

One Body. One Spirit. One Hope.
Annual giving campaign for St. Stephen's Church, Richmond, Virginia

Elements of the campaign

1. [Campaign video \(linked here\) featuring co-chairs](#)

Shown at Sunday Forum on the first day of the campaign

Sent via email newsletter

Posted on social media platforms

Featuring the three co-chairs—each representing a parish demographic (traditional, long-time members; participants in contemplative services; young families)

2. Parish-wide mailing

The mailing included:

A roll-fold brochure with perforated panel as the pledge card (parishioners often tell us they “didn’t receive” a pledge card in their mailing—we decided to make it impossible to misplace it this time)

A cover letter personalized for each individual household, with an appropriate message targeted to one of the following groups

- those who gave last year
- lapsed givers
- newcomers
- never pledged before
- young families (the demographic that has traditionally lagged behind in participation)

Reply envelope

3. Regular messages in weekly communications, with the theme and a consistent graphic (photo of our baptismal font)
4. Signage—an old-school update poster on an easel, and a digital image on a screen
5. Parish gatherings at church, in homes, and at a restaurant
6. Targeted messaging in the service we hold for young families with children: a separate goal for that specific audience, and a parallel campaign for children using cardboard offering boxes where they could deposit their own offerings, and specific teaching for young children.
7. Drop boxes placed throughout the parish house to receive pledge cards, with extra cards and envelopes available.
8. Online giving platform widely publicized (and widely used).

You may fulfill your pledge with weekly, monthly, or annual donations, online or by check, or with gifts of stock. To make a stock gift, please contact Susan McNamara in the parish office for instructions, smcnamara@ststephensRVA.org, 804.288.2867. If you wish to make donations in cash, please ensure that your donation is in an envelope with your name so that we can post it to your giving record.

To make a pledge online, scan this code or go to ststephensRVA.org/pledge2024.



