

Planning & preparation for a Parish Stewardship Campaign (using the 'Jigsaw')

Having **fixed the date** for the **Launch** and the **Thanksgiving** (i.e. the date on which the responses are collectively offered to God during the main Service):-

(NB an 'average campaign lasts for 5 Sundays or 4 weeks but can be shortened to suit local needs and circumstances.)

- 1 **Decide who you are going to approach as part of the campaign.** The Electoral Roll is a good starting point but go through it and add or delete names as seems appropriate – you will have some local knowledge as to whether a particular name is worth approaching. If your roll is influenced by external factors you may need to do a lot of pruning.
Given that a number of the names on the roll may be married to each other you may wish to combine 2 names into one label (worth putting two sets of forms in the pack – one for each person, however). This will save a little in materials and certainly jig-saw pieces.
- 2 If your Electoral Roll is on a database programme this will help in the production of labels which can be used when preparing the packs and also for any follow-up initiatives you may make.
- 3 If you have more than one place of worship are you going to run an overall campaign for the whole parish or separate campaigns in each building? Having decided this you may need to split the Electoral Roll into the separate units.
- 4 **Now is a good time to identify and recruit the 'co-ordinators'.** In a ratio of around one per 9 or so names on the Roll, the co-ordinators have the responsibility of making sure that the packs are delivered to each person in their list (either in church on the day of the launch or within a few days afterwards) preferably handing the pack to the recipient 'in person' rather than just putting it through the letter box. They must also keep a record of which pack contains which jigsaw piece so that the progress of the returning pieces can be noted and that any non-returned by the penultimate Sunday can then be 'pursued'. A get together/training evening is a good idea for these key personnel. It may also be useful to include a slip or similar with the name of the co-ordinator and his/her contact details in the pack so that the recipient has someone they can call if they need help.
- 5 **Once you have the roll (s) completed you will know how many jigsaws you will need. Each Jigsaw has 80 pieces. To create a single jigsaw we need 24 digital photographs plus 1 photograph that will form the centre piece** (often the Church Building with its name added to the central 'lozenge'.) If these images can be collected into a single CD – one for each Jigsaw, that will make the process very much easier. As the Jigsaws are made externally, the sooner we have them ordered the better. Allow 6 weeks from delivering the CD to the Stewardship office.
- 6 Having ordered the jigsaw(s) attention needs to be turned to the matter of the campaign literature. This comprises the following items for each pack:
 - The White outer envelope – personalized with the churches name on the front
 - The two white response envelopes – one for the Time & Talents response, one for the Financial response
 - The booklet personalized for each site with appropriate financial information inserted. In practice these are prepared by the office using the pre-campaign information gathered, with various drafts passing from Office to Parish along the way.
 - The Financial Response form which needs the bank details etc to be inserted
 - The Time & Talents form which needs to be 'localised' with the particular needs identified
 - At the packing stage a piece of the jigsaw will also be needed.

- If you have a large number of packs it might be helpful to mark them with a number or symbol representing the co-ordinator responsible. This will make dishing out the un-collected packs after the launch that much easier.

If the printing is to be done by the Stewardship Office a final version of each item will be supplied to be 'signed off' (i.e. checked for accuracy) by the Parish. If the Parish are printing part/all of the campaign literature the final version must be agreed by the Stewardship Officer **before** going to print. This is to ensure that any copyright and style issues are dealt with.

The main booklet is probably best co-ordinated by the Stewardship Office, The Parish Priest and the Treasurer/Gift Aid Officer.

It is suggested that the co-ordinators each pack their own set of envelopes, they can thus ensure they have the information to tie up the name and jigsaw piece for each intended recipient. If labels have been produced for the packs, a spare set would be useful at the packing stage – each co-ordinator can use these as their 'list' of contacts/jigsaw piece numbers. Some parishes allow the co-ordinators to choose their contacts and this can be a good idea though it is best to avoid them choosing all of their friends!!!

The content and format of the powerpoint presentation (if it is to be used) need to be agreed and especially with the person who will make the presentation – who should be identified early in the process to enable preparation. If the loan of equipment – projector etc is needed please ask about this asap so that a booking can be made.

APPROXIMATE TIMELINE:-

Time pre Launch	Activity
6 months (minimum 4)	Set Launch Date, length of campaign and 'thanksgiving Sunday' date
4 months	Begin to gather data for booklet. Gather digital photos for the jigsaws – 25 needed per jigsaw
3 months	Get Cd's with jigsaw photos to Diocesan Office – this should generate a preview picture for approval Finalize list of those to be approached – preferably in label form Identify how many 'co-ordinators/team leaders' are needed and recruit them and fix a training evening and date of packing evening
2 months	Finalize campaign literature, agree who is producing what and make sure they have what they need. Hold training evening (with presentation of draft PowerPoint)
1 month	Receive Jigsaws If using PowerPoint make sure equipment is available and arrange a rehearsal (if needed).
2 weeks	Pack the packs!
1 week	Check everything
Week leading upto	Arrange to set everything up in church and perhaps have a dummy run on the Friday/Saturday before.
Launch Sunday	
Sundays of the campaign	Keep on giving out the message
Penultimate Sunday	Co-ordinators/team leaders check to see which of their pieces is missing and do the chasing up.
Thanksgiving Sunday	Response envelopes are presented to God at the Offertory with a suitable prayer.
Follow Up	Response envelopes divided into Time & Talents (for opening by a small group who can then pass the offers to those responsible for the various areas) Financial Response envelopes are passed to the confidential team (Gift Aid person/Planned Giving Co-Ordinator)