



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](#). [PAR cards](#) and [Online Giving cards](#) for use in the Offering Plate can be ordered through UCRD. Paper copies of the PAR Brochure can be ordered from Judith at jjgomes@united-church.ca.

Step 5: Carry out your plan

Step 6: Follow up/Celebrate/Give thanks

A Sample PAR Campaign Plan: May 2025

Week 1 (May 4): INTRODUCE & INSPIRE

- Use the PAR Month Announcement in worship.
- Present one of the PAR Advertisement Skits.
- Use the PAR Giving Flyers to promote PAR.

Week 2 (May 11): 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 18): 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 25): 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 25: Do individual thanking (phone calls? thank you cards? etc.)
- PAR steward/treasurer processes PAR changes and sign-ups 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
Fax: 416-231-3103/416-232-6003
E-mail: par@united-church.ca