

## SAINT MARK'S STEWARDSHIP COMMITTEE

### **Strategic Target 5:**

Achieve sustainable stewardship of our cathedral community.

### **Statement of Mission and Goals**

The Stewardship Committee seeks to transform Saint Mark's Cathedral Parish into a growing faith community of grateful givers of time, talent, and treasure.

### ***We believe and proclaim that:***

- *Giving of time, talent, and treasure are inseparable;*
- *Generous giving is our natural response to God's love; and*
- *We are confident of God's bounty, and we give out of celebration.*

### ***We strive to:***

- *Inspire faithful and generous gifts of time, talent, and treasure;*
- *Continually grow and educate our community of giving members;*
- *Motivate our pledging members to become proportional givers;*
- *Encourage and welcome additional gifts of love for special purposes;*
- *Cultivate gifts of hope for the future of our community and our mission; and*
- *Celebrate abundance and generosity as central themes of our parish life.*

### **Work Program (2010-2011)**

Based on the February 27, 2010 Stewardship Committee retreat, the following is the progress report on the work program for the committee for March 2010 to January 2011. The names in ***bold italics*** are the leads for the 10 priority projects.

<b>PRIORITY PROJECTS (10)</b>	<b>SUBCOMMITTEE PROGRESS REPORTS (10)</b>
<b>Stewardship Website</b>	
<i>Review, reorganize, and update the stewardship portions of Saint Mark's website (<b>Joyce Ramée</b>)</i>	The subcommittee updated all details on the Stewardship links on the website; streamlined and eliminated confusion and duplications; made it possible to pledge online beginning with the 2011 Annual Pledge Campaign; and created a format that can be updated easily.
<b>Annual Campaign Evaluation</b>	
<i>Evaluate the process and results of Annual Campaign focus groups conducted in 2007; prepare and conduct surveys about the 2010 Annual Campaign (<b>Roger Valdez</b>)</i>	The subcommittee conducted three on-line surveys to learn more about why people pledge, why they do not pledge, and when they pledge. The first survey went out to people who had participated in the past, another went to late pledgers, and another to a group who are active at Saint Mark's, but do not pledge. More than <b>500</b> households were surveyed at least once, and each survey had about a <b>50 percent</b> response rate.
<b>Saint Mark's Database</b>	
<i>Provide volunteer support to Saint Mark's Cathedral staff to implement and update a church-centric database and software in order to create accurate and useful stewardship reports (<b>Jo Ann Bailey</b>)</i>	Member contact information was updated using 2010 pledge cards. Member records in Raiser's Edge were consolidated. Raiser's Edge was retired as Saint Mark's record-keeping software. All member records were transferred into church software purchased from ACS Technologies.

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<b>Newcomers/Connect</b>	
<p><i>Collaborate with leaders of the Newcomers and Connect programs to integrate stewardship education into their programs (Jo Ann Bailey)</i></p>	<p>The Stewardship Committee was represented at every Newcomers Brunch in 2010 and at Newcomer Committee meetings. The Stewardship Committee was also represented during a review of the "Connect? Commit?" program for church membership.</p>
<b>Gratitude and Growth</b>	
<p><i>Organize and implement a "gratitude and growth" project to promote participation by all parish members (especially non-pledging households) in Saint Mark's stewardship programs (Penny Reid)</i></p>	<p>For the second annual Gratitude and Growth Project, more than <b>500</b> pledging households plus <b>300</b> active but non-pledging households were mailed postcard invitations to come and bring friends to the <b>25</b> "gratitude and growth" gatherings hosted in homes and parks in the Seattle area. About <b>300</b> parishioners and guests attended the gatherings.</p>
<b>Financial Education</b>	
<p><i>Design, organize, and implement a financial education program, focusing on pledging, planned giving, and family finances (Rebecca McClain)</i></p>	<p>Rebecca is working with Susan Knirk to design, organize, and implement a financial education workshop based on the Spend, Share, Save model approved by Bishop Rickel. They expect the workshop to take place in the spring of 2011.</p>
<b>Time and Talent</b>	
<p><i>Strengthen Saint Mark's time and talent program by recruiting, training, coordinating, motivating, and recognizing volunteers in support of Saint Mark's programs (Louise Kind)</i></p>	<p>The Ministry of Time/Talent of Volunteers is being strengthened by the use of a new church-based computer program so that when a parishioner's talents are identified, they can be matched to particular areas of service needs. Training on the program has begun, and the subcommittee will soon be able to enter information. A computer and desk are dedicated to that use in the Cathedral office.</p>
<b>Stewardship Network</b>	
<p><i>Identify, organize, and manage a network of stewardship representatives of Saint Mark's major programs and ministries (Scott Smallwood)</i></p>	<p>Nine stewardship network representatives were recruited to contact fellow members of ministries of music, worship, and social justice – a total of <b>366</b> potential pledges. These contacts generated <b>266</b> pledges, or <b>70 percent</b> of the total.</p>
<b>Stewardship Sunday</b>	
<p><i>Organize, promote, and manage "Stewardship Sunday," featuring Saint Mark's ministries of time, talent, and treasure (Joyce Ramée)</i></p>	<p>St. Mark's "ministry fair" successfully displayed <b>54</b> ministries of time, talent, and treasure with food and a festive atmosphere in Bloedel Hall. About <b>350</b> people attended. Many positive comments included group leaders who found new volunteers. This year's event and the Bloedel Hall location set a precedent for easier organization in future years.</p>
<b>Annual Pledge Campaign</b>	
<p><i>Organize and conduct an enjoyable and productive Annual Campaign for 2011 that emphasizes increasing the number of pledging households, promoting early pledging, encouraging newcomer pledging, and involving young people in pledging (Greg Simon)</i></p>	<p>The Stewardship Committee conducted a 10-week Annual Pledge Campaign. The campaign generated <b>\$1,080,974</b> from <b>504</b> pledges, including <b>97</b> new pledges. The campaign included stewardship sermons, written materials, a stewardship network, many articles and presentations, and hundreds of personal contacts.</p>

**Randy Revelle**  
January 30, 2011