



GREEK ORTHODOX ARCHDIOCESE OF AMERICA
METROPOLIS OF SAN FRANCISCO

Forming An Effective Stewardship Team

Bill Marianes





The One Thing That Will Change Everything Engagement



“Two are better than one, because they have a good return for their labor.

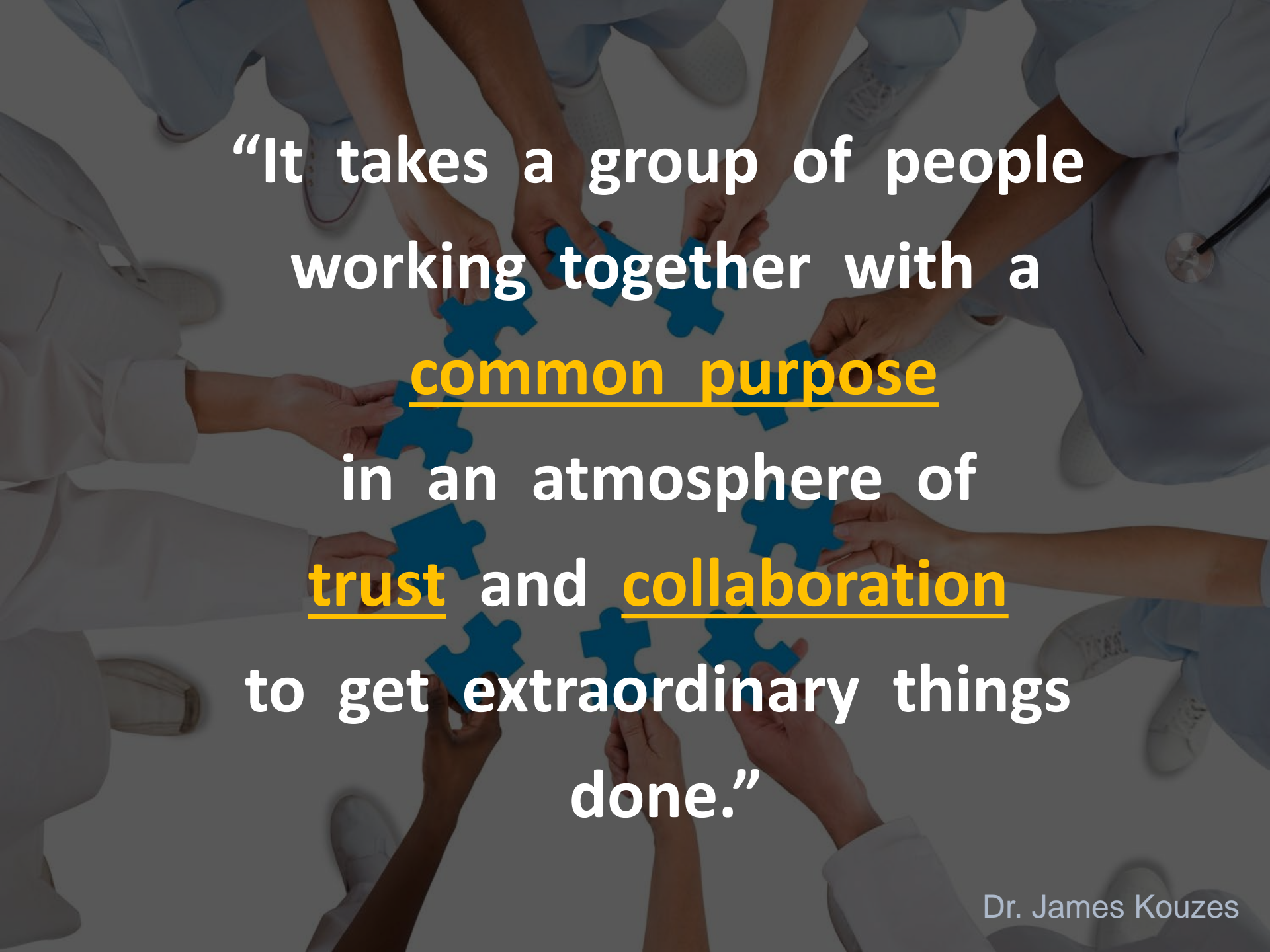
If either of them falls down, one can help the other up.

But pity anyone who falls and has no one to help them up.”

