

EVANGELICAL LUTHERAN CHURCH IN AMERICA STEWARDSHIP KEY LEADER

800-638-3522, ext. 2606, or 218-639-3521

skl@elca.org

What is the Stewardship Key Leader program?

The program is a carefully designed ministry that strengthens congregations by helping them build their financial base and experience renewal in faith and mission. Stewardship Key Leader is a service of the Evangelical Lutheran Church in America that has been used successfully for 25 years in more than 450 congregations. Direction is provided by leaders with capital fund raising training and extensive experience in stewardship ministry.

What congregational needs are best served by this program?

Stewardship Key Leader serves well for building projects, debt-reduction program, and annual stewardship programs. The Stewardship Key Leader provides resources and leadership that enable local leaders to implement the plan tailored for their particular situation.

In addition to increased financial support, what are anticipated results?

Congregations experience new vitality, with increased commitment for their life and mission. Spiritual renewal and personal Christian growth are frequent experiences for congregations and individuals.

How does the ministry work in a congregation?

The Stewardship Key Leader is on-site for two weekends, four to six weeks apart. The first weekend is for planning and training, introducing tried and tested materials and developing a time-line for the program. The second is for receiving commitments, and for planning and directing the follow-up. The Key Leader gives the sermon both weekends. Between the two weekends, the Key Leader is in frequent contact with the congregation, guiding and overseeing the implementation of the detailed plan developed during the first weekend.

What are the program components?

Congregation members will receive several mailings, including two brochures prepared by the Key Leader. Prayer and Bible reflection are central to the program. Two sermons

*NEW JERSEY SYNOD
CONGREGATIONS WHO
HAVE RECENTLY USED THE
SERVICES OF ELCA
STEWARDSHIP KEY
LEADERS*

Holy Cross, Springfield

Hope, Freehold

Calvary, Cranford

by the Key Leader and one by the local pastor, as well as several talks in worship by members will focus on biblical stewardship. Members will learn about various giving options. The program also includes the option of advance visits to members of the congregation.

Does Stewardship Key Leader work with congregations of all sizes?

SKL serves all ELCA congregations, including congregations ranging from 50 members to over 5,000 members.

How much does Stewardship Key Leader cost?

Since SKL is a ministry of the ELCA, it costs much less than other consulting firms. Cost varies based on the size of the congregation, but almost all congregations experience a savings of many thousands of dollars compared to other consulting firms.

How much can a congregation typically raise in a three-year capital campaign?

A church's results depend on the present level of giving, the type of project proposed and the degree of congregational ownership and enthusiasm for the project. Typically, a congregation can raise two to two-and-one-half times what it receives in annual giving.

Our project will cost more than we can raise in our campaign. What should we do?

Many congregations undertake projects that cost more than can be raised in a single program. It is very common for congregations to finance the balance. The ELCA's Mission Investment Fund is an excellent source for such funding. Often congregations undertake one or two subsequent debt reduction campaigns with any remaining balance then included in the operating budget.

Will having a capital campaign affect regular giving to the congregation?

Congregation members will receive several mailings, including two brochures prepared by the Key Leader. Prayer and Bible reflection are central to the program. Two sermons by the Key Leader and one by the local pastor, as well as several talks in worship by members will focus on biblical stewardship. Members will learn about various giving options. The program also includes the option of advance visits to members of the congregation.

We want to do an in depth annual stewardship response program. Can Stewardship Key Leader help us?

Yes. Stewardship Key Leader is often used for improving the general stewardship ministry of a congregation through an annual stewardship program.

We think there will be some resistance to hiring professional fund raisers. Why should we use “outsiders” to help us?

Stewardship Key Leader is a ministry of our Evangelical Lutheran Church in America. SKL consultants expand the partnership that already exists between the congregation and the churchwide organization. Countless congregations have discovered the professional assistance makes the difference between a very well-run, successful campaign and one that falls considerably short of its goals.

We are planning a new building. How much work should we do with an architect before we conduct a campaign?

If you have not already done so, your first step should be to contact your ELCA Building Consultant. A brochure is included with this mailing regarding this valuable program. Prior to conducting a capital campaign it is not necessary to have complete building plans. It is most often very important to have schematic drawings and elevations. Reasonable estimates of building costs are also very important.

What vote should be taken to approve a campaign?

It is vital that the congregation feel ownership of the plans. Normally, a congregational meeting is held for discussion of proposed plans before campaign planning begins.

How long does a campaign last?

Generally, a three-to four-month period is required from the point at which the congregation begins working with Stewardship Key Leader until the campaign, including follow-up is concluded.

How many people should be on the Leadership Team?

The Leadership Team consists of a general chairperson and four or five committee chairpersons. These people recruit as many people as necessary to complete the appropriate tasks. In large congregations co-chairs are often advisable.

What time of year is best for a capital campaign?

Successful Stewardship Key Leader programs have been conducted in every season of the year. You will want to consider your local congregation and conduct the campaign when most people will be present to participate.

Can a capital campaign be conducted at the same time as our annual stewardship response program?

Many congregations have successfully combined programs. However, it is often the case that both campaigns will be more successful if they are conducted at different times.

