

The background of the entire page is a black field populated with numerous rectangular and irregular shapes of various sizes. These shapes are filled with vibrant, swirling, and marbled textures in shades of blue, teal, yellow, and orange. The shapes are scattered across the page, creating a mosaic-like effect.

# Ministry Partnership Program Stewardship Companion

P R E S B Y T E R I A N  
Mission Exchange

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# Section 1A

Before you Start.

## Start-Up Guide

The Start-Up Guide provides step-by-step instructions to help you introduce online giving to your congregation during the program's first six weeks.



Photo by: Erin Dunigan

We recommend beginning with the Start-Up Guide to establish a culture of online giving within your congregation, then using this annual guide to help maintain your congregation's use of this giving outlet throughout the year.

The Start-Up Guide can be downloaded at  
**[PresbyterianFoundation.org/Toolbox](http://PresbyterianFoundation.org/Toolbox)**.





## Determining Goals for your Fund

During the launch of your new online giving platform and throughout the year, you will want to set clear and obtainable goals for your online fund(s). However, you may have difficulty determining what is an appropriate goal for your church. We've put together the following tips to help get you started in setting goals for your fund. However, because every church and congregation is different, you may choose to consult with your Ministry Relations Officer (MRO) for advice specific to your ministry.

**Tip #1** – Set small goals first. Make your first goal an amount that will be easily attainable. Seeing a quick return on their gift will inspire the congregation — both those who contributed to the fund, and those who have yet to donate.

**Tip #2** – Choose a highly visible first goal. Just as the first goal should be achievable, it should also be something that everyone in the congregation will notice right away. For example: new hymnals, new choir robes, new paint for the fellowship hall, or a new stove for the soup kitchen.

**Tip #3** – Make every goal a reward. Even if your overall mission is something very big, it is encouraging to reach smaller tangible goals within that large goal. For example, if your overall mission is to send a group to Africa for missionary work, your smaller goals could pay for teaching supplies, Bibles, and, finally, the plane tickets.



### Appointing a Champion



Choosing a church member outside of the Session to serve as the resident authority on online giving will be a great benefit in your efforts to change your church's giving culture. Duties for this position may include:

- Organizing New Member Orientation
- Planning events
- Teaching/Demonstrating online giving to members
- Utilizing the promotional resources provided by the Presbyterian Foundation
- Keeping online giving in the forefront of members minds

This encourages trust and support among members of your congregation. It's very important for the congregation to understand this initiative as a cultural change in how gifts may be made, rather than a persuasive call to offering. Having a champion represent online giving is a great way to communicate that.

## Getting the Session Excited about Online Giving

In order to make online giving successful in your congregation, it is very important to get the session behind the push. Here are a few ways to encourage excitement about the fund within your session:

**Beta Testing with the Session** – Before launching the church-wide initiative, make sure each member of the Session has had the opportunity to log in and use the online giving platform. Then, have a discussion about the process and identify any potential kinks. Once the Session sees how easy it is, it will encourage them to spread the word.

**Planning Retreat** – Conduct a getaway retreat, or have a whiteboard meeting with your Session to write down the church's budget and goals for the year, then check in on your progress as the year passes. As the success of online giving grows, so will the excitement of your elders – after all, having more funds makes everyone's job easier!

**Track Progress** – Report regularly to the Session on the program's progress – how many people are visiting your site, how many are giving, how much has been contributed, and so forth.