**ONE
TEAM
ONE
DREAM**



Ecclesiastes 4:9-10



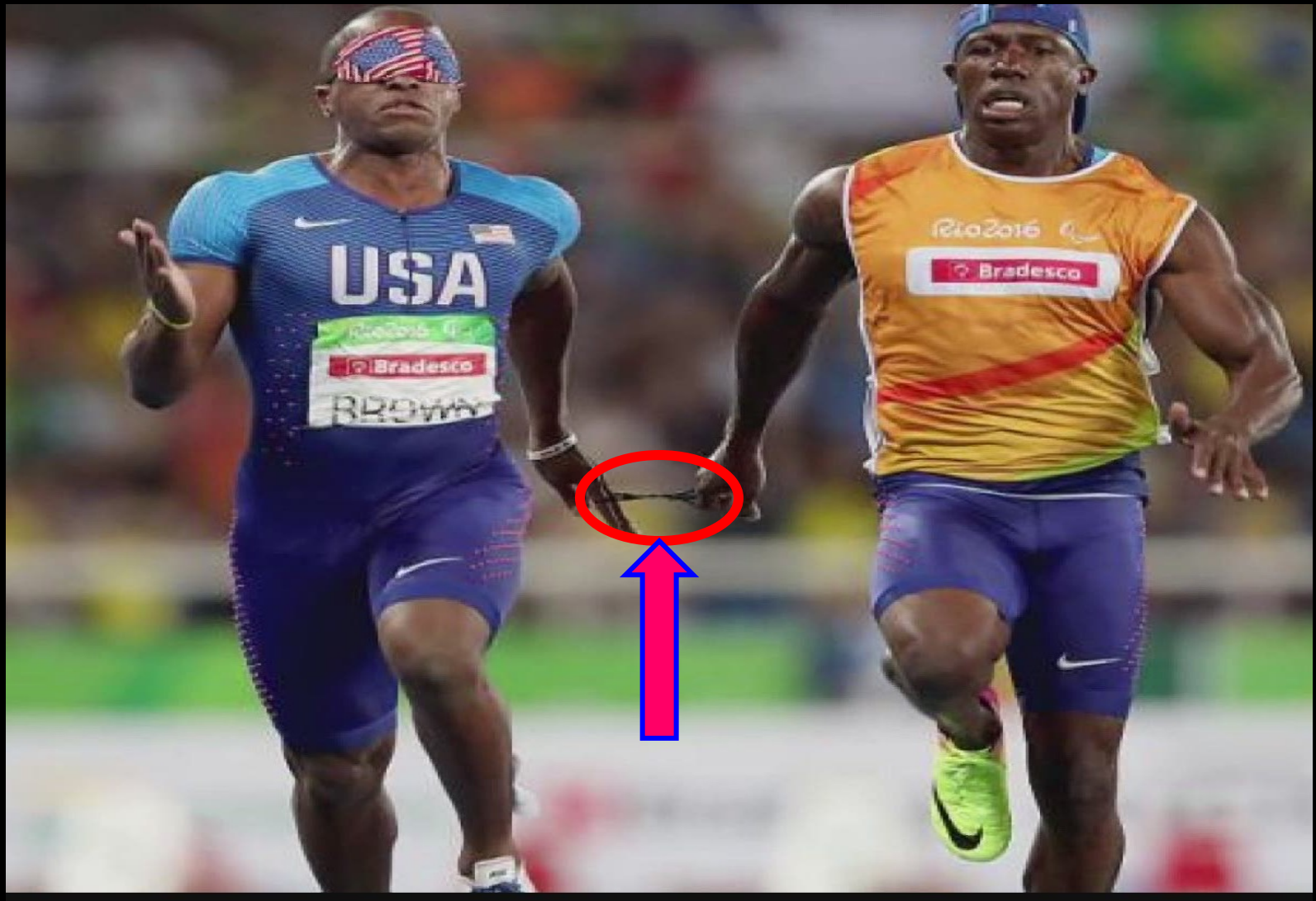
“It takes a group of people
working together with a
common purpose
in an atmosphere of
trust and collaboration
to get extraordinary things
done.”

If you don't have a
Stewardship Ministry
Team that is
committed
trained
enthusiastic
disciplined
you will not
sustainability achieve
what is **God** has made
possible in your parish!

It Takes a Team









“When seen through the lens of a servant’s heart, leadership becomes not just a job but a calling. Lives are changed for the better.

Next-generation leaders are molded. Along the way, the sense of destiny God planted in each individual soul finds fulfillment.”

Dr. James Kouzes

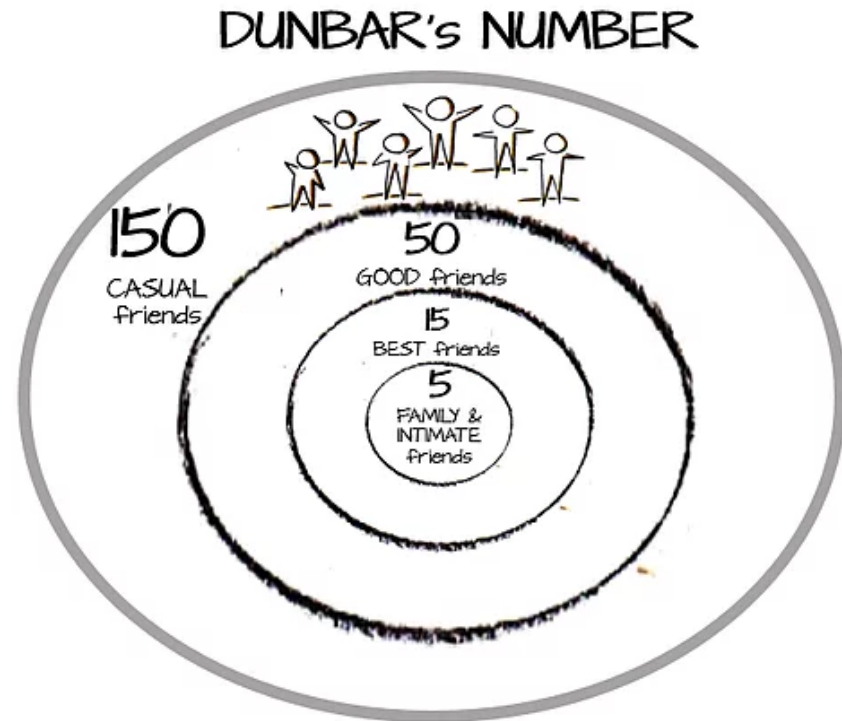
The Power
of
Stewardship
Teams

“The bigger a
church gets,
the smaller it
must become!”

Dunbar's Number

- ~ Dr. Robin Dunbar found a correlation between average neocortex brain size and average social group size
- ~ Dunbar's Theory suggests, humans can realistically maintain only 150 "stable quality relationships"

(people who know each other reasonably well)



Who Owns The Stewardship and Engagement Problem?

“Any time the majority of people behave a particular way the majority of the time, **the people are not the problem**. The problem is inherent in the system.

