



EARLY COMMITMENT COORDINATOR

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PURPOSE

The Early Commitment Coordinator oversees the planning of an event(s) where a meal may be served (usually in a home or banquet setting or at the church). The Pastor and Consultant will make a brief presentation. Those in attendance will be given a commitment card and asked to return them to the church prior to the Commitment Day. No commitments will be received at these gatherings. However, the total response of this group will be announced on Commitment Day. At this event(s), church leaders will be brought up to date about the campaign progress and given the opportunity to make their financial gift before everyone else. A Legacy Luncheon may be held for the seniors.

RESPONSIBILITIES

- Enlists several Assistants who are knowledgeable about the church and whose influence will benefit the Early Commitment activities
- Selects location(s) for the Early Commitment events
- Selects caterer/plans menu/works within budget
- Assists in developing invitation lists for the Early Commitment events as needed
- Helps the team with invitee calling to confirm attendance
- Participates in the Early Commitment Events/Legacy Luncheons
- Encourages the return of Early Commitments or pledges before the Commitment Day
- Presents a standard of commitment and sacrifice to the rest of the church
- Recruits others to assist as needed
- Considers prayerfully their own contribution to the campaign

Early Commitment Events/Legacy Luncheons will:

- Create confidence that the campaign goals can be reached
- Communicate the need for large gifts to those who have the capability

Early commitments made by leadership act as an encouragement to the church. The leadership team's pledge to the campaign serves as a testimony that they are not asking the rest of the church to do something that they are not willing to do themselves. This united act by the leadership will reinforce the entire church-wide effort.

Early Commitment Event Description:

The Early Commitment event is a gathering of the campaign leadership team, church leadership and core members. Those who are highly invested in the church (through time and resources) are invited to a meal to hear more details about the vision from the Pastor and to hear creative ways that members can sacrifice for God in this campaign.

Legacy Luncheon Description:

In addition to the Early Commitment event for your church leaders and core, your church may also choose to conduct a Legacy Luncheon for all of the senior citizens in your church. The format is the same as the Early Commitment Events but is often conducted during the daytime for the convenience of seniors.

Both programs are conducted by the Pastor and Consultant and will include asking those in attendance to consider an early pledge prior to Commitment Day and creative ways to give from income and assets. Typically, seniors have accumulated appreciated assets over their lifetime and may consider passing them on to the church. There can be significant tax benefits to making this type of gift.

TASKS AND ASSIGNMENTS

Attend the Early Commitment Coordinator Training Meeting

At this initial meeting, your Impact Consultant will provide the training and information you need to begin organizing the Early Commitment event(s).

Take special notice of the types and locations of the Early Commitment event(s) that have been scheduled by the Pastor and Leadership. Possible options could be large on-campus banquets, a Legacy Luