

Digital Channels for Your Next Stewardship Campaign

1. E-newsletters.

Create a separate e-mail list of subscribers specifically for the campaign. Most people still manage their lives through their inbox. Consider a subscription to [Constant Contact](#) to manage your e-mails and e-mail addresses.

2. Micro-sites.

Digital real estate provides a central place for people to come, learn, commit and get involved in the work your church is doing.

3. Video messaging.

[YouTube](#) has dramatically changed our expectations about video messaging. Few people need to book time in a TV studio anymore. People want to hear your voice and observe your posture. It's never been easier to do that.

4. Intranet.

Separate from your external microsite, create an internal digital launching pad where every leader can go to get the materials they need, make comments and ask questions and mark their progress.

5. Online pledging and giving.

Not everyone is on your campus every week. Not everyone carries cash or writes checks. Make it easy for people to pledge and give online and perhaps even through mobile technology. Check out [Click and Pledge](#).

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