

# How to... prepare for, and run, a stewardship campaign

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## Introduction

Planning for and running a stewardship or giving campaign can be a valuable part of church life. It often sits within a wider approach to nurturing generosity (and you might find our “How to embed a culture of generosity” guide helpful alongside this one). There are a few really important things to keep in mind before you get too far down the planning route:

1. Every church is different. Shape the campaign around your own context so it truly resonates.
2. Don't rush the planning. Taking time early on will make the campaign more effective later.
3. Gather a small planning team. A group of varied voices will help ensure the campaign lands well with the whole church.

## Stage 1 - Planning

Below are some questions that you might want to consider as part of the planning stage.

### Question 1 – What is the vision for your local church?

Start here. If we can't articulate why we exist and how we make a difference locally, inviting people to support that mission becomes difficult.

You don't need a long vision document—two clear sentences are often enough. This vision will shape your messaging throughout the campaign.

For help and support to do this, you may like to speak to your local Deanery and Parish Development Adviser.

### Question 2 – What difference are you hoping to make?

Ask yourself:

- What do we hope to be able to do in the future as we become the church God is calling us to be here?
- How might generous giving help us get there?
- Can we set some concrete hopes—for example, increasing regular givers by a certain target?
- Are there additional steps needed alongside the campaign to help us move from “here” to “there”?

### Question 3 – Who is the campaign aimed at?

Clarify your audience. Who needs to hear your message?

- The regular church family?
- The wider electoral roll?
- Fringe members?
- The wider community?

Consider the different needs and demographics within your audience—age, socio-economic background, level of church involvement, etc.

#### Question 4 – When should we run the campaign?

Choose timing carefully. There are natural points in the church year—Lent and harvest, for example—but other local events might also offer helpful “hooks”.

Thoughtful timing can significantly improve engagement.

Working through these planning questions gives you the best chance of preparing a campaign that connects meaningfully and achieves what you hope for.

## Stage 2 - Preparation

There are some practical elements that you might want to consider looking at as you prepare for the stewardship campaign.

### 1. Review your current giving mechanisms

What options do people currently have to give, and what might you still need to put in place?

Examples include:

- Regular giving  
Standing orders, direct debits, envelope schemes.  
Have you considered joining the Parish Giving Scheme?
- One-off giving  
QR codes, online giving, a Give A Little account.
- Legacy giving  
Do you have a legacy policy and information available in church/online?  
See our “How to” guide on legacies.
- Easyfundraising  
A simple way for people to generate donations while shopping online.
- Contactless giving devices  
Could a device support giving at services or events?

For help with any of these options, book an appointment to speak to a member of the Giving Team.

### 2. How will you communicate the campaign?

- Think about who needs to know, what they need to hear, and how you’ll reach them.
- Ideas include:
  - A booklet explaining the church’s vision, its costs, and ways to give (financial and non-financial).
  - A letter sent to everyone on the electoral roll explaining the purpose, timing, and invitation of the campaign.
  - Notices, social media posts, website updates, or short videos.

### 3. Will you prepare the church spiritually beforehand?

You might consider:

- A short Bible study series (in small groups or as a stand-alone course).
- Individual study resources for personal reflection.
- Introducing themes of generosity, vision, and discipleship in sermons leading up to the campaign.

There are some helpful links below:

- Giving in Grace - a giving programme aimed at medium and larger churches including sermon notes, service liturgies, youth activities and much more [givinginrace.org](http://givinginrace.org)
- The Simple Giving Programme for Smaller Churches - a much more manageable resource for smaller rural/village churches [A Simple Giving Programme for Smaller Churches](#)
- The Parish Funding Programme - for all sizes of church. Helps to develop and communicate a church's vision, and ways to encourage church members to support the vision [A Parish Funding Programme](#)
- Preaching Generosity - a weekly bite-size preaching resource from the Diocese of Rochester based on the week's lectionary readings [Preaching Generosity](#)

### Stage 3 – Running the campaign

Because every church community is unique, there isn't a one-size-fits-all approach to delivery. If you've completed the planning and preparation steps, you should now have a clear sense of what will work best. If you feel unsure, your Local Giving Adviser can help shape and support your approach.

### Stage 4 – Follow up

- Once the campaign has finished, consider the following:
- Thank everyone for their participation and responses.
- Share the outcomes—perhaps in a service a month later—to show the impact of the campaign.
- Decide next steps for embedding an ongoing culture of generosity within church life.