



INJOY
Stewardship Solutions™

How to Plan a Campaign in an Uncertain Economic Climate

Opening Insight: “Is Now Really the Right Time?”

Every pastor asks this question. While there is never a “perfect time,” there is always a right time when God calls your church to take a step of faith.

Economic uncertainty can make vision feel intimidating – but God’s mission isn’t dependent on ideal conditions. In fact, seasons of uncertainty often deepen unity, strengthen commitment, and create powerful opportunities for generosity.

1. The Reality: Economic Conditions Change – God’s Mission Doesn’t

- Interest rates, inflation, or financial uncertainty may impact people’s confidence, but they do **not** change God’s call or your church’s vision.
- Historically, churches that move forward *in faith* during uncertain times experience stronger unity and deeper commitment.
- People *want* to give. They simply need clarity, purpose, and confidence about where their giving is going.
- Leaders often carry a vision that terrifies them – that’s normal. God-sized vision requires God-sized faith.

2. What We’re Seeing: Churches Still Thrive in Every Season

INJOY has walked with churches through every major economic moment – recessions, recoveries, downturns, and unexpected crises.

Across:

- The late 2000s recession
- The 1997 and 2001 economic shifts
- The 2020 global disruption
- Multiple market cycles since

...one truth stands out: **Generosity remains remarkably consistent.**

People blessed with the gift of giving continue to give sacrificially when they trust the vision and see strong leadership.

The key difference:

- **Churches that pause out of fear lose momentum.**
- **Churches that plan strategically gain momentum.**



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3. How to Plan Wisely in Uncertain Times

Clarify the Vision

Help your church understand why now matters. People give to urgency, not uncertainty.

Communicate Transparently

Acknowledge real economic pressures while confidently declaring God's call and direction.

Right-Size the Plan

You don't need to tackle everything at once.

- Phase 1, Phase 2, and flexible timelines help balance **faith + wisdom**.
- This reduces pressure and builds confidence.

Lean on Proven Experience

INJOY helps you:

- Analyze giving trends
- Forecast giving capacity
- Structure a plan that fits the moment
- Ensure your campaign is spiritually bold and financially wise

4. Practical Takeaway for Leaders

Don't let fear dictate your timing — let vision lead.

Economic uncertainty is not an obstacle. It's an opportunity to:

- Strengthen faith
- Model trust
- Demonstrate that God's mission moves forward regardless of the markets

Scripture Encouragement

"He who observes the wind will not sow, and he who regards the clouds will not reap."

- Ecclesiastes 11:4

