Alternative Annual Giving Campaign Themes

The theme of your Annual Giving Campaign can be a powerful tool to inspire giving and to help your congregation understand the importance of making a pledge.

Below is a curated list organized into categories, each with a clear rationale, so you can choose a theme that best fits your congregation's culture, theology, and goals.

Direct & Mission-Focused

Straightforward, clear, and tied directly to the biblical call to stewardship. Ideal for congregations that value clarity and scriptural grounding.

- **Faith in Action: Giving for God's Work**
- **Entrusted with the Gospel**
- **Building God's Kingdom Together**
- **From Blessing to Blessing**

Rationale: These themes make the purpose obvious—connecting giving directly to mission and ministry.

Gratitude & Generosity-Centered

Emphasizes thankfulness to God and the joy of giving. Works well for congregations that respond to emotional and relational appeals.

- **Because God Gave First**
- **Grateful Hearts, Open Hands**
- **Living in the Overflow**
- **Blessed to Be a Blessing**

Rationale: Gratitude is a powerful motivator; these themes connect giving to a heartfelt response to God's generosity.

Visionary & Future-Oriented

Focuses on hope, growth, and the church's future. Especially effective during seasons of growth, renewal, or expansion.

- **Planting Seeds for Tomorrow**

- **Faithful Today, Fruitful Tomorrow**
- **Investing in Eternity**
- **Shaping the Future in Faith**

Rationale: Inspires members to see their giving as an investment in the church's long-term mission.

Scripture-Rooted

Draws directly from biblical imagery and verses, appealing to congregations that value theological depth.

- **Where Your Treasure Is** (Luke 12:34)
- **Sowing Bountifully** (2 Corinthians 9:6)
- **The Earth is the Lord's** (Psalm 24:1)
- **Well Done, Good and Faithful Servant** (Matthew 25:23)

Rationale: Scripture-based themes carry built-in authority and spiritual resonance.

Additional Themes

Classic stewardship themes that inspire generosity, gratitude, and a deeper sense of mission.

- **Faith in Action** – Living out God's call through service, giving, and compassion.
- **Blessed to Be a Blessing** – Recognizing God's gifts and sharing them with others.
- **Growing in Grace** – Deepening discipleship through intentional stewardship.
- **All Is God's** – Acknowledging that everything we have belongs to God.
- **Generosity as Worship** – Giving as an act of praise and thanksgiving.
- **Planting Seeds for the Kingdom** – Investing in God's work for future generations.
- **Living Thankfully** – Cultivating a lifestyle of gratitude and contentment.
- **From Abundance to Overflow** – Sharing from the richness of God's blessings.
- **Heart, Hands, and Treasure** – Offering our whole selves to God's mission.
- **Faithful Stewards, Joyful Givers** – Celebrating the joy that comes from giving.
- **The Ripple Effect** – Small acts of giving create big waves.
- **Fuel the Flame** – Keeping ministry burning bright.
- **Open the Floodgates** – Drawing on the abundance imagery of Malachi 3:10.
- **Your Yes Changes Lives** – Every act of generosity makes ministry possible.