



# **One Mission Campaign: Equipping the Church through Effective Stewardship**



February 21, 2026

Presented by:

Neal Watkins – Director, Managing Director – Carter  
Local Parish Coordinator – One Mission Campaign





# THE POST-PANDEMIC REALITY

---

FAITH COMMUNITIES TODAY SURVEY  
& THE EXPLORING THE PANDEMIC IMPACT  
ON CONGREGATIONS NATIONAL RESEARCH





**What are your top 2 concerns about the future of your congregation?**

*“Our strongest givers are elderly. Our middle-aged and younger members do not give consistently.”*

*“The financial burden of the church is carried by too few people”*

**What about your current ministry challenges you the most?**

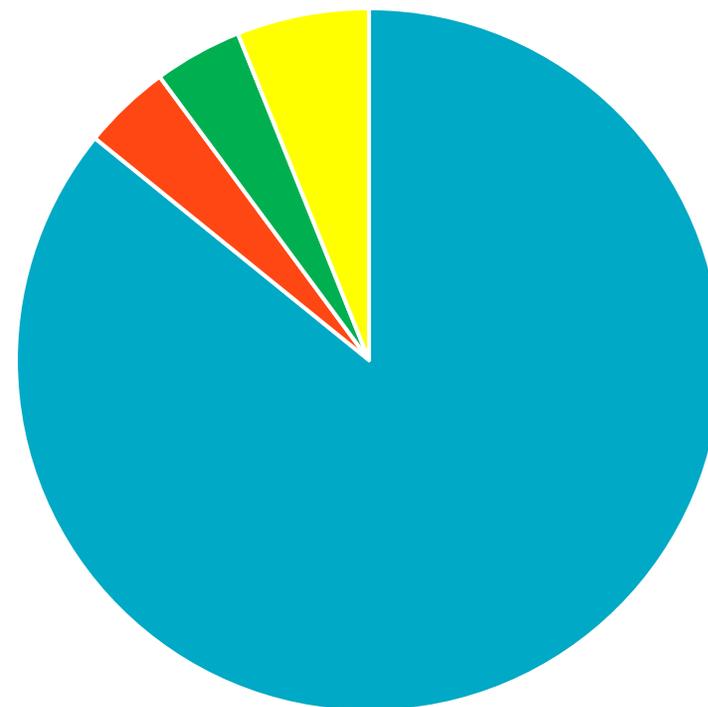
*combination of changing giving patterns (related to changing attendance patterns) and inflation has put strains on our budget and caused us to reduce staff size within the last year.”*



## Where Church Income Comes From (2020)

Congregational Income

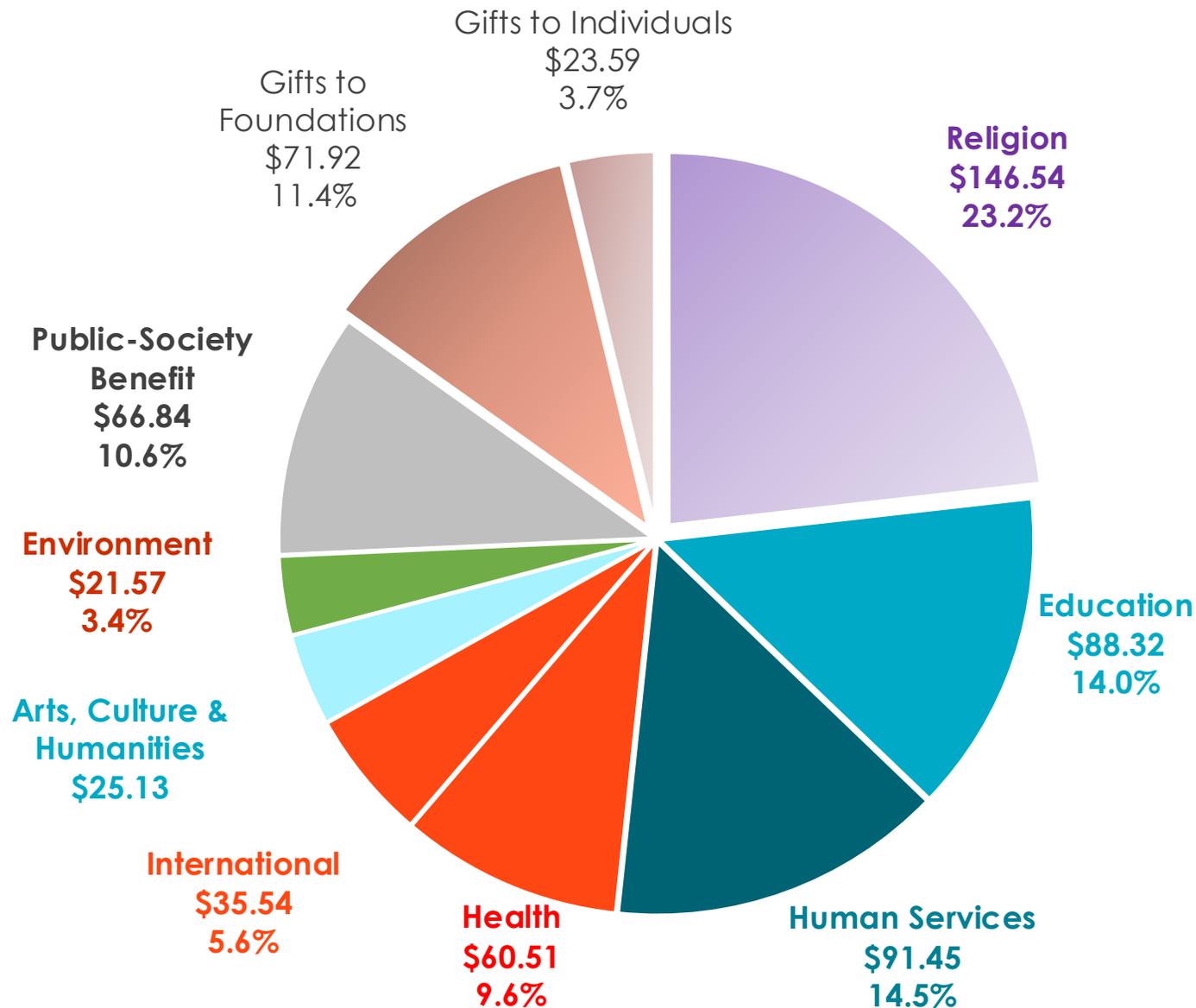
- ▶ Participants (85%)
- ▶ Rentals (4%)
- ▶ Fundraisers (4%)
- ▶ Other (6%)



■ Participants ■ Fundraisers ■ Rentals ■ Other



## Distribution of Giving\*: Total > \$630B





## What is Generosity?

“... a learned character trait... the virtue of giving good things to others freely and abundantly... Not a haphazard behavior but a basic orientation to life.”

- Christian Smith “The Paradox of Giving”



## What is Stewardship?

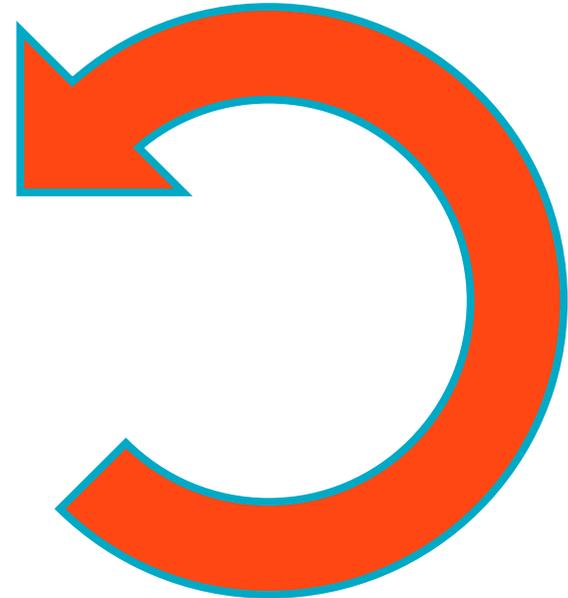
- ▶ Fuel for your ministry.
  - Human Power
  - Resources
- ▶ Faithful Response