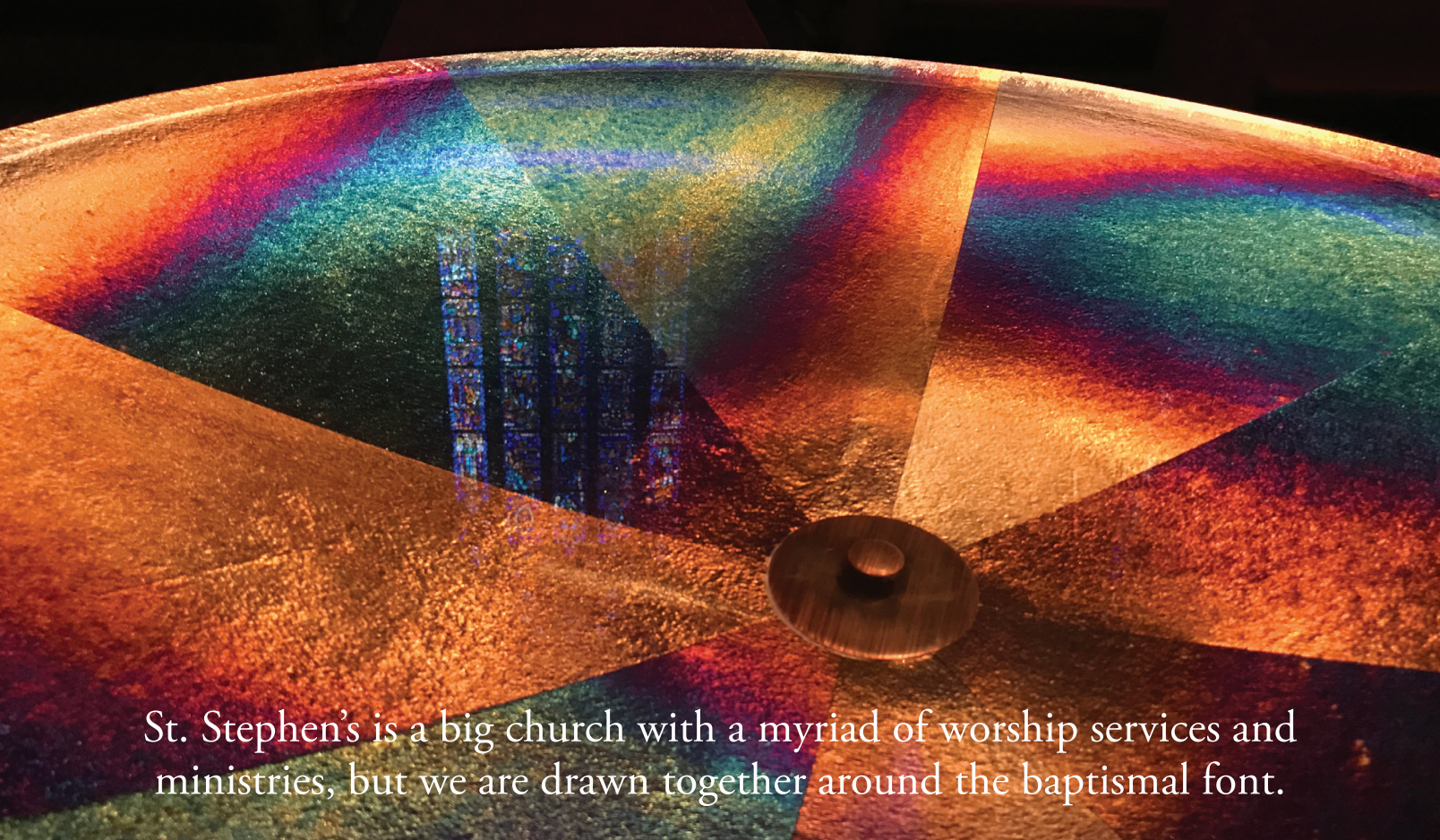
THE LEGACY SOCIETY

The Legacy Society is a group of parishioners who have included St. Stephen's Church in their estate plans.

Would you like to receive information about planned giving and the Legacy Society?

- Yes
- No
- I am already a member of the Legacy Society

Thank you for your support of St. Stephen's Church.



St. Stephen's is a big church with a myriad of worship services and ministries, but we are drawn together around the baptismal font.



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These words open the baptismal service, form us as the Body of Christ, and send us out into the world in hope. St. Stephen's is a big church with a myriad of worship services and ministries, but we are drawn together around the baptismal font. We see it every time we enter the church. It is a source of unity, a symbol of healing and renewal, an inspiration for ministry. Our youngest and oldest members dip their fingers there to remember who they are, God's beloved children.

During the time of transition, St. Stephen's Church undertook a parish-wide survey process to identify God's call for our future. Here were the top three priorities: **engaging young families, welcoming and integrating newcomers**, and developing the **spiritual generosity of the congregation**. Meanwhile, the key indicators of parishioner satisfaction, according to the survey, all related to matters of transparency, governance, and shared ownership and decision-making.

IN RESPONSE:

We have revitalized the Sunday morning Palmer Hall offering, including bringing back a choir for young people, and made upgrades to the audio-visual infrastructure in that space. We have welcomed Dogwood Preschool to our campus and our community. We have hired talented staff and enhanced our capacity for children's and youth ministry.

We are at work on a new website, signage, and visitors guide designed to welcome people into our community. We have a new hospitality committee and initiatives. We have renewed and expanded our small group ministry with myriad opportunities launching this fall.

We have improved our financial accounting and procedures and brought on new staff; we have developed a comprehensive stewardship focus that includes year-round attention to annual and planned giving, and we have introduced a mission impact publication. An improved committee structure, including quarterly ministry nights, highlights our efforts to expand lay leadership and parish communication.



All the while, we continue to uphold our core commitments: worship that moves, teaching that inspires, pastoral care that connects, front porch ministries that welcome, and outreach initiatives that call us into the world in love.

All of this is only made possible by your generous support. As we look toward 2024, we need your help to continue to grow and flourish.

