



334-793-6820 | www.alwfumf.org | foundation@alwfumf.org

How to Use the Stewardship Campaign Resource Kit

This packet walks through the different ways you can use and edit the resources included in the Stewardship Campaign Resource Kit as well as ideas to promote your stewardship emphasis. Please share this resource with your communications/marketing staff or volunteers.

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If you have any questions or comments about this resource kit, or would like help customizing a resource, please contact Andrea at andrea@alwfumf.org.

When sharing these resources, please acknowledge the source as follows: Alabama-West Florida United Methodist Foundation, Annual Stewardship Kit, by Andrea Farquhar and Mark LaBranche.

Theme Logos

The theme logo can be used to create additional resources for your annual stewardship emphasis. To learn how to insert the logo onto images included in the kit (or your own images/graphics) see page 5. Three versions of the theme logo are provided in PNG file formats: color logo, black logo (for black and white print materials), and white logo (for use on dark backgrounds).



Above All Else



Above All Else



Above All Else



Bulletin Insert

The bulletin insert/flyer resource can be used in the Sunday morning church bulletin or printed as a flyer to promote your annual stewardship emphasis.

The editable PDF can be easily modified in Adobe Acrobat (see below).

 Throughout the month of MONTH, our church family will be focusing on the importance of growing in and blessing others with our prayers, presence, gifts, service, and witness through weekly sermons, music, and more. During the MONTH DAY worship service, you will be invited to come forward with your pledge cards as we lay them, together as a church family, at the altar. Thank you for being part of our church family and joining us in prayer this season! CHURCH NAME HERE CHURCH EMAIL AND CONTACT INFO HERE	 Throughout the month of MONTH, our church family will be focusing on the importance of growing in and blessing others with our prayers, presence, gifts, service, and witness through weekly sermons, music, and more. During the MONTH DAY worship service, you will be invited to come forward with your pledge cards as we lay them, together as a church family, at the altar. Thank you for being part of our church family and joining us in prayer this season! CHURCH NAME HERE CHURCH EMAIL AND CONTACT INFO HERE
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To edit the file, you will need to open the “Bulletin Insert Double Editable.pdf” in Adobe Acrobat. You can edit the areas highlighted in blue to add your own custom text and church contact information. Simply click the editable areas and type in your church information to replace the sample information. Next, save the file and print it.

Note: If you enter your information on the left bulletin insert, it will automatically update the bulletin insert on the right (only the sample above shows both the Storehouse and the Grow theme).

If your design requires more customization, please use the Canva templates included in the Stewardship Campaign Resource Kit.

Letterhead

The letterhead is designed to be part of the mailed stewardship packet. Send a mailed packet to each member in your congregation announcing the beginning of the annual stewardship emphasis. This packet should include:

- A letter from the pastor or financial secretary that focuses on commitment to the church and its growth, how God has moved and is moving in the church and community, thanking those who currently give and inviting everyone to be part of the pledge. Be sure to include any scripture backing up your stewardship emphasis and invite everyone to be part of your commitment Sunday service.
- Financial pledge card (see page 4)
- Brochure/flyer featuring ministry wins/photos with this mailing (see page 2).



Above All Else

"Honor the Lord with your wealth, with the firstfruits of all your crops; then your barns will be filled to overflowing, and your vats will brim over with new wine." Proverbs 3:9-10

Month Day, Year

THE STOREHOUSE



"Give, and you will receive. Your gift will return to you in full—pressed down, shaken together to make room for more, running over, and poured into your lap. The amount you give will determine the amount you get back." Luke 6:38

Month Day, Year



grow

"he who began a good work in you will carry it on to completion until the day of Christ Jesus." Philippians 1:6b

Month Day, Year

Open the "Letterhead - THEME NAME.docx" file. To edit the file, you will need a text editor like Microsoft Word. Everything in this document can be edited and changed. The file comes with the theme logo and verse at the top and suggestions for the letter content.

Pledge Card

The pledge card is designed to be part of the mailed stewardship packet. Send a mailed packet to each member in your congregation announcing the beginning of the annual stewardship emphasis. This packet should include:

- Financial Pledge Card: Be sure to choose and announce a Commitment Sunday where church members can bring their pledge cards up to the altar.
- Letter from the pastor or financial secretary (see page 3)
- Include a pledge card and brochure/flyer featuring ministry wins/photos with this mailing (see page 2 of the Stewardship Blueprint).



My/Our Declaration of Giving

Name: _____

Address: _____

City: _____ State: _____

Preferred Phone: _____

Email: _____

Signature(s): _____

This estimate

Pledge:

☐ I/we pledge to give through our prayers, presence gifts, service, and witness.

I/we currently give \$ _____. I/we pledge to give \$ _____. ☐ Weekly ☐ Monthly



My/Our Declaration of Giving

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Preferred Phone: _____

Email: _____

Signature(s): _____

This estimate of giving may be revised or canceled at any time at my/our request.