## HEALTHY STEWARDSHIP CULTURE SHOULD:

- ▶ Empower Creativity!
- ▶ Grow Your Congregation!
- ▶ Build Effective Partnerships!
- ▶ Raise \$ for Missions/Impact!





# ONE MISSION

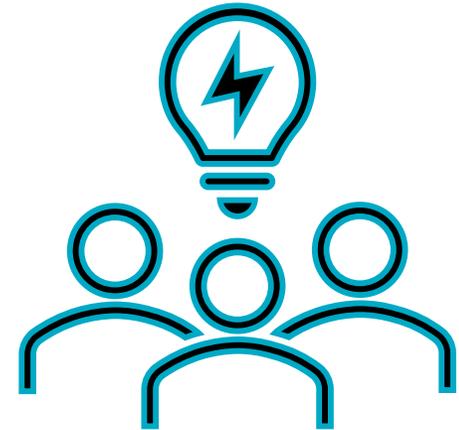
*Answering the call to serve our changing world*





# Collaborative Capital Campaign

- ▶ Restoration & Renovation
- ▶ Ministry Expansion
- ▶ Long-term Engagement
- ▶ Your Vision IN the Community





## Visioning Retreat & Annual Stewardship Calendar

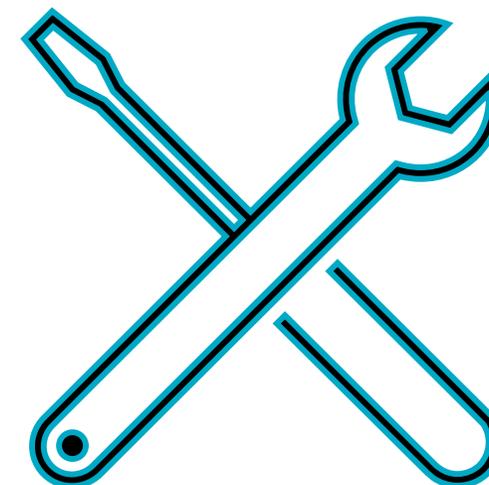
- ▶ Leadership Alignment
- ▶ Manageable Growth
- ▶ Growing Annual Stewardship Results
- ▶ Intentional Partnerships





## Stewardship Program Refresh

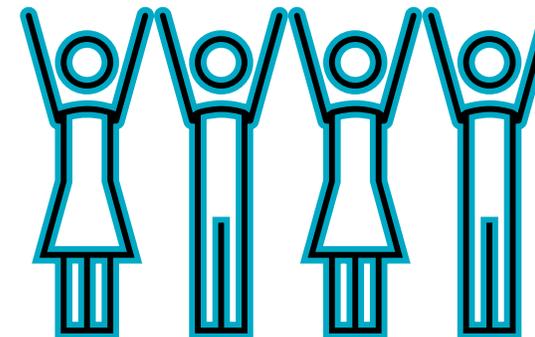
- ▶ Optimizing Time/Energy
- ▶ Stewardship Committee Training
- ▶ Best-Practice Ideas & Approaches





## Guided One-Time Special Offering

- ▶ Manage Deficits
- ▶ Identify Future Leadership
- ▶ Relationship Development





## Developing the Culture of Stewardship

Stewardship is about connecting people with opportunities to make meaningful impact.





## Watch for Tips & Updates in Weekly Email!

- ▶ Equip Leadership
- ▶ Do Ministry!
- ▶ Ignite the Church
- ▶ Be clear on who God is and what God has called us to do!

