



## STEWARDSHIP 2024 Guidance for Your Calls

In addition to your Stewardship Caller Training, we hope you will find this helpful as you make your calls. Many find it encouraging to remember that you are not making cold calls. Every name on your Call Journal is listed as an active member on the Advent's rolls. If someone tells you that he or she no longer attends the Advent, ask him if you may report this to the church office and note this on your Call Journal.

### When you call:

- Introduce yourself and say that you have been asked to participate in the Advent's Stewardship Campaign.
- Tell the parishioner that our records show that we have not yet received a pledge card, and that you are calling to ask for a decision regarding Stewardship. It is important that the Advent know this decision as soon as possible. (You are not asking for money; you are asking for a decision.)
- Ask if the parishioner received a Pledge Card in the mail. If they need one, ask how they would like us to get them one. You may call Dorothy White (205-226-3515) immediately and ask her to send one. Parishioners may also pledge online at [AdventBirmingham.org/Pledge](http://AdventBirmingham.org/Pledge).
- If the parishioner says he or she has already submitted a Pledge Card, ask if they would kindly send a duplicate as the church apparently has not received it.
- You may take a pledge over the phone, if the parishioner desires. This could be stated in a dollar amount, as "whatever I gave last year", or as a percentage increase from what was given previously. As the Caller, complete an actual Pledge Card while on the phone with the parishioner (whether online or paper), to ensure you get all the required information.
- Be sure to thank the parishioner for his or her time, interest, generosity – whatever seems appropriate.

### Points to remember:

- Listen for any concerns or problems, whether personal or church-related, that may be hindering the parishioner's Stewardship decision. For example, he or she may be angry at something the Advent has or has not done, or there may be a difficult personal problem. If this is the case, please make a note on your Call Journal and ask the parishioner if a member of the clergy could call.
- You are not being asked to give advice on any restrictions or lack of restrictions on a parishioner's pledge. If the parishioner has questions concerning any of the check-off boxes on the Pledge Card, say that you will make a note and ask the Advent's administrator, Bryan Helm, to call. Or they may wish to call Bryan directly: 205-226-3501. Or if the parishioner would like to discuss any concerns with a member of the clergy, make a note of this on the Call Journal and say that one of the clergy will be in touch soon.
- Be diligent in recording parishioners' comments on your Call Journal, getting updates on contact information, concerns, etc. *This information is very valuable to the Advent.*
- We ask that you make at least three attempts at contacting the parishioner (some combination of calling and leaving voice mails, emailing, and/or texting). As you leave messages, simply tell the parishioner that you are reaching out to make sure he or she received the Stewardship Packet and to ask for a decision about a Pledge as soon as possible. Record all of this on your Call Journal.

Please send your completed Call Journals to Dorothy White as soon as you have completed your calls. If you were unable to complete your calls by the deadline, you should still return your Call Journal to Dorothy. This is important, as it allows us to maintain accurate records, to avoid duplicating calls, and to keep the Stewardship Campaign on its tightly controlled schedule. Thank you!