Pledge:

☐ I/we pledge to give through our prayers, presence gifts, service, and witness.

I/we currently give \$ _____. I/we pledge to give \$ _____. ☐ Weekly ☐ Monthly ☐ Quarterly ☐ Annually



My/Our Declaration of Giving

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Preferred Phone: _____

Email: _____

Signature(s): _____

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Pledge:

☐ I/we pledge to give through our prayers, presence gifts, service, and witness.

I/we currently give \$ _____. I/we pledge to give \$ _____. ☐ Weekly ☐ Monthly ☐ Quarterly ☐ Annually

Please send information to me/us about:

☐ Bank Transfer Gifts/Online Recurring Gifts

☐ Giving Appreciated Assets (Stocks/Securities)

☐ Giving through an IRA QCD

☐ Giving through Estate Planning

☐ Other _____



My/Our Declaration of Giving

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Preferred Phone: _____

Email: _____

Signature(s): _____

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☐ Giving through an IRA QCD

☐ Giving through Estate Planning

☐ Other _____

The full page file is designed to be printed on cardstock paper then cut into three individual cards. A single pledge card is also available for professional printers. This file is not editable. To make adjustments use the Canva template or email andrea@alwfumf.org to request changes.

Images and Graphics

Website, Social Media, Email, Newsletter, and More

Pages 5-7 feature different types of resources available in the Stewardship Campaign Resource Kit: “Social Media Post” and “Email Header and Projection Slide” images. We recommend using these resources on the homepage of your church website, in a church website blog or newsletter, and on your church Facebook/Instagram/Twitter pages to promote your stewardship emphasis.

Customize an Image or Graphic

Most images (like the “Social Media Post” image below) include space to add more information to the image. To do this, you can use programs like Canva, Microsoft Office, Microsoft Publisher, or Adobe Express to edit these images.

- **Canva:** www.canva.com
 - Canva Tutorial (from the Foundation): <https://youtu.be/0EhjlIRtNew>
 - Canva Sample Resources (from the Foundation): Flyer - <https://canva.link/m46cdfvlvtmg3jo>, Social Media Post - <https://canva.link/6vodqrz3dtozc6l>
 - More Canva Tutorials: www.canva.com/designschool/tutorials/getting-started
 - Free access to Canva Pro with Canva for Non-Profits: www.canva.com/canva-for-nonprofits
- **Adobe Express:** www.adobe.com/express
 - Adobe Express Tutorials: www.adobe.com/express/learn/tutorials
- **Church and Stock Photos:** If you are interested in creating your own images, the website below provides free stock photos to do this. Simply download a photo and use Canva, Adobe Express, or another option above, to create your image.
 - <https://unsplash.com/>



Social Media Posts (Facebook, Instagram, Twitter, and Google Business)

Social media posts are generally square and great for use as a Facebook, Instagram, X/ Twitter, or Google Business post. Be sure to include other information about your stewardship emphasis. See page 5 for more information about adding custom information to these images.



Sample Text:

Example 1: You are invited to join us on Sundays in MONTH as we start a new sermon series. The Storehouse will focus on using our prayers, presence, gifts, service, and witness to grow more into the likeness of Jesus!

Example 2: We want to invite you to pray for our church for the next few months. We are going to focus on all the resources God has given to us and how we can best use our time, talents, gifts, service and witness to build His kingdom.



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Sample Text:

"I do not believe one can settle how much we ought to give. I am afraid the only safe rule is to give more than we can spare." - C.S. Lewis

Join us Sundays in MONTH as we dig into the difference between giving and generosity.

Email Headers, Event Images, and Projection Slide Images

Email headers, event images, and projection slide images are generally landscape rectangles and are great for use in church-wide emails, church website or church blog posts, as projection screen slides, and Facebook events.

Create a Facebook Event:

Facebook events are free to create and allow people who have a Facebook page to like, follow, share, and get more information about your event while they are logged into Facebook.

- Learn how to create a Facebook event here: <https://www.facebook.com/help/116346471784004>

Send an Email to Your Congregation:

Using an online program like MailChimp or Constant Contact (or your church email provider) you can send an email that includes details about your event to your congregation.

Sample Email/Facebook Event:

Be sure to include the email/event header as well as details about your event. When is the event? What time is the event? Where is the event? Is there anything you want people who are coming to the event to know?



Event Title or Email Subject: The Storehouse • Stewardship Fellowship Meal

Event Details: You are invited to join us on Sundays DATE as we start a new sermon series. The Storehouse is focused on using our prayers, presence, gifts, service, and witness!

Immediately following worship we will have a fellowship meal to celebrate all the amazing things God is doing in and through our church!



Event Title or Email Subject: The Storehouse • Stewardship Fellowship Meal

Event Details: You are invited to join us on Sundays DATE as we start a new sermon series. The Storehouse is focused on using our prayers, presence, gifts, service, and witness!

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