



Stewardship Team Monthly Digest

Why is thank you important?

I always thank God for you because of his grace given you Christ Jesus.



by Liz Rolf Kanerva on January 2019

Glendale Presbyterian Church tried something a little different this past fall. Instead of multiple form letters for the annual stewardship campaign, the Stewardship Team chose to send personal, handwritten thank you notes to every member and friend of GPC. In that note, the recipient was thanked for a personal contribution they made to the congregation over the course of the last year. Of course that contribution could be financial but more often than not it was for their leadership or time or consistent presence in worship or any number of things. Now please do not think that the congregation has never been thanked before. They have! But so often that thanks has been a bit generic - think newsletter or email or verbally on Sunday morning, but never with a handwritten note.

“All of us have memories of getting heartfelt thank-you notes, yet we write so few of them to our members,” writes J. Clif Christopher (Not Your Parents’ Offering Plate, 102). Think

about the last thank you note you received out of the blue. The thank you notes I have received made me feel appreciated, recognized, and even surprised me. Why? Because I had no idea I had such a positive effect on the author. Christopher suggests that pastors write ten thank you notes per week. They don't need to be long and can be sent to people who have been teaching, serving, or giving (103). I have worked on incorporating writing thank you notes into my weekly routine and the GPC Stewardship Team built upon that practice for last year's stewardship season.

So what were the results? Well, outstanding. Pledges increased. More importantly was the profound effect it had on the majority of recipients. I cannot tell you the number of times I was stopped in the hall by folks expressing disbelief that they received a thank you note. People like feeling appreciated and being remembered. Very few do not.

So consider adding personal thank you notes to your church's stewardship practices. Perhaps it does not fit into your stewardship campaign, but could easily be incorporated by your stewardship team throughout the year.