Can we interview our Stewardship Key Leader consultant?

Absolutely. A telephone interview is suggested. If your congregation prefers a face-to-face interview, the congregation will need to reimburse the consultant for travel and lodging costs.

We are interested. What is our next step?

Contact the director of the ELCA's Stewardship Key Leader program, who will then assign a consultant to work with you. Consultants are assigned on the basis of suitability and availability of the consultant, and geography. The director can be contacted at skl@elca.org, at the ELCA toll-free number 800-638-3522, ext. 2606, or at 218-639-3521.

Stewardship Key Leader Cost

What Does Stewardship Key Leader Cost?

The cost of the Stewardship Key Leader program depends on the size of the congregation. This allows ELCA congregations of all sizes to make use of this valuable ministry of our church. The costs of the program fall into three categories – program cost, travel and printing costs, and postage costs.

Program Cost

<u>Baptized Members</u>	<u>Cost</u>
Under 200	\$4,500
201- 600	\$6,000
601-1000	\$7,000
1001-1500	\$8,000
1501-2000	\$9,000
2001-3000	\$10,000
Over 3000	\$12,000

Travel and Printing Costs

Travel and printing costs usually range from \$1,000 - \$2,500. The travel variables are the costs of airfare, if needed, and lodging.

Also, larger congregations will have larger printing costs due to the need for more copies.

Postage Costs

Postage costs will be the cost of several first class mailings to the members of the congregation.

What Does a Stewardship Key Leader Consultant Bring?

Expertise

Your Stewardship Key Leader consultant brings special training, experience and skill to your program, which is a very special kind of endeavor. The plan brought by the consultant is expertly outlined and carried out. Your Stewardship Key Leader knows that generous giving always grows out of and strengthens the givers relationship with Jesus Christ.

Materials

Your program requires special training and materials that your consultant has already designed to meet the needs of your congregation and your Leadership Team members. These materials are the result of years of experience and cannot be easily developed by those not trained to do so.

Time

Your pastor(s) and staff must sustain the ministries and programs of the church while the program is in progress. The consultant takes the responsibility of the program so they can continue to meet the ministry needs of the congregation during the program.

Objectivity

Your consultant brings a fresh, objective view of the possibilities and potential of your congregation. The consultant brings a wealth of experience and materials that can be adapted to meet the needs of your congregation.

Sensitivity

Stewardship emphasis requires tact, careful articulation and an experienced touch with people. It also requires a boldness to speak God's word on matters of money and possessions. Often this is best done by someone other than the staff or lay leadership of a congregation. This is not unlike other outside authorities who assist your congregation from time to time in other specific areas of congregational life.

Lutheran Theology and Identity

Your Stewardship Key Leader is a fellow member of the Evangelical Lutheran Church in America. The consultant brings a thorough knowledge of Lutheran theology and knows how ELCA congregations are organized and operate.

Success

Stewardship Key Leader has been used in over 450 ELCA congregations with great results. Your consultant brings the success of this program to your congregation. Most congregations find that an outside consultant is vital in helping people grow in their giving.

The Consultant's Personality

Your Stewardship Key Leader is a brother or sister in Christ who brings a warmth and vitality that become part of the emphasis itself.

Values and Standards

Pastoral

Stewardship Key Leaders are rostered leaders of the Evangelical Lutheran Church in America who are committed to helping God's people grow in their relationship with Jesus Christ.

Generous giving and growth in faith are closely related. Stewardship Key Leaders strive to help God's people grow in both areas of their lives.

Prayerful

Stewardship Key Leaders regularly pray for the congregations with whom they are working.

Prayer is at the heart of the Stewardship Key Leader program. Ten Days of Prayer begin the program and an all-day prayer vigil occurs on the day before commitments are completed.

Biblical

Stewardship Key Leaders worship a God of abundance. We believe that the Bible reveals to us a God who provides for all people with incredible abundance. We believe that God has provided each congregation in the ELCA with all the resources the congregation needs to accomplish all that God has for them to do.

The Stewardship Key Leader program is built on the conviction that stewardship and discipleship are inextricably linked. What we do with our financial resources impacts our relationship with Jesus Christ. Our relationship with Jesus Christ impacts our financial stewardship.

The Stewardship Key Leader program understands the vocation of every Christian to be stewardship. What we do with our time, talents and finances is a part of our Christian calling.

Missional

Stewardship Key Leaders believe that God calls God's people to lives of serving others above serving self.

The Stewardship Key Leader program asks congregations to reflect on why the congregation is embarking on the project or ministry that is being funded. Is this being done to serve self or to serve others?

The Stewardship Key Leader program encourages congregations to tithe the money raised to a ministry outside the congregation. Since the congregation and Stewardship Key Leader are part of the ELCA, encouragement is given to use the tithe to support another ministry of the ELCA.

Integrity

Stewardship Key Leader is a program of the highest quality. Materials, training of the Leadership Team and support throughout the program strive for excellence.

Stewardship Key Leaders believes in straight talk about money. We do not subscribe to the notion that money is best dealt with in secret.

The Stewardship Key Leader program is committed to serving ELCA congregations of all sizes. A sliding fee scale makes this ministry of our ELCA very affordable for all.