

Ministry Brands[®]



Ministry Brands®

How to Use Pledge Drives to Foster Stewardship

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Today's Speakers



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Agenda



1. What is Pledging?
2. Why Pledging?
3. How to Utilize Pledging?
4. What's Next?

What is Pledging?



General Giving & Pledging

What's the difference?

General Giving

General Giving is the act of donating toward a charitable or ministry.

Pledging

Pledging is committing an amount of your choosing to either a one-time initiative or a long-term campaign.

Why Pledging?



Ministry Brands®

"Effective stewardship ministry is never about the church's need to receive money. It is always about the giver's need to give."

Ann A. Michel
churchleadership.com



Benefits



1. Foster consistent and faithful givers

Pledging helps to make stewardship a critical part of your ministry culture.

2. Create excitement around working toward a goal together

Achieving a goal together is something worth celebrating!

3. Budget more accurately

Having a better sense of where you will be at financially for a one-time campaign or for annual giving, allows you to be more strategic and impactful in your ministry.

How to Utilize Pledging



Step One: Create a Fund for your Campaign



How to Create a Campaign Fund

From the **Fund Management** page: click **+Add**, select **Fund**, then complete the applicable fields in the Edit Fund box. Be sure to **Save**.

Note: you can also create a Pledge Drive using an existing fund.

The screenshot displays the 'Edit Fund' modal window in the Ministry Brands software. The modal is titled 'Edit Fund' and contains the following fields and options:

- Fund Status:** A green pill-shaped button labeled 'Active'.
- Parent Fund:** A dropdown menu.
- Fund Name:** A text input field containing 'Stewardship'.
- Start Date:** A date picker with a calendar icon and a trash icon.
- End Date:** A date picker with a calendar icon and a trash icon.
- Show note/memo field for this fund:** A toggle switch that is currently turned off.
- Fund Keyword:** A text input field containing 'Save'.
- Fund Code:** A text input field.
- Add fund to the following giving form(s):** A dropdown menu.
- Hide from Kiosk:** A checkbox that is currently unchecked.
- Do not sync to ChMS:** A checkbox that is currently unchecked.
- Save/Cancel:** Two buttons at the bottom right of the modal.

In the background, the 'Fund Management' page is visible, showing a list of funds with columns for 'Status' and 'Form Only'. A '+ Add' button is located at the top right of the page, and a dropdown menu is open below it, showing 'Fund' and 'Pledge Drive' options. A green arrow points from the 'Fund' option in the dropdown to the 'Edit Fund' modal.



Step Two: Add a Pledge Drive



How to Add a Pledge Drive

The screenshot displays the 'Add Pledge Drive' modal form within the Ministry Brands software. The background shows the 'Pledge Drive Management' section with the 'Pledge Drives' tab selected. The modal form contains the following fields and options:

- Pledge Drive Name:** Stewardship Campaign
- Fund:** Stewardship
- Goal Amount:** 10000
- If goal is met:**
 - Allow the fund to remain active and goal to be exceeded
 - Deactivate the fund but allow recurring payments to continue ⓘ
 - Deactivate the fund and end all recurring payments ⓘ
- Allow Pledge Cards for this Pledge Drive
- Pledge Card:**
 - Start Date: 08/01/2022
 - End Date: 08/01/2023
 - Any pledge card field with this pledge drive will automatically expire the form on this date.
 - Selectable Frequencies on Form: 7 items selected
- Allow user to select a custom date range within Pledge Card period
- Display goal with pledge card ⓘ
- Allow Donor to setup manual or offline payments
- ⓘ Use the Pledge Drive field within the form builder to add to new or existing form.

At the bottom of the modal are 'Cancel' and 'Save' buttons. A green arrow in the image points from the '+ Add' button in the modal to the 'Pledge Drive' option in a dropdown menu.

Add a Pledge Drive: Switching to the **Pledge Drive** tab, click **+Add**, select **Pledge Drive**, then complete the applicable fields in the Add Pledge Drive box. Click **Save**.



Step Three: Create a Pledge Card



Creating a Pledge Drive Card

1. Create a Pledge Card Form:

- From the **Forms Manager**
- Click **+Create New Form**
- Select the **Pledge Drive** template
- Name your form
- Click **Start Building Form**.

The screenshot shows the 'Form Manager' interface in the Ministry Brands software. A modal window titled 'CREATE A FORM' is open, asking 'What would you like to create?'. The modal lists several form templates: Contact Form, Event Registration, Children's Event, Subscribe Form, Prayer Request Form, Online Attendance, Pledge Drive (highlighted), and Start From Scratch. A 'Form Preview' for the 'Pledge Drive' template is shown on the right, displaying a form with fields for 'Your Pledge Amount', 'Start Date', 'End Date', and 'Pledge Type'. A 'Start Building Form' button is visible at the bottom of the modal. In the background, the 'Forms Manager' sidebar is visible, and a '+ Create New Form' button is highlighted with a green arrow.