As a leader, you own responsibility for the system. Although a particular person can be a big problem, if you find yourself blaming the people, you should look again.”

W. Edwards Deming
(father of the Quality Movement)



Optimal Stewardship Team

ADMINISTRATIVE

1. Ministry Team Leader
2. Stewardship Communications
3. Stewardship Data Analysis

TACTICAL

4. Stewardship Campaign
5. Planned Giving
6. Stewardship Ambassador
Recruitment & Training

MINISTRY OR LIASON

7. Welcoming Ministry
8. Thanking Ministry
9. Youth Stewardship
10. Small Groups Ministry



Optimal Stewardship Team



ADMINISTRATIVE

1. Ministry Team Leader

- ~ Lead all ministry efforts
- ~ Regularly reports to Parish Council and General Assembly

2. Stewardship Communications

- ~ Produce and constantly places ALL communications in ALL parish media outlets
- ~ Coordinate testimonials and stewardship presentations

3. Stewardship Data Analysis

- ~ Confidentially maintain all stewardship data
- ~ Produce all stewardship reports, dashboards, and analyses

Optimal Stewardship Team



TACTICAL

4. Stewardship Campaign

- ~ Coordinate and manages year-round campaign
- ~ Lead Steward Engagement Process (SEP) to personally contact every steward each year

5. Planned Giving

- ~ Lead year-round Planned Giving Campaign
- ~ Coordinate Planned Giving Recognition Celebration

6. Stewardship Ambassador Recruitment & Training

- ~ Recruit team to personally contact all stewards
- ~ Work with Stewardship Campaign Chair to train Stewardship Ambassadors to effectively complete Steward Engagement Process

Optimal Stewardship Team

MINISTRY OR LIASON (these positions exist if no such ministry already exists at the parish)



7. Welcoming Ministry

- ~ Coordinate Sunday “Total Welcoming Experience”
- ~ Coordinate Follow-Up “Total Welcoming Experience”

8. Thanking Ministry

- ~ Coordinate all thanking communications with all stewards
- ~ Plan thanking and recognition celebrations

9. Youth Stewardship

- ~ Develop youth stewardship campaign and materials
- ~ Coordinate youth stewardship campaign

10. Small Group Ministry

- ~ Manage all aspects of Small Group Ministry
- ~ Recruit and trains Small Group Leaders
- ~ Facilitate parishioner sign-up for Small Group Ministries

A man and a woman are seated at a table, facing each other and smiling. The woman, on the left, has blonde hair and is wearing a light blue long-sleeved top. The man, on the right, has dark hair and is wearing a white collared shirt under a dark vest. They appear to be in a meeting or a friendly conversation. The background is slightly blurred, showing what looks like a modern office or meeting space with large windows and wooden frames.

The wHoly-Engaged Personal Visitation Program

(see appendix for specific suggestions)

Ingredients Of Effective Stewardship Engagement Process

Plan A - Personal In-Home Visitations

Each steward is personally visited in their home by a Stewardship Ambassador

Plan B - Small Group In-Home Gatherings

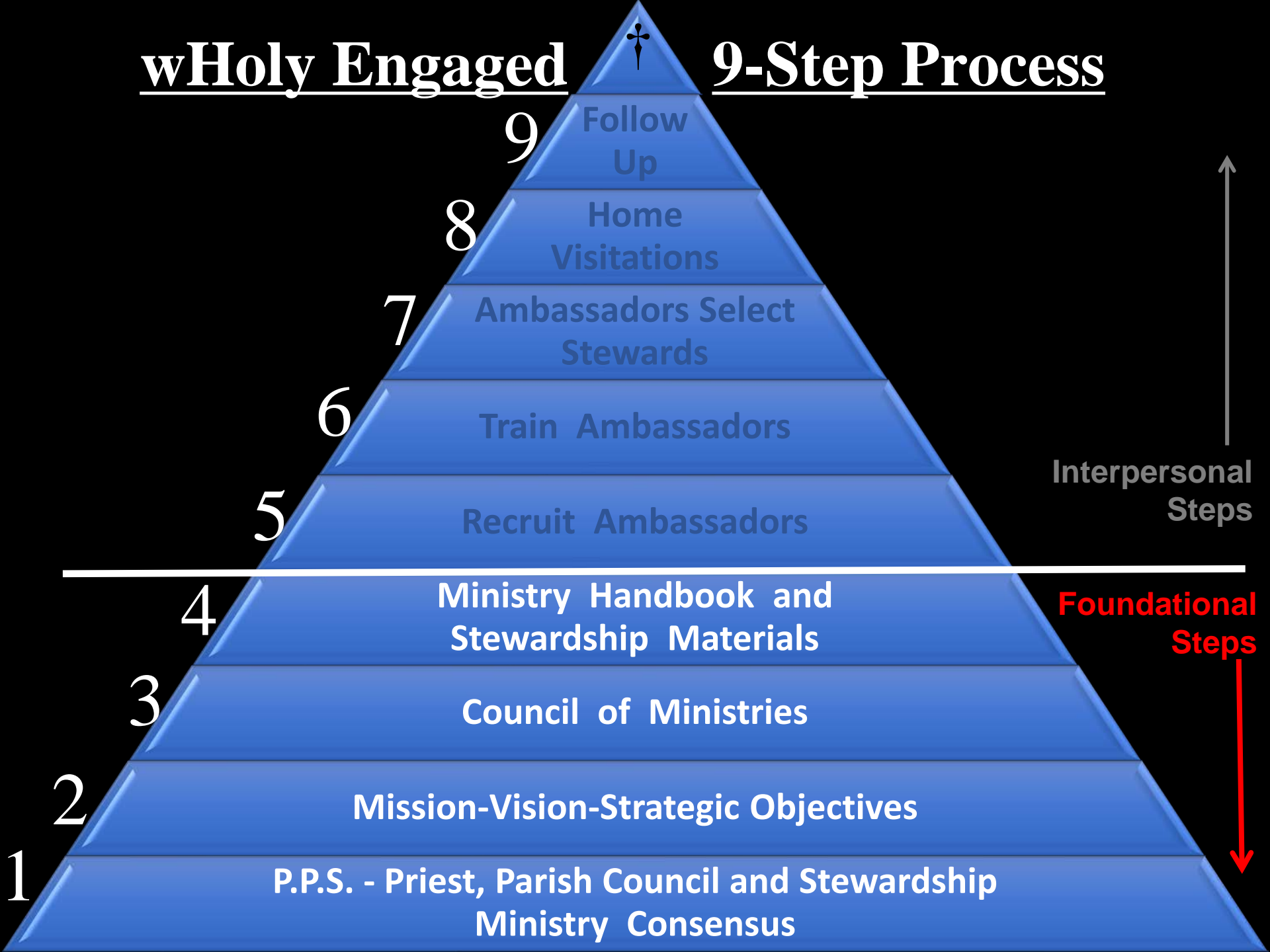
Each steward is invited to a small group gathering hosted at a Stewardship Ambassador's house

