

How To Include Your Congregation's Annual Stewardship Appeal In The *Make A World For Christ Appeal*

Here are some of the **advantages** to combining your congregation's annual stewardship appeal along with the *Make A World For Christ Appeal* (MAWFC).

- You will use the time and energy of your leaders and workers for only one effort rather than two.
- The MAWFC materials, organization and structure will focus your people on giving – giving to the appeal and, when the congregation's stewardship is included, giving to the congregation as well.
- You will provide opportunities for everyone to increase their giving, i.e. if a person is not interested in MAWFC, they can give their full attention (and giving) to the congregation's ministry.
- While it is a proven fact that appeals like MAWFC do, in the long run, increase giving to the congregation, by combining the congregation's stewardship with MAWFC you will assure that the annual giving to the congregation will not be hurt and in fact should be strengthened.
- By following the MAWFC program, and building in a component for your congregation's stewardship, you will be developing leaders in stewardship. They will learn how to do better stewardship appeals in the future.

Steps in Preparing for and conducting the stewardship effort

1. **Set a dollar goal.** How much new money do you want/need to carry out your ministry in the coming year?
 - A. **Be specific.** Once you have a dollar figure established, calculate what percent increase this is over last year's (or current) giving. Note the base number here is the "giving", not the whole budget, assuming you have some other sources of annual income.

- B. What are you going to do with the new money?** Explain what initiatives you want to accomplish next year. Be realistic. Have two to four key areas of ministry to focus on, which the increased giving will make possible.
 - C. Note:** as you determine what you will do with the new money, do not simply take the budget and increase line items for routine expenses. Rather place routine expenses such as committee expenses, staff salaries, utilities, office supplies, etc. in a category labeled "general operations". General Operations would go along with the two to four big initiatives noted in item B above.
 - 2. Prepare communication materials and activities.** Using the format and items in the MAWFC Appeal, create similar items for your congregation's stewardship effort.

 - A.** Write up a rationale, the case, for the increased giving you are seeking. Create a folder or brochure outlining this. It should be simple and straightforward: the goal, major initiatives which will be funded when the goal is reached, and how people can make their commitments this year (at the same time they will make their commitments to the MAWFC.)
 - B.** Line up people to give brief Temple Talks and/or other presentations to groups within the congregation.
 - C.** Include a paragraph about the congregation component in both the MAWFC letters.
 - D.** Have ready a commitment card for people to make known their giving to the congregation in the coming year. These cards will be used at the same time people are responding to the MAWFC appeal.
 - 3. Offer a standard of giving** for people to help them decide what they will consider giving to the congregation's stewardship effort.

 - A.** Because you may not conduct a one-by-one evaluation of each member/household as to the amount you would ask them, it will work to prepare a more generic asking.

B. Here is a way to suggest giving levels for people: whatever the percent of increased giving is needed, represented by the overall goal established, set the asking amounts based on that percent.

If the goal represents a 10% increase (*Do Not Tell Them This Percentage!*), ask everyone to consider a 15% to 20% or more increase. Remember the "or more".

4. Follow the same 6 week schedule outlined in the MAWFC Manual.
5. Talk about both causes during the appeal period: MAWFC and the congregation. Let people know they will be asked to make out commitment cards for both causes.

If in place of (or in addition to) including your congregation's stewardship effort in the MAWFC appeal, you wish to include some other project, go right ahead and do so.

Some congregations have combined up to four causes within this appeal structure and program. Just be sure to follow the steps outlined above for each of the additional causes or projects.

If you have questions as you prepare for your appeal, feel free to contact the MAWFC appeal office and we'll do the best we can to assist you.

Remember, the Lord goes before you and is preparing your people so they will respond with generous and grateful hearts. God speed.