Creating a Pledge Drive Card

2. Connect Pledge Drive to the Pledge Card:

- **Configure** the Pledge Card Field by clicking the **gear wheel** in the top right corner of that field
- Select your coordinating **Pledge Drive** from the dropdown menu in the **Field Properties** box
- Double check your preferred **Validation**
- Click **Done**.

The screenshot shows the 'Form Manager' interface for a 'Stewardship Campaign' form. A 'Field Properties' dialog box is open, showing the configuration for a 'Pledge Card' field. The 'General' tab is active, and the 'Pledge Drive' dropdown menu is set to 'Stewardship Campaign'. The 'Validation' section has the 'Required' checkbox checked. A 'Configure' button is highlighted in the top right corner of the field, with a green arrow pointing to it. The background shows a 'Stewardship Campaign' form with a 'Pledge Card' field.


Creating a Pledge Drive Card

3. Customize your Pledge Card:

- There are many customization options for Forms. To find out how to add a header image, change fonts, colors and more, visit our **Giving Help Desk** at www.help.ministrybrands.com

Stewardship Campaign

Form Sign in



Each of you should use whatever gift you have received to serve others, as faithful stewards of God's grace in its various forms.
1 Peter 4:10

Stewardship Campaign

Starts: 8/1/2022 **Ends:** 8/1/2023

Total Pledge Amount \$ 0.00	Start Date 08/12/2022 (today) <small>📅</small>	End Date 08/01/2023 <small>📅</small>
Frequency Select... <small>⌵</small>	First Recurring Payment	

Make non-recurring payments with cash/check/other
 Include a payment towards pledge now

\$200.00 raised of \$10,000.00 goal

Stewardship Campaign

Remaining Pledge Amount: \$0.00

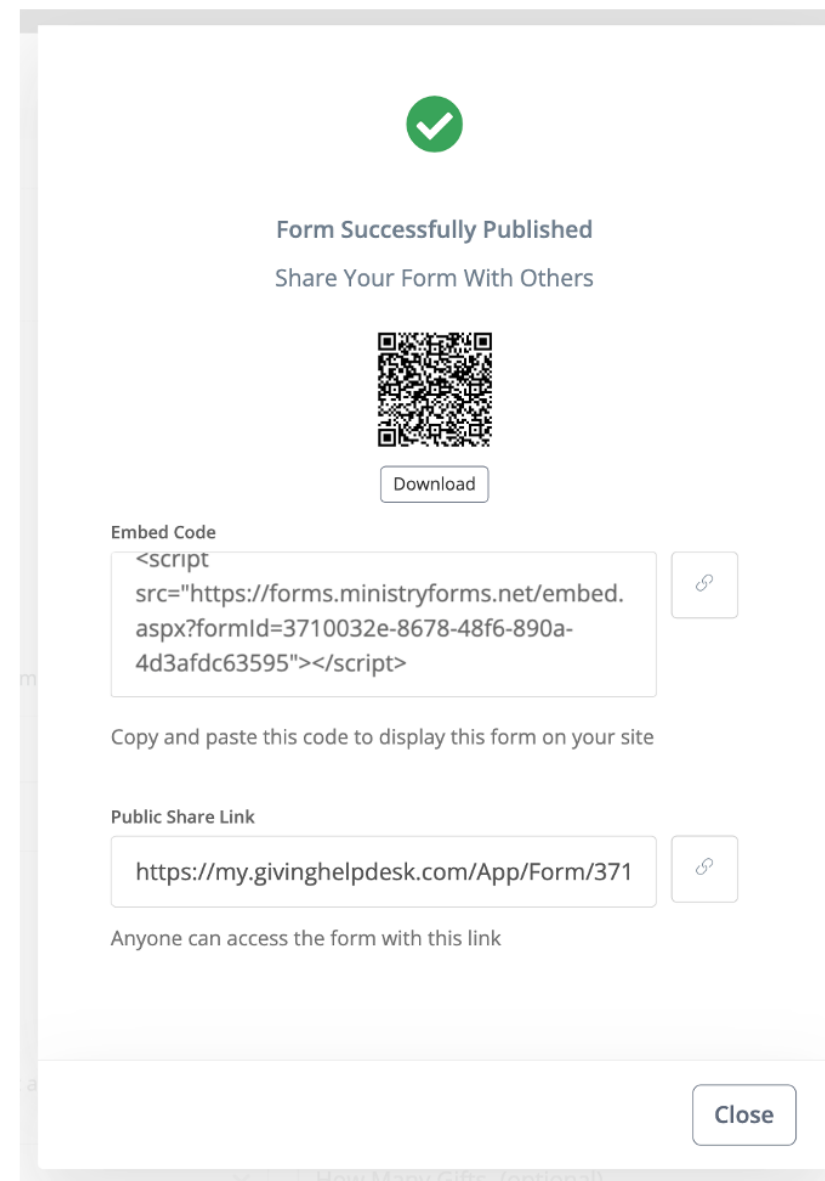
Submit

Online Giving powered by Giving Help Desk

Creating a Pledge Drive Card

4. Publicize your Pledge Card Form:

- For best practices on how to share and publicize your form, visit our **Giving Help Desk** at www.help.ministrybrands.com