Plan C - Personal Telephone Calls

Each steward is personally called at home by a Stewardship Ambassador

wHoly Engaged

9-Step Process



Follow Up

Home Visitations

Ambassadors Select Stewards

Train Ambassadors

Recruit Ambassadors

Ministry Handbook and Stewardship Materials

Council of Ministries

Mission-Vision-Strategic Objectives

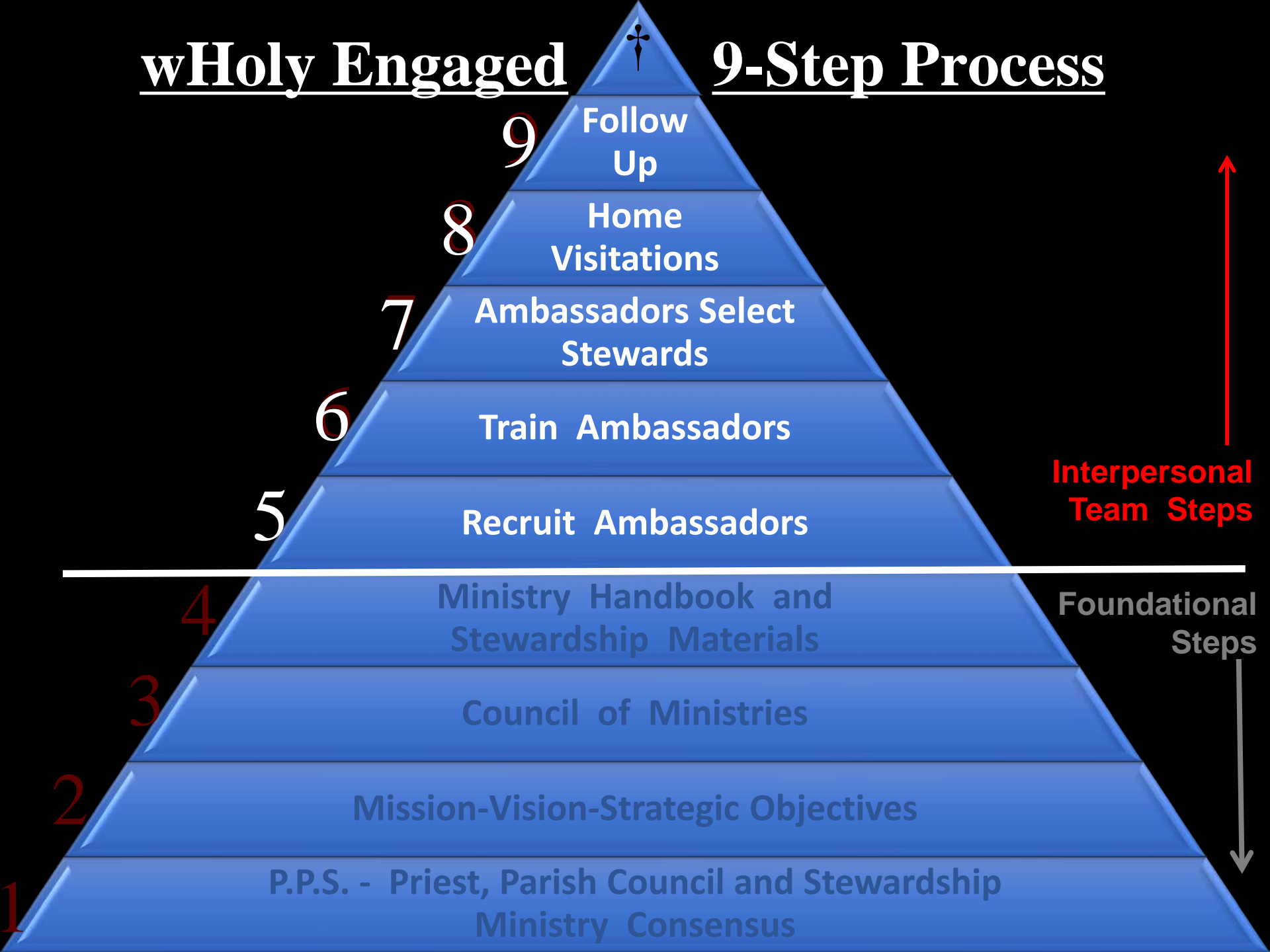
P.P.S. - Priest, Parish Council and Stewardship Ministry Consensus

Interpersonal Steps

Foundational Steps

wHoly Engaged

9-Step Process



Follow Up

Home Visitations

Ambassadors Select Stewards

Train Ambassadors

Recruit Ambassadors

Ministry Handbook and Stewardship Materials

Council of Ministries

Mission-Vision-Strategic Objectives

P.P.S. - Priest, Parish Council and Stewardship Ministry Consensus

Interpersonal Team Steps

Foundational Steps

Ingredients Of Effective Stewardship Ministry

*Personal, in-home
visitations are
absolutely and
unequivocally the
most effective
(nothing else is
even close)*

If you don't remember anything else, please know that to have a true, successful, and sustainable stewardship ministry you must

PERSONALLY INTERACT

with

EVERY PARISHIONER



Communications Are Critical

(see appendix for specific suggestions)

Stewardship Communications

Communications Matter!

1. Keep communications positive
2. Focus on mission/vision and life-changing ministries
3. Discuss the abundance in your community
4. Share stories of generosity
5. Communicate regularly and consistently
6. Describe the easy ways people can give
7. Discuss your culture of generosity
8. Create social networks sharing your community abundance
9. Make a religious call to give
10. Thank and celebrate



ANCIENT FAITH RADIO

Bringing the Ancient Christian Faith to the Modern World

Ancient Faith Ministries

BILL MARIANES

REVITALIZE STEWARDSHIP IN
YOUR PARISH AND PERSONAL LIFE

A STEWARDSHIP CALLING



Ancient Faith
PODCASTS

“Overcoming The Challenge of Donor Fatigue”

August 7, 2019

**Fr. Aaron
Warwick**



https://www.ancientfaith.com/podcasts/stewardshipcalling/donor_fatigue



The Right Data Matters



Recommended Parish Financial Dashboard

Stewardship Calling Recommended Parish Financial Dashboard

ITEM ¹	THIS YEAR	LAST YEAR	PRIOR YEAR
The following are reported monthly			
Total Income			
Total Stewardship Income			
Total Expenses			
Net Income or Loss			
% of Expenses Covered by Stewardship			
Number of Stewards			
Median Stewardship Pledge ²			
(add any other critical line item the PC needs to watch here)			

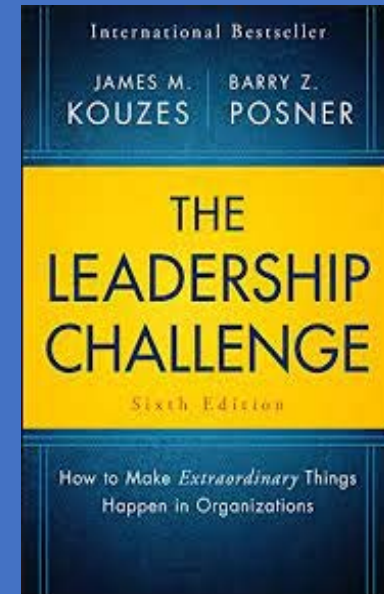
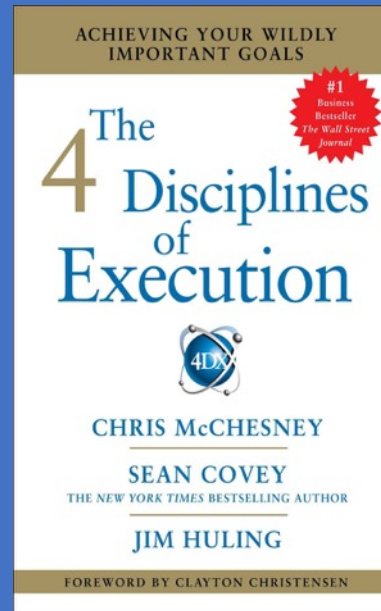
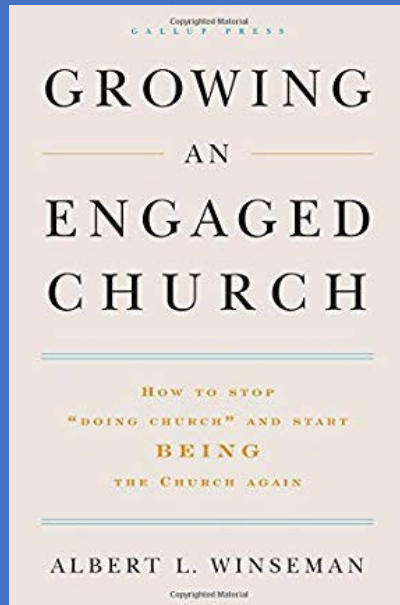
The following are added to the report each quarter			
Total Expenses invested in parish chosen charities and ministries			
% of Total Expenses invested in parish chosen charities and ministries			
Proxy Tithe % Analysis ³			
% of stewardship income from top 10 stewards			
% of stewardship income from top 10% of stewards			
% of stewardship income from top 20 stewards			
% of stewardship income from top 20% of stewards			

¹ ALL columns include only "month to date" numbers as of the end of the previous month

² Use median NOT average because major donors skew averages

³ Divide median stewardship contribution by \$8,175 (tithe of median U.S. Orthodox income)

Suggested Reading



“Change is the province of leaders. It is the work of leaders to inspire people to do things differently, to struggle against uncertain odds, and to persevere toward a misty image of a better future.”

Dr. James Kouzes



“The most basic task of the Church leader is to discern the spiritual gifts of all those under his authority, and to encourage those gifts to be used to the full for the benefit of all.”

“Only a person who can discern the gifts of others and can humbly rejoice at the flowering of those gifts is fit to lead the Church.”