We are one body, called by one spirit, empowered by one hope.

WHAT IT TAKES

With a relatively small endowment for a parish the size of St. Stephen's Church, significant annual commitments are required to live out our mission and ministry.



It costs



to provide the worship and music, spiritual formation, hospitality, pastoral care, and outreach that give life to so many.

The dollars pledged are important; broad participation in this annual support is important, as well.

Last year, we received pledges from 781 households. Those commitments totaled \$2.38 million, a significant portion of the funds needed to carry out our mission and ministry.

Our goal this year is to receive pledges from at least 800 households, and our financial goal is \$2.5 million in annual commitments.

*Numbers are for 2023 budget

WILL YOU DO YOUR PART FOR YOUR CHURCH?

Please use the attached commitment card and return it in the envelope provided by November 17. If you prefer to make your pledge online, visit ststephensRVA.org/pledge2024.

Thank you for your commitment to your baptismal faith, and for your commitment to the shared mission of St. Stephen's Church.

Please complete this card and mail or bring it to St. Stephen's in the return envelope in your packet by November 17.

FIRST AND LAST NAME (please print) _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE (with area code) _____ EMAIL _____

I commit to supporting the vital work of St. Stephen's Episcopal Church in my parish, my community, and the world in 2024 with an annual pledge of \$ _____

SIGNED _____ DATE _____

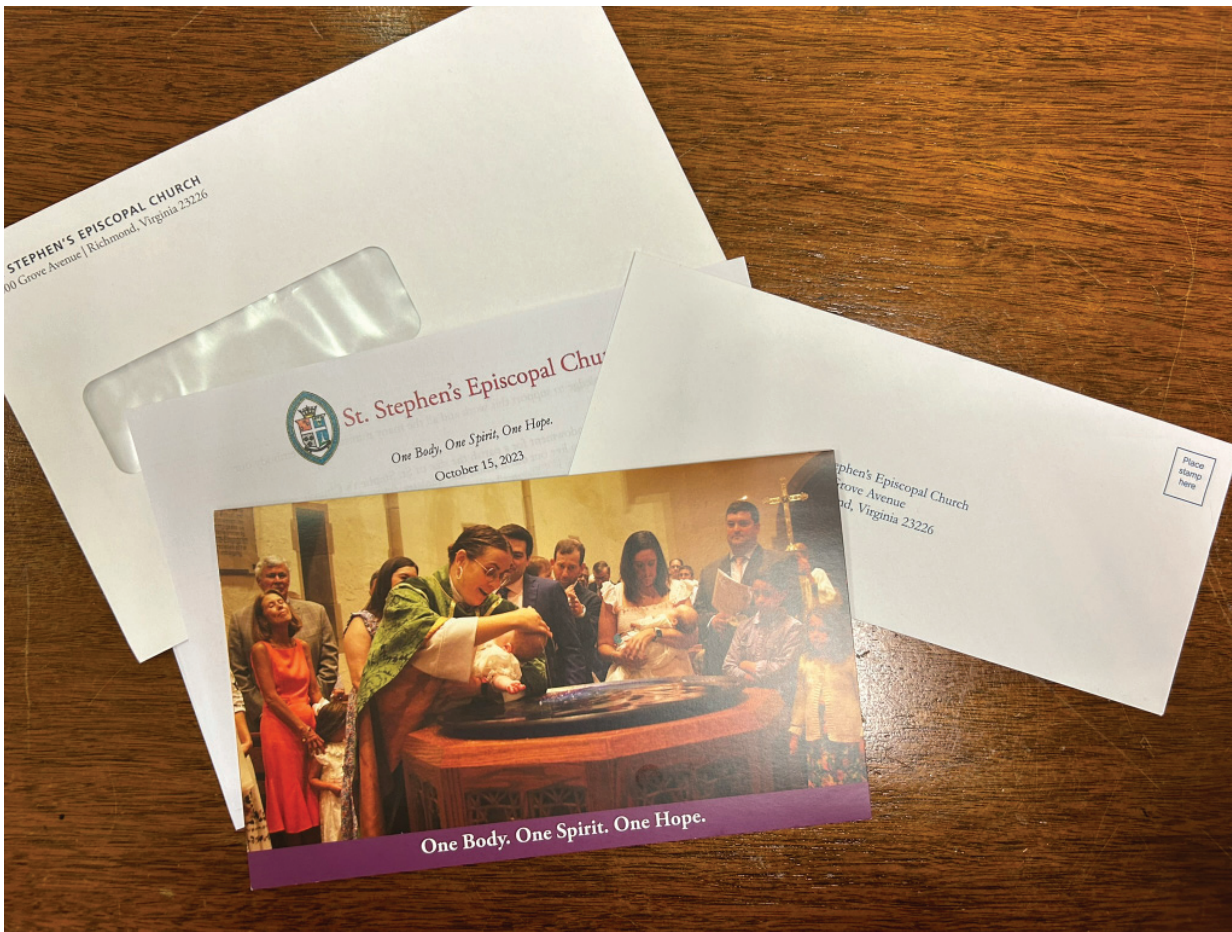
This commitment, made in faith, may be increased or decreased if your circumstances change.