The screenshot shows a white dialog box with a green checkmark icon at the top center. Below the icon, the text reads "Form Successfully Published" and "Share Your Form With Others". A QR code is displayed in the center, with a "Download" button underneath it. Below the QR code, there is a section for "Embed Code" with a text area containing the following code: `<script src="https://forms.ministryforms.net/embed.aspx?formId=3710032e-8678-48f6-890a-4d3afdc63595"></script>`. To the right of the code is a copy icon. Below the code, the text says "Copy and paste this code to display this form on your site". There is also a section for "Public Share Link" with a text area containing the URL `https://my.givinghelpdesk.com/App/Form/371` and a copy icon to its right. Below the link, the text says "Anyone can access the form with this link". At the bottom right of the dialog box is a "Close" button. At the very bottom of the page, partially visible, is the text "How Many Gifts (optional)".



Building Campaigns

Different Ways to Utilize Pledging



Fellowship Hall Pledge Card

[Form](#) [Sign In](#)



By making a pledge towards our building campaign, you can play a significant role in shaping the future of our church and the lives it touches. Your generous contribution will enable us to create a warm and welcoming environment where individuals can deepen their faith, forge lasting connections, and serve our wider community with compassion.

First Baptist Fellowship Hall

Starts: 5/16/2023 Ends: 3/13/2024

Total Pledge Amount	Start Date	End Date
\$ 0.00	06/27/2023 (today)	03/13/2024
Frequency	First Recurring Payment	
Select...		
<input type="checkbox"/> Include a payment towards pledge now	\$0.00 raised of \$450,000.00 goal First Baptist Fellowship Hall	
Remaining Pledge Amount:	\$0.00	

Submit

Different Ways to Utilize Pledging



Missional Campaigns

Doe's Family Missions Card

Form [Sign in](#)



The Doe's are a full-time missionary family stationed in Papua New Guinea. They were sent last year from our church and they are in the process of raising their 2023 support. Please prayerfully consider joining us in providing for the Doe family as they do the work of God overseas.

John Doe's Mission Fund

Starts: 5/16/2023 Ends: 12/31/2023

Total Pledge Amount	Start Date	End Date
\$ 0.00	06/27/2023 (today)	12/31/2023
Frequency	First Recurring Payment	
Select...		

Include a payment towards pledge now

\$0.00 raised of \$30,000.00 goal
John Doe's Mission Fund

Remaining Pledge Amount: \$0.00

Submit



Annual Giving

Different Ways to Utilize Pledging



Stewardship Campaign

Starts: 8/1/2022 Ends: 8/1/2023

Total Pledge Amount \$ 0.00	Start Date 08/12/2022 (today)	End Date 08/01/2023
Frequency Select...	First Recurring Payment	

- Make non-recurring payments with cash/check/other
- Include a payment towards pledge now

\$200.00 raised of \$10,000.00 goal
Stewardship Campaign

Remaining Pledge Amount: \$0.00

Submit

What's Next?



What's Next?



*Webinar
Recording*

*How-To Video &
Articles*

*Drop-In Group
Q&A Sessions*

Summer of Giving

We know you are stretched thin in the summer with great kingdom building activities, let us take one task off your plate

How Can We Help?

- We will do a mailing to promote giving to your organization on your behalf for FREE!
- You review, approve, provide your logo, provide the specific people & addresses – we send for FREE



Don't forget **<Church Name Here>** this summer.

As summer approaches and many families travel for various reasons, I am asking everyone in the **<Church Name Here>** family to prayerfully consider transitioning their offering to eGiving. There are many reasons why eGiving is our preferred giving method and I've listed a couple below.

1. **Consistency:** The summer season often sees a decline in financial support for our church due to vacations and other commitments. However, our church continues to operate and serve the community throughout the year. By setting up eGiving through **<Giving Brand Here>**, our online giving platform, you can ensure consistent and uninterrupted support for our church with recurring gifts. This allows you to sustain our faith community with consistent giving month after month, helping us better budget and plan for the ministries that mean the most to you.
2. **Stewardship of Time and Resources:** In addition to the security and convenience, your recurring online gifts save our church time, money, and effort. We spend less on paper and envelopes, and online gifts are simpler and more secure for our staff to process. Your decision to adopt eGiving helps free up resources and staff hours that can be better used to grow our ministries and mission.

You can be part of our Summer of Stewardship eGiving Initiative by enrolling today! Simply fill out the secure **[online enrollment form]** or call **<Giving Brand Here>** toll-free at **<Support Number Here>** to speak with someone directly about eGiving.

*For those already enrolled in the **<Giving Brand Here>** eGiving program, thank you! It has proven to be the most cost-effective means of receiving your gifts.*

Thank you for your faithful commitment to **<Church Name Here>**! Your generosity is making a difference today and building a foundation of hope for generations to come.

In Christ,

<Name Here>
<Title Here>

Thank you for attending!

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