Chat Transcript

Crafting a Successful Year-End Giving Season | October 15, 2026 | Episcopal Parish Network webinar chat

The chat is presented in chronological order, as captured during the session.

Episcopal Parish Network

Good afternoon and welcome! Thanks for joining us for this conversation discussing how to craft a successful year-end giving season. EPN is pleased to host this conversation.
We invite you to put your name, parish name, and location in the Chat for the benefit of our speakers.
Please know we recognize that the experiences discussed in this webinar might not represent the breadth of experiences in all churches. However, we hope you garner insights that will spark conversation within your teams and leadership groups.
We ask that you post your comments and questions in the Chat. Our speakers will try to get to them throughout the session.
This session will last for about an hour. If you have to leave early, we are recording it and will send a link to the recording, slide deck, and other accompanying materials to everyone registered for this session in the next couple of days.
If your parish is not a member of Episcopal Parish Network, we invite you to join our work. Our 240+ members make programs like this one possible. More about membership can be learned by emailing us at info@episcopalparishes.org or https://episcopalparishes.org/epn-members.

Episcopal Parish Network

For those who just joined, we're glad you're here. Please post your questions and comments in the Chat. Also, if you just joined, please post your name and parish/location in the Chat!

Weston Williams

We're glad to be with you today! You can access the resources we mention and more at: https://giving365.horizons.net/yearendgivingresources

Thomas Hancock

Greetings from St. Dunstan's, Ellsworth ME

Valerie Huestis

Valerie Huestis - St. James', Glastonbury, CT

Eric P Malnassy

Eric Malnassy - St. David's, Austin TX

Lisa Mason

Lisa Mason St. John's Larchmont, NY

Kevin Sparrow

Kevin Sparrow - St. Anne's, Conway, SC

Jimmy Haden

Jimmy Haden - Kanuga, Hendersonville, NC

Scott Prather

Scott Prather, St. Dunstan's, Shoreline, WA

Mary-Jo Cliff

Mary-Jo Cliff, Christ Church Poughkeepsie NY

Hunter Ruffin

Hunter Ruffin - Tempe, AZ - Church of the Epiphany

Diane Carlisle

Diane Carlisle, Epiphany Parish - Seattle, WA

Haley Mahonski

Haley Mahonski, Immanuel Church, Sparks-Glencoe, MD

Mary Kate Rejouis

Mary Kate Rejouis, St. Aidan's, Boulder, Colorado

Thomas Hancock

please repost the link to session materials

Rowan Larson

We're shifting to "sustaining membership drive" a la NPR instead of stewardship this year. So a focused year end offering would work well with this plan!

Eric P Malnassy

We send a Christmas letter with an offering envelope

Whitney Altopp

Whitney Altopp, Ridgefield, CT- Christmas Eve is our only known way

Lauren Parrish

Lauren Parrish - St. Martin's Charlotte, NC

Sven vanBaars

We send a December 1 "Courtesy statement" to all of our givers with a statement of their yearly pledge and opportunities for giving. We include how to give via check, credit card and stock.

Hunter Ruffin

We have run year-end campaigns in Advent/Christmas with email, in-person giving invitations, and Christmas giving. Our campaigns have been specific-use giving and general giving in different years.

Forrest Rodgers

Forrest Rodgers from The Episcopal Church of St. Francis in Moab Utah.

Thomas Hancock

We tend to do our annual stewardship in-gathering around Thanksgiving - close to year-end and works thematically.

Emily Ulmer

Do midterms/elections change that amount?

Whitney Altopp

Can you please repeat the two ways of approaching giving? One was growing in generosity (I think). What was the other one?

Leesy Taggart

St Gregory of Nyssa, SF: we do an annual year end appeal, kicked off right after T'giving. We mix the appeal as an extra-mile to start the next year with the resources to expand ministry AND supporting an outside project, like a food pantry that operates on our site.

Rowan Larson

What is a compassion offering?

Stephanie Spellers

Love to see the booklet you're referencing! Can you share the link again?

Jim Lamm - St. David's Austin

We're glad to be with you today! You can access the resources we mention and more at: https://giving365.horizons.net/yearendgivingresources

Episcopal Parish Network

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Thanks again for joining.

Episcopal Parish Network

All resources and links will also be available alongside the recording in our Webinar Library.

Episcopal Parish Network

For those who have to leave us early, thanks for joining today. The conversation will continue a bit longer. Please post questions and comments in the Chat.
The webinar is being recorded and will be available in the next day or two. You will receive a link to the recording and other materials when they post to our webinar Library at: https://episcopalparishes.org/webinar-library/
Thanks, again, to our speakers for sharing this time and educating us on how to craft a successful year-end giving season. We hope you found this a useful conversation. Thanks to our partners and conference sponsors at Horizons Stewardship for participating in this important conversation.

There are additional webinars on everything from finances to liturgy, facilities to current events coming up in the next few months. We hope you join us as you are available. You can see a list of upcoming webinars here: www.episcopalparishes.org/upcoming-webinars/ More webinars are added regularly.
The learning doesn't stop here. Listen to Gather, the new podcast from the Episcopal Parish Network, stream EPN 2026's keynote recordings at https://episcopalparishes.org/2026-annual-conference/, and mark your calendars for EPN 2027 in Denver, February 23-26 -- registration is now open! Learn more at https://episcopalparishes.org/epn-2027/

Isha Davies

Thanks for the various links

Jane Hamblen

We are currently in the middle of pledging for 2027. How do we keep a year end giving drive from taking away from pledge amounts?

Episcopal Parish Network

As a reminder, please post questions and comments in the Chat feature. The speakers will get to them as time permits.
Thanks again for joining.

Whitney Altopp

That is so helpful! That's what I needed. Thank you!

Weston Williams

The resources are avilable at:
https://giving365.horizons.net/yearendgivingresources
I'd be happy to connect with any of you to talk about this further. You can email me at wwilliams@horizons.net.

Rowan Larson

We're planning a shift to "sustaining membership" (a la NPR) instead of "stewardship" this year. Is there any other language about sustained giving that you have seen success with?

Thomas Hancock

Your comment that stewardship/pledge is different from reporting/estimating what one plans to give for the year - aren't they the same thing?

Rowan Larson

Do churches who move their estimated giving drive to January still work on a Jan1-Dec31 FY?

Rowan Larson

Not just automatically recurring, but also trying to drive home that church is a potluck and not a buffet and every member giving matters (and our bar for membership is very low! If you've shown up, you're in!)

Leesy Taggart

We communicate clearly with our membership that being a member comes with a commitment to give financially. Clear expectation, rather than fearfulness about membership numbers

Sven vanBaars

that sounds like a good idea for stewardship and fund development but it sounds like an unneeded headache for parochial reporting.

Episcopal Parish Network

Thank you, everyone!

Sven vanBaars

this has been great. Thank you

Whitney Altopp

This has been so good! THANK YOU!

Stephanie Spellers

So helpful. Thank you Horizons and thank you, EPN!