What Sunday worship service(s) do you **usually** attend in person? (You may select more than one.)

8 a.m. 9 a.m. main church 9 a.m. Palmer Hall 11:15 a.m. 5:30 p.m. Celtic service 8 p.m. Compline

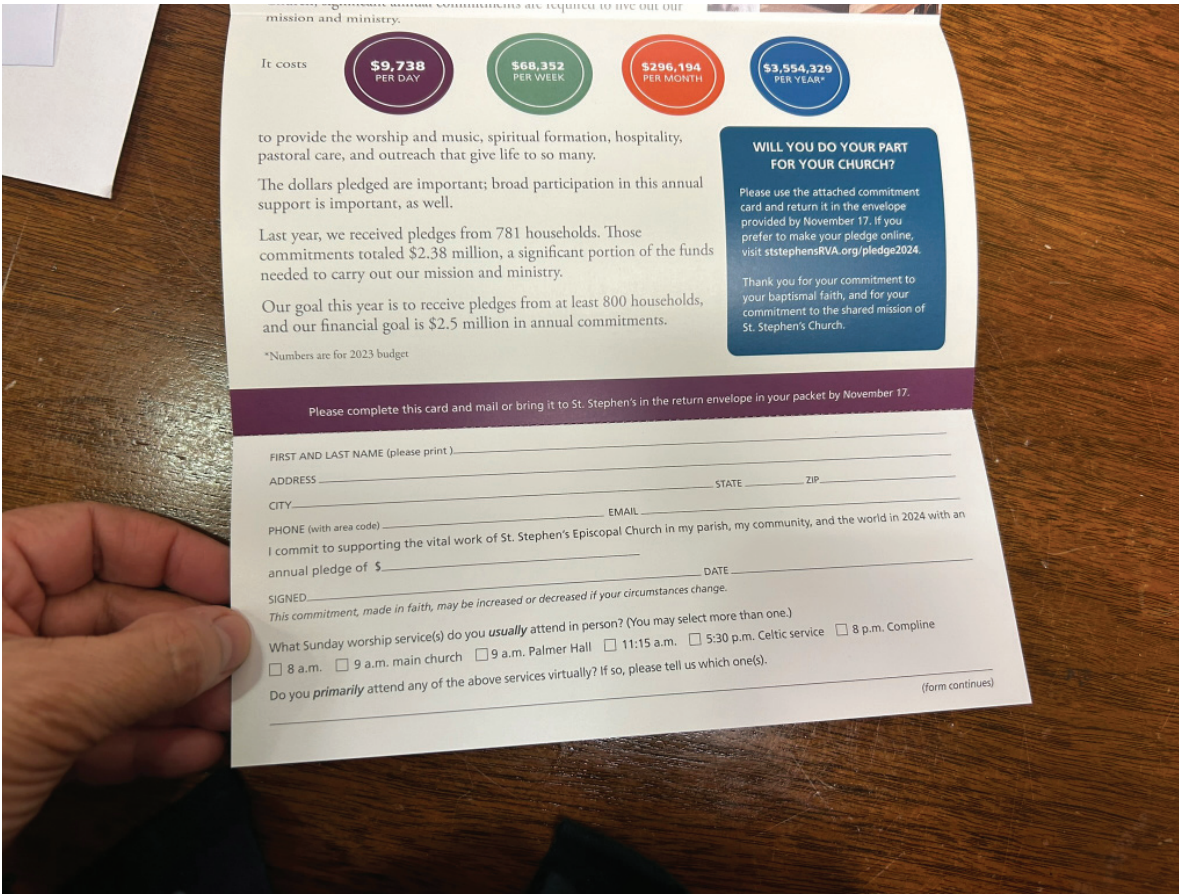
Do you **primarily** attend any of the above services virtually? If so, please tell us which one(s).

(form continues)

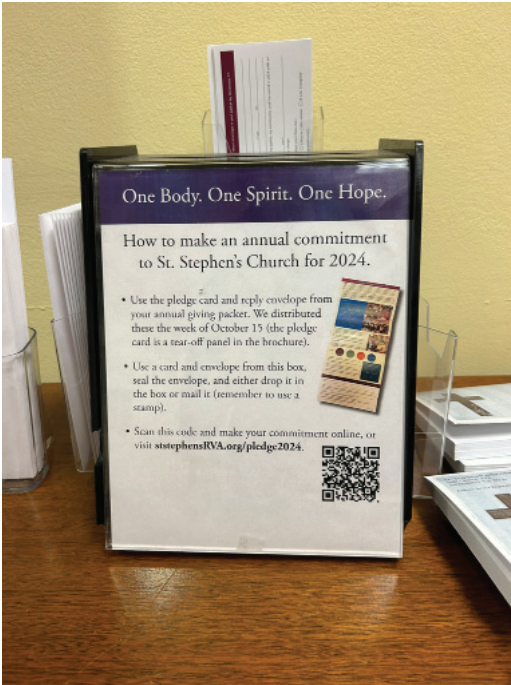


Mailing packet (above); back of folded brochure (below)



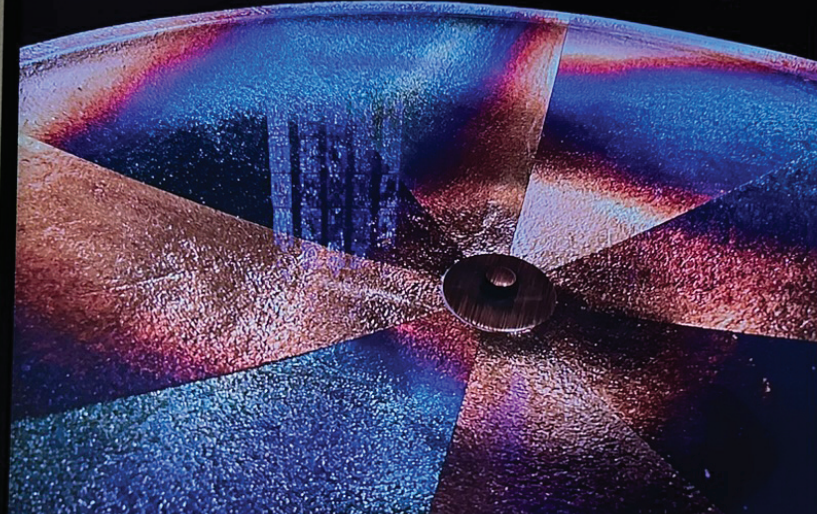


Perforated pledge card panel in brochure (above); drop box for pledge cards (below)



Graphic used in emails, etc.

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Our goals:

800 pledges

\$2.5 million

Received to date:

791 pledges

\$2,541,965



Progress/update signage