### Call-to-Offering Reminders (Sample Messaging)

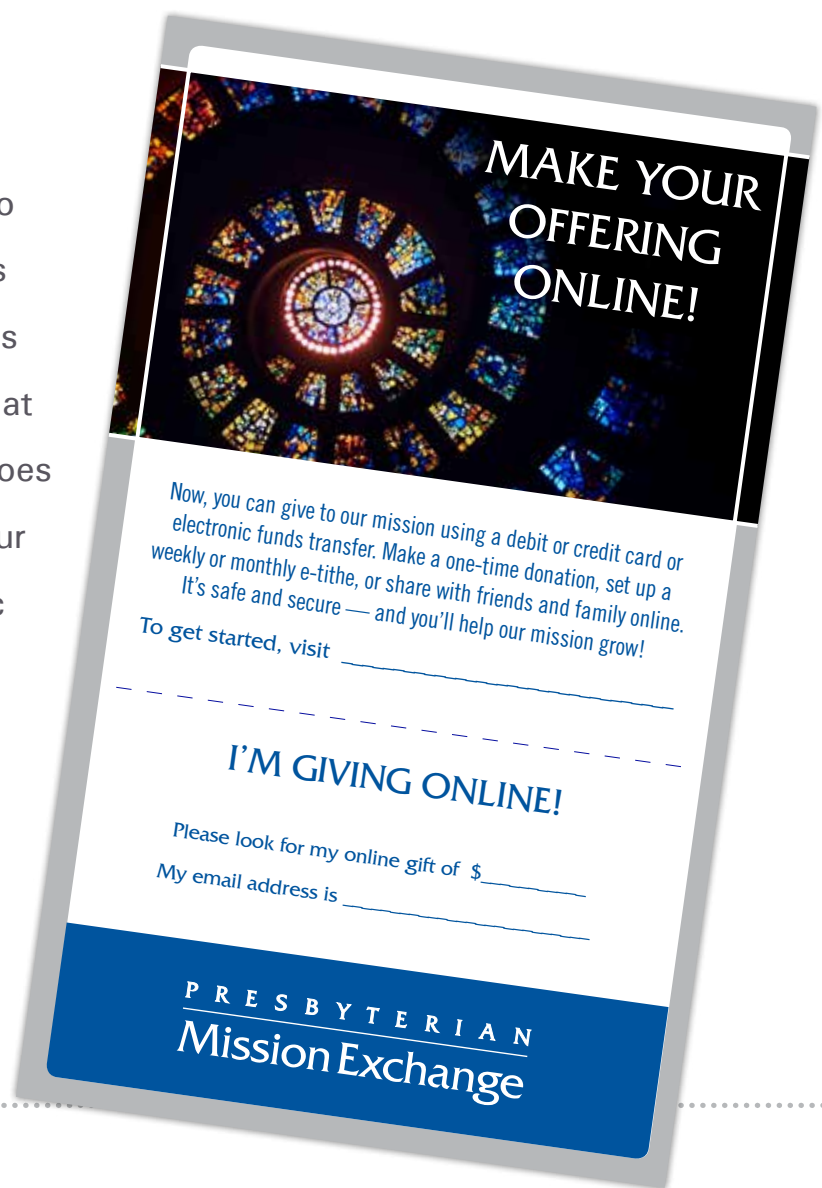
When calling for the offering during services, it is important to also mention online giving. The following are samples of how a pastor may incorporate this message into a weekly appeal.

#### Using Card

...you'll also find, in the pew in front of you, a special card to represent your gift via our website, (SAY WEB ADDRESS). This is just an easy way to show your commitment today, just write it on the card and drop it in the plate, then follow the link on the other half of the card to make your offering on our site whenever it's easiest for you.

#### Not Using Card

...we also offer a second way to give, that many of our members find easy and helpful, and that is at (SAY WEB ADDRESS). On that site, you can make a gift that goes directly to our mission using your debit or credit card or electronic funds transfer, and take advantage of all the benefits of digitally tracking your finances.





## Online Giving Helpful Tips (Sample Messaging)

Insert these helpful tips in any piece of church literature, such as newsletters or bulletins, as a subtle reminder of online giving.

### Forget the checkbook?

You can support our mission online anytime using your credit or debit card! Just visit <INSERT WEB ADDRESS> and you'll never have to write another check for the offering plate.

### Make tax season a snap!

When you give to the church at <INSERT WEB ADDRESS>, it's easy to track your charitable giving for the year. Log on to find out more.

### Want to go green?

Forget about paper checks, check stubs, donation receipts and handwritten notes. Using <INSERT WEB ADDRESS> to support our mission is the paperless way to track your family's charitable giving.

### Share the love!

Do you have friends or family who may be interested in our church and its mission? Share this link with them through email or Facebook: <INSERT WEB ADDRESS>. Sharing is caring!

### Have you heard of an "e-tithe"?

Giving to the church on a regular basis has never been easier. Visit <INSERT WEB ADDRESS> and set up a recurring "e-tithe" to make an automatic offering every week, month or year, in whatever denomination you choose.

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### Clip Art

Insert these small images in any piece of church literature, such as newsletters or bulletins, as a subtle reminder of online giving. You can download these images at [PresbyterianFoundation.org/Toolbox](http://PresbyterianFoundation.org/Toolbox).





