

COMMITMENT CAMPAIGN PROGRAMS

Direct Mail

- Involves little effort and is easy
- Requires little leadership or pastoral involvement
- Contacts all members with common message
- Depends on inspirational letters
- Omits listening to congregation or dialogue
- Resembles another appeal for funds
- Requires substantial follow-up
- Depends on broad consensus on church's ministry and mission
- Deprives leadership of opportunity to challenge congregation significantly
- Leads to modest increases in giving

Personal Delivery

- Focuses on passing a packet of materials among a chain of member households
- Involves many people, at least superficially
- Reaches every member
- May be seen as fun and playful
- Encourages little real dialogue about church's ministry
- Provides little opportunity for stewardship education
- Can focus on process more than on the meaning of commitment
- Assumes committed, well-informed membership with high level of trust

Consecration Sunday

- Requires some planning
- Involves guest speaker as a "fresh voice"
- Depends on well-oriented, effective guest speaker
- Focuses on spiritual dimension of stewardship
- Requires substantial invitation effort
- Depends on tradition of high worship attendance
- Rises or falls on guest leader's presentation
- Offers no opportunity for dialogue
- Provides some member involvement with a Consecration Celebration meal
- Requires extensive follow-up

Sunday Worship

- Places commitment in worship context
- Requires little planning and members involvement
- Allows for single, focused presentation
- Depends on tradition of high attendance
- Necessitates broad consensus on church's ministry and ministry directions
- Centers on pastor as primary motivator to increased commitment
- Neglects uninvolved members
- Offers no dialogue
- Requires substantial follow-up

Stimulates modest increase in giving

Congregational Dinner

Focuses attention on one “big event”

Necessitates high-quality, often audiovisual presentation

Strengthens fellowship

Depends on congregation being responsive to such events

Does not involve uncommitted or homebound members

Requires substantial effort to secure high attendance

Allows little dialogue or feedback

Requires substantial follow-up with non-attenders

Small Group Meetings

Gatherings of 8-15 in Homes

Encourages dialogue and discussion

Allows face-to-face communication

Provides opportunity to group households by common characteristic

Strengthens fellowship

Provides setting for stewardship education

Invites feedback to church leaders

Requires positive, well-trained group leaders

Involves substantial planning and organization

Depends on telephone calling of all members

Does not reach uncommitted members

Requires extensive follow-up with those not attending

Every Member Visitation

Provides personal contact with members for dialogue and faith sharing

Improves communication within the church

Involves many members significantly

Involves face-to-face challenge to new commitment

Creates often substantial increase in giving

Enables increase in number of pledges

Involves substantial organization and training

Depends on commitment of leadership

Requires recruitment of many visitors

Encounters resistance