***So we, being many,
are one body in
Christ,***

***and every one
members one of
another.***



Romans 12:5

This Photo by Unknown Author is licensed under [CC BY-SA](#)



“I beg you to walk worthy of the calling to which you have been called.”

Ephesians 4:1

Find Your

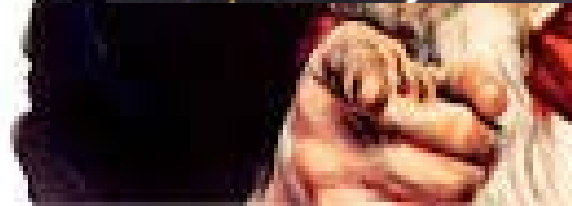


“... to each one of us grace was given according to the measure of Christ’s gift... some to be apostles, some prophets, some evangelists, and some pastors and teachers for the equipping of the saints for the work of ministry...”

Ephesians 4:7-13

WE WANT YOU

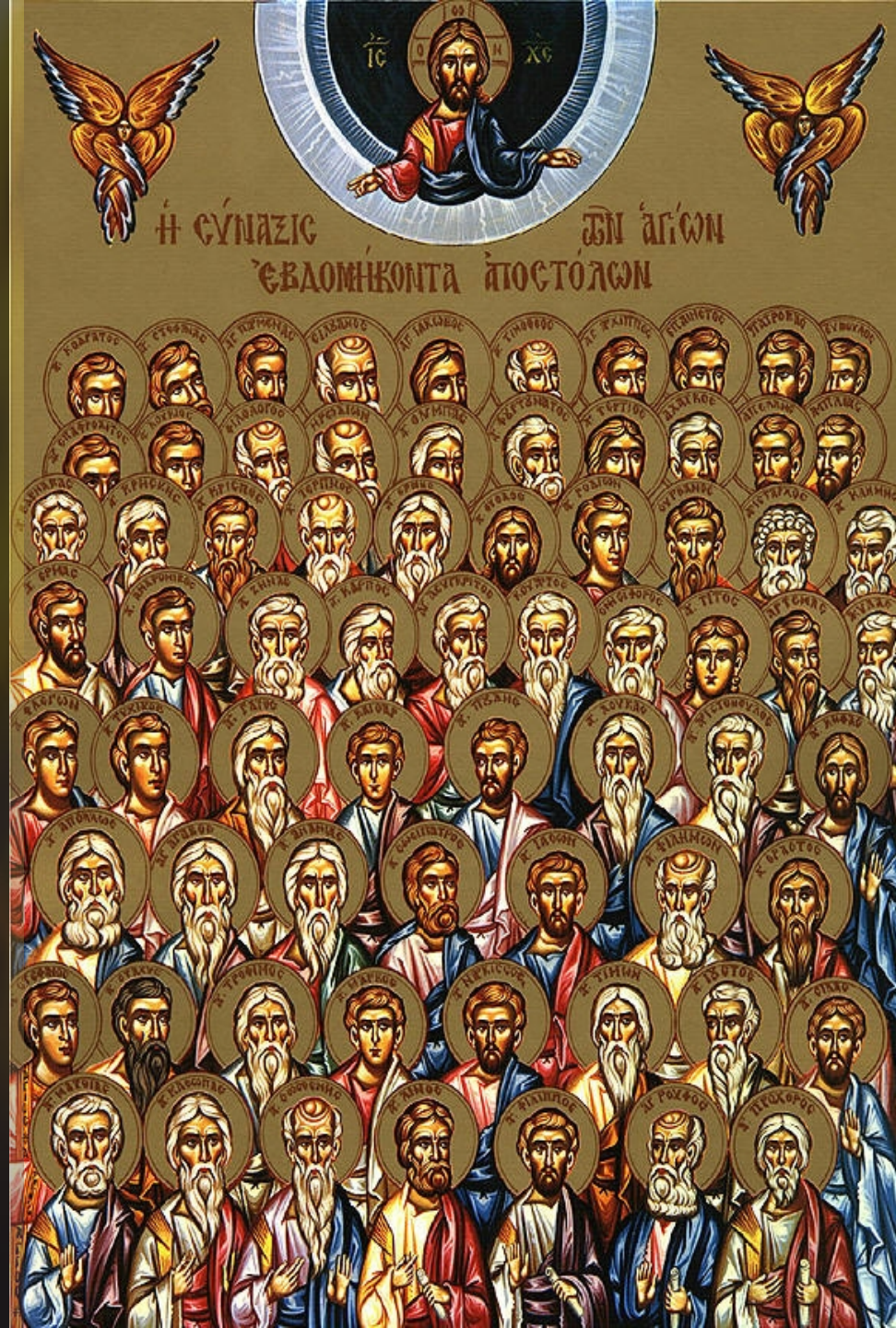
"...to walk worthy of
the calling to which
you have been called."



Ephesians 4:1

*You have
now been
called as one
of the 70
Disciples*

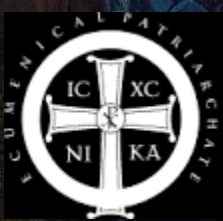
Luke 10:1





QUESTIONS
ANSWERED
HERE
EVEN THE
SILLY ONES

Any Questions?



GREEK ORTHODOX ARCHDIOCESE OF AMERICA
METROPOLIS OF SAN FRANCISCO

Appendix of Selected Resources

Forming An Effective Stewardship Team

Bill Marianes



A man and a woman are seated at a table, facing each other and smiling. The woman, on the left, has blonde hair and is wearing a light blue long-sleeved top. The man, on the right, has dark hair and is wearing a white collared shirt under a dark vest. They appear to be in a professional or educational setting, with a bookshelf visible in the background. The text 'The wHoly-Engaged Personal Visitation Program' is overlaid in white on the image.