## Offering Plate Cards

While many members of your congregation may find online giving easy and convenient, the feeling of placing something in the offering plate may also be a comfortable routine. Because physically contributing to the offering plate provides some congregants with a sense of community and gratification, we have developed an offering plate card made especially for the online giver. The cards are perforated so that, after filling out their offering, members can drop half of the card into the plate and keep the other half. The half they keep lists the website address so that members are reminded to visit and make their offering.

Place these cards in the pew so that they are easily accessible while the plate is being passed. Another version of the card is available for members to use to be involved in the offering. Both Pew Cards can be viewed and ordered at [PresbyterianFoundation.org/Printcenter](http://PresbyterianFoundation.org/Printcenter).



# Section 3A

## Monthly Resources

### Bulletin Inserts

Bulletin Inserts are a great way to connect a message of stewardship with your ongoing ministry. They can also be used as a simple reminder of online giving and its advantages.

Two Bulletin Inserts have been designed for general use throughout the year. One has a message regarding the benefits of online giving, while the other is theological in nature. You can find a digital copy of each bulletin insert to download or order at [PresbyterianFoundation.org/Printcenter](http://PresbyterianFoundation.org/Printcenter).





### New Member Info



When new members join your church, provide this insert along with information regarding baptisms, communion, and other pertinent information.

#### Stewardship and Online Giving

Like any charitable organization, the mission of our church critically depends upon the generosity of its members. Just as we all strive to serve God to the best of our ability, our ministry has put in place tools to make stewardship as easy as possible for our members.

Our ministry's preferred method of contribution is to make an offering through our website, <INSERT WEB ADDRESS>. On this site, you can use a debit or credit card to make a fast, secure payment, while also making it easier to track your charitable giving for tax purposes. Online giving saves our members time, and saves our church paper, labor and other resources. You can also set up a recurring "e-tithe" so that you can show regular support, even if you miss a Sunday.

If you have any other questions about online giving, or would like assistance in giving online at <INSERT WEB ADDRESS>, please contact <INSERT CONTACT NAME AND INFO>.

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### Quarterly Goals Update Poster

Similar to the progress poster issued during the program launch, this poster is to be hung in the narthex or another highly visible area to update the congregation on the progress of each new goal. After establishing a smaller goal during launch, this poster will be representative of a larger goal, with individual checkpoints for each small goal or reward.

For more information on setting goals in your church, see page

<INSERT PAGE #> You can find a digital copy of the Quarterly Goal Update Poster to download or order at [PresbyterianFoundation.org/printcenter](http://PresbyterianFoundation.org/printcenter).





## Small Space Ads

Insert these small space ads in any piece of church literature, such as newsletters or bulletins, to promote your current mission. You can download these ads at [PresbyterianFoundation.org/Printcenter](http://PresbyterianFoundation.org/Printcenter).



### Events

An annual or bi-annual event is a great way to promote the advantages of online giving, raise money for your Ministry Partnership Fund, or celebrate the success of your mission. Here are a few ideas for events to sponsor within your congregation.

**Car Wash** – A church Car Wash builds community among members while raising money for your mission. If you advertise or deliver flyers for your Car Wash, be sure to include the URL so that interested parties can learn more and even give online, even if they are unable to attend the event.

**Bake Sale/Yard Sale** – Much like the Car Wash, Bake Sales and Yard Sales are other fundraising events that can tie in very nicely with the Ministry Partnership Fund and online giving. For an even greater impact, provide the website address by writing it on an attached tag or directly on each treat bag.

**Multi-Church Visit** – When sharing resources for a fellowship hour or event with other congregations, try sharing your experience with online giving as well. Hearing a pastor or leader from another church endorse online giving could be the push your congregation needs to try it or themselves.

**Parents Night Out** – Sponsoring a “Parents Night Out” is a service to your congregants that will be truly meaningful, both for parents and children alike. The event is essentially a learning and playtime for kids, allowing parents to enjoy an adult evening out. When the parents arrive back at church to pick up their children, send them home with an insert or information about how online giving helps the church to provide these events.

**Reward/Goal Event** – In Section 1B, we discuss breaking up large goals into smaller, tangible goals with visible rewards. However, some goals you have for



your church may not be as visible as others. If a particular goal is very important to the church, but difficult for the congregation to see or understand its benefits, an event is a great way to celebrate reaching the goal and communicate how and why it is a milestone for the church.

For more ideas on events specific to your church, [contact your regional MRO.](#)



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## Section 6

## Notes

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Bringing people and mission together

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