the first "All In Leadership Small Group" lesson at an Ad Board/Church Council/Leadership meeting. Encourage leaders to select a few questions from the lesson to take to their respective committee/team meetings.
 - For everyone: If you already have small groups in place, share the "All In Small Group for Congregations" 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, email or snail mail, or a combination of both. 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, and Pledge/Commitment/Estimate of Giving card to be returned on Commitment Sunday or before (sample letter below).**
- Share that the All In Worship Series and Small Groups begin next week.

During the campaign

- Use the second "All In Leadership Small Group" lesson at an Ad Board/Church Council/Leadership meeting. Encourage leaders to select a few questions from the lesson to take to their respective committee/team meetings
- Minute for Mission: A generous person in the congregation speaks about what being all in for God means to them.
- 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.
- 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 online 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 All In worship series (three weeks before Commitment Sunday)

- Promote the beginning of the All In Campaign
- Small Groups begin
- Preach: The Risk

Week 2 of All In 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: Common Good

Week 3 of All In worship series (one week before Commitment Sunday)

- Guest Preacher in worship this Sunday or next Sunday (Commitment Sunday)
- Preach: No Strings Attached
- 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 All In worship series

- During the week, finish any details for the Celebration
- Preach: Commit
- Small groups meet for their final session. If new groups have started for the All In campaign, be sure they discuss the possibility of continuing as a group and what topic they want to address as a group.
- Communicate in every way possible this week, encouraging to participate both in worship and the All In celebration following.

Month following the campaign

- Use the third “All In Leadership Small Group” lesson at an Ad Board/Church Council/Leadership meeting. Encourage leaders to select a few questions from the lesson to take to their respective committee/team meetings
- Contact those who have not made a commitment either by letter or email
- Regularly report on campaign progress to congregation (in worship bulletin, newsletter, graphic display)
- Stewardship/Mission article in Newsletter
- Send thank you notes to those making a commitment to the campaign



****Email or mail template for one week before beginning All In (four weeks before Commitment Sunday)**

Dear Church Family,

Sunday, (date) we begin a special worship series and stewardship/generosity campaign, “All In.” Over the next four weeks, we will consider what it means to live as disciples of Christ that go all in. When we face important decisions and opportunities in our lives, we often weigh the pros and cons. We often find reasons to avoid making changes and to keep doing things the same old way. But there comes a time when we must decide... are we going to play it safe or go all in?

John 3:16 tells us that God loved us so much that he gave his only Son for us, “so that everyone who believes in him may not perish but may have eternal life.” God’s love for us is “all in”! In turn, when we put all our trust in God, our lives can be freed for unimaginable wonder. This series will explore what it means to be “all in” for God with all we have and all we are.

Join us as we look at:

Week 1: The Risk

When we say yes to following Jesus, it means we say yes to the risks.

Week 2: Common Good

God activates gifts in everyone for the common good.

Week 3: No Strings Attached

The gifts given by the Spirit are not to be used only in the local church community, but also to bless the wider community.

Week 4: Commit

On this “Commitment Sunday,” we can play it safe or go all in.

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 All In. To participate in a small group (INCLUDE INSTRUCTIONS FOR TIME/DAY/LOCATION or CONTACT PERSON for Small Groups).

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 an online gathering).

Faithfully,

Pastor and Finance Chair