The wHoly-Engaged Personal Visitation Program

wHoly Engaged

9-Step Process



9

Follow
Up

8

Home
Visitations

7

Ambassadors Select
Stewards

6

Train Ambassadors

5

Recruit Ambassadors

4

Ministry Handbook and
Stewardship Materials

3

Council of Ministries

2

Mission-Vision-Strategic Objectives

1

P.P.S. Consensus

Interpersonal
Steps

Foundational
Steps



The wHoly-Engaged Personal Visitation Program

The wHoly- Engaged Personal Visitation Program

- **STEP 1** - Priest, Parish Council, Stewardship and Ministry Leaders reach consensus about your stewardship strategy (PPS)
- **STEP 2** - Reach consensus on the Parish's Mission, Vision and strategic goals and Strategic Plan
- **STEP 3** Organize your Council of Ministries
- **STEP 4** Prepare your Ministries Handbook and Stewardship materials and revised Stewardship Commitment Form

See examples of Parish Ministry Handbooks here:
<http://stewardshipcalling.com/stewardship-ministry-handbooks/>

The wHoly- Engaged Personal Visitation Program

**STEP 5 - Recruit your Stewardship Ambassadors
(including all PPS and other leaders)**

**STEP 6 - Train your Stewardship Ambassadors
using these Igniting The Flame of True Christian
Stewardship materials, teach your mission,
vision and ministries**

**STEP 7 - Ambassadors select the Stewards they
will visit based on commonality**

**STEP 8 - Ambassadors call and schedule 15-30-
minute in-home visitation focusing on
engagement in ministries**

**STEP 9 - Ambassadors follow up every two weeks
until stewardship commitment forms are
submitted to the Parish administrator**

The wHoly- Engaged Personal Visitation Program

Personal, in-home visitations agenda

- ~ Opening prayer of thanksgiving
- ~ Discuss parish items of common interest (e.g.,
the top 3 things they like about parish)
- ~ Share the vision/ministries of the parish
- ~ Address any comments/concerns or promise to
get back to them
- ~ Review Ministry handbook and stewardship
forms
- ~ Explain you will follow up every 2 weeks until
the church receives their completed forms
- ~ Thank them and end with a prayer



The wHoly-Engaged Group Visitation Program

The wHoly- Engaged Group Visitation Program

- ~ Opening prayer, welcome/ice breaker
- ~ Dinner and fellowship
- ~ Program
 - the vision and ministries of the parish
 - 2 or 3 testimonials
 - present stewardship ministry handbook and stewardship commitment form
 - explain next steps (including 2-week follow-ups), answers any questions and closing prayer

Stewardship Team

- ~ Recruit the number of “Ambassadors” that is a little over 10% of your number of steward units
- ~ Each Ambassador takes care of themselves and 9 other steward units (= 100% of parish)
- ~ All Parish Council members, Ministry Leaders and Clergy are Ambassadors
- ~ Train all Ambassadors on how and what to solicit (the focus is time and talents engagement)



Communications Are Critical

(see appendix for specific suggestions)

Stewardship Communications

Communications Matter!

1. Keep communications positive
2. Focus on mission/vision and life-changing ministries
3. Discuss the abundance in your community
4. Share stories of generosity
5. Communicate regularly and consistently
6. Describe the easy ways people can give
7. Discuss your culture of generosity
8. Create social networks sharing your community abundance
9. Make a religious call to give
10. Thank and celebrate

Stewardship Campaigns

Communications Matter!

1. Annual, year-long stewardship campaign
2. Monthly stewardship articles in ALL Parish publications (Scripture + testimonials)
3. At least quarterly stewardship presentations
 - a. clergy AND lay testimonials
 - b. focus on life changing ministries (not problems) “people give to mission and vision”
 - c. emphasize time and talents - ministry engagement
 - d. explain easy online giving options
 - e. emphasize tithing and % giving in each message
 - f. explain the incredible ministries that could be funded if everyone tithed

Stewardship Communications

Communications Matter!

4. **Specific stewardship campaign month (sometime in Sept - Nov)**
 - a. **Personal contacts**
 - Plan A personal in-home visits
 - Plan B group gatherings
 - Plan C personal telephone calls
 - a. **Hand deliver stewardship packets for return to confidential place**
 - b. **Conduct a separate youth stewardship campaign**
 - c. **Focus on Ministry information and recruitment**
 - d. **Host a “Ministry Fair” and have ministries share their great accomplishments and recruit**
 - e. **Personal follow up to reach 100% participation**
 - f. **Celebrate successes**

Stewardship Communications

Communications Matter!

- January - Recruit Team – 1st Stewardship Homily
- February - 1st Adult Lay Testimonial
- March - Life-changing Ministry Presentation
- April - 2nd Stewardship Homily
- May - Youth Testimonial
- June - Stewardship Materials Preparations
- July - 3rd Stewardship Homily
- August - Young Adult Testimonial - Ministry Fair
- September - Adult & Youth Campaign & Personal Visits
- October - Follow-up Visits/Calls To Get To 100%
- November - 4th Stewardship Homily - Results Reported
- December - Thanks & celebrate



ANCIENT FAITH RADIO

Bringing the Ancient Christian Faith to the Modern World

Ancient Faith Ministries

BILL MARIANES

REVITALIZE STEWARDSHIP IN
YOUR PARISH AND PERSONAL LIFE

A STEWARDSHIP CALLING



Ancient Faith
PODCASTS

“Overcoming The Challenge of Donor Fatigue”

August 7, 2019

**Fr. Aaron
Warwick**



<https://www.ancientfaith.com/podcasts/stewardshipcalling/donorfatigue>

Overcoming Donor Fatigue¹

1. Communicate key stewardship objectives and strategies
2. Focus on solutions instead of the problems
3. Talk about the proportion of victims helped
4. Stress similarities between beneficiaries and donors
5. Identify a single victim being helped
6. Thank and celebrate

¹ “Overcoming Donor Fatigue” – Fr Aaron Warwick

https://www.ancientfaith.com/podcasts/stewardshipcalling/donor_fatigue

Overcoming Donor Fatigue¹

Communicate key stewardship objectives and strategies

Focus on solutions instead of the problems

Talk about the proportion of victims helped

Stress similarities between beneficiaries and donors

Identify specific beneficiaries being helped

Thank and celebrate

¹ “Overcoming Donor Fatigue” – Fr Aaron Warwick
https://www.ancientfaith.com/podcasts/stewardshipcalling/donor_fatigue

Optimal Stewardship Team

ADMINISTRATIVE

1. Ministry Team Leader
2. Stewardship Communications
3. Stewardship Data Analysis

TACTICAL

4. Stewardship Campaign
5. Planned Giving
6. Ambassador Training

MINISTRY OR LIASON

7. Welcoming Ministry
8. Thanking Ministry
9. Youth Stewardship
10. Small Groups Ministry



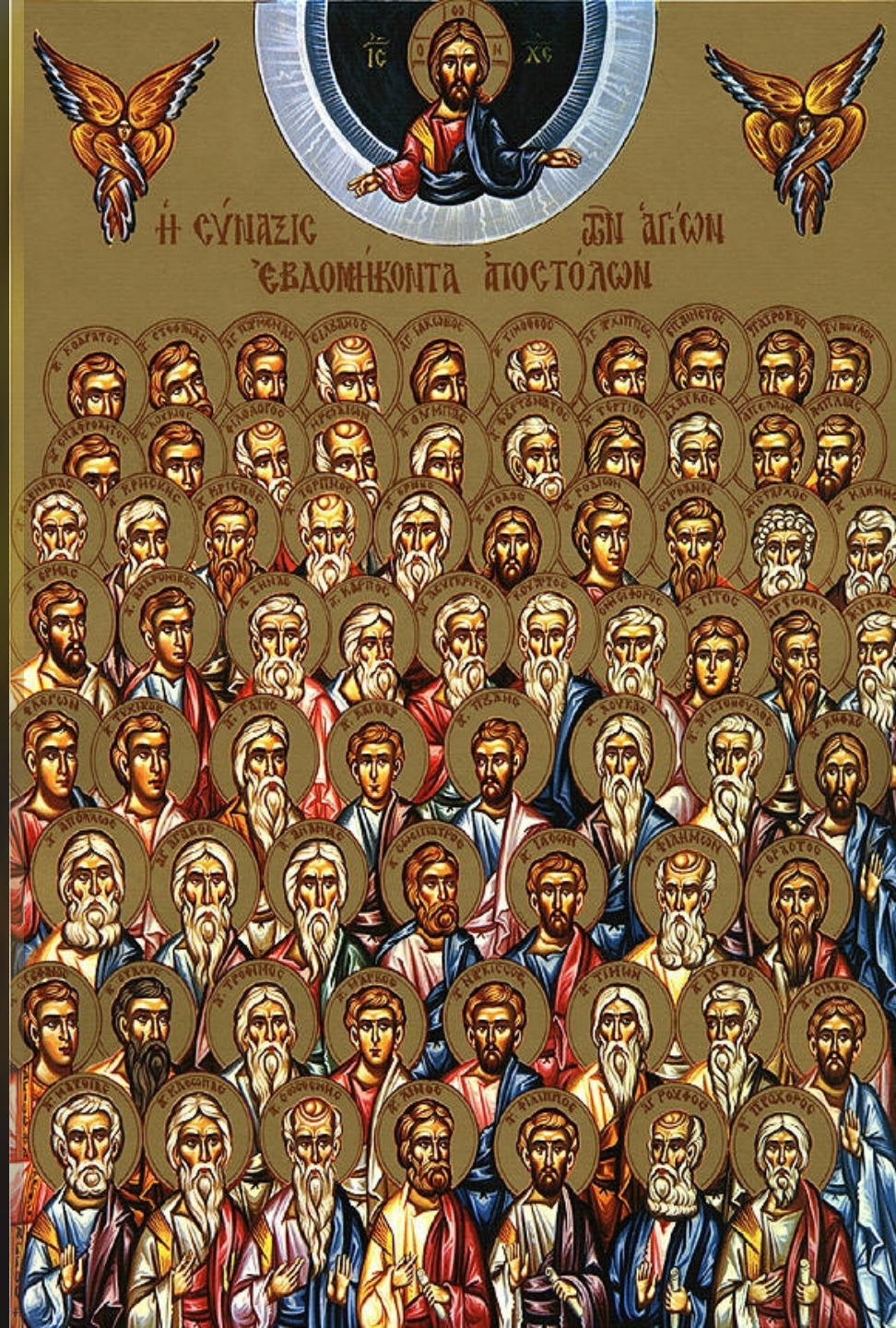


Why Are We Doing This?

“That the end of
our lives may be
Christian, without
pain, blameless
and peaceful,
and for a
good account at
the awesome
judgment seat of
Christ.”

*You have
now been
called as one
of the 70
Disciples*

Luke 10:1





GREEK ORTHODOX ARCHDIOCESE OF AMERICA
METROPOLIS OF SAN FRANCISCO

Forming An Effective Stewardship Team

Bill Marianes

