

## Tips for Annual Budget Drives During Transitions

### ***Promote generous annual giving through positive, compelling messaging from the leadership, emphasizing:***

- The importance of solid finances and generosity for attracting the best candidates
- The need to continue the vital work of the congregation; do not allow a drop-off in support for mission, goals, ends, and programs
- The opportunity to come together and reimagine the community and its future

### ***Strengthen the stewardship process:***

- Use the Annual Budget Drive to engage and share hopes and dreams
- Build stewardship infrastructure, with trained leadership, effective processes, robust communications, and many enthusiastic volunteers
- Rely primarily on one-on-one stewardship conversations
- Focus on a compelling mission-based budget
- Communicate via all forms of technology
- Pay attention to pledge fulfillment
- View the transition as a time to innovate and experiment
- Talk to one another about money