



# A Step-by-Step Guide to Creating Your Own PAR Campaign

## Step 1: Gather your team

If you don't have a Stewardship Team, invite two or three people to take on this project.

## Step 2: Start where you are (gather PAR data from your treasurer)

- How many of your ministry contributors are currently on PAR?
- Have your current PAR members recently increased their PAR gifts?
- What has your church done to promote PAR in the last five years?
- Have current PAR givers been encouraged to prayerfully consider increasing their giving on a regular basis?
- How easy is it for people to sign up for PAR or to change their contributions? Is the process well known? Can you make the process easier? (E.g., to change your PAR contributions, e-mail or call \_\_\_\_\_, our treasurer.)

## Step 3: Set goals for your PAR campaign

Try to make your goals challenging but attainable. Here are some examples:

- Increase the number of people who use PAR: By how many? Be specific.
- Current PAR donors will increase their gifts: By how many? By how much? Be specific.
- Increase the number of people on PAR giving to Mission and Service: By how many? By how much? Be specific.

## Step 4: Make a PAR plan for the 4 weeks of May

- See below for a [sample plan](#) you can modify.
- Gather resources for your campaign. Resources can be found in the download section at the bottom of the [Giving Monthly through PAR webpage](#). Paper copies of the PAR Brochure can be ordered from Judith at [jgomes@united-church.ca](mailto:jgomes@united-church.ca).

## Step 5: Carry out your plan

## Step 6: Follow up/Celebrate/Give thanks

# A Sample PAR Campaign Plan: May 2024

## Week 1 (May 5): INTRODUCE & INSPIRE

- Use the PAR Month Announcement in worship.
- Use the PAR Giving Flyers to promote PAR.

## Week 2 (May 12): INSPIRE & INVITE 1

- Present one of the PAR Advertisement Skits.
- Stewardship/PAR Worship Service using the PAR Month Sermon.
- Hand out PAR Packages to those present in worship: Include the PAR Brochure, PAR Communications document (customized for those on PAR or those not yet on PAR), and PAR Authorization Form.
- Deliver or mail PAR Packages to those not present.

## Week 3 (May 19): INSPIRE & INVITE 2

- Present one of the PAR Advertisement Skits.
- Have someone already using PAR tell their “Why I Give by PAR” story.
- Invitation to use PAR and include Mission and Service in your PAR commitment.
- Optional: Offer a contact person to reach out to if there are any questions.

## Week 4 (May 26): THANK

- Share preliminary results in Announcements. Celebrate and say a public “thank you.”
- Share that it is not too late to sign up or change your gift amount.
- During the week following May 26: Do individual thanking (phone calls? thank you cards? etc.)
- PAR steward/treasurer processes PAR changes and signups using the PAR Changes/Information Sheet and submits to:

PAR Coordinator  
The United Church of Canada  
3250 Bloor St. West, Suite 200  
Toronto, ON M8X 2Y4

- Questions can be sent to the PAR Coordinator at:

Phone: 1-800-268-3781, ext. 3152

Fax: 416-231-3103/416-232-6003

E-mail: [par@united-church.ca](mailto:par@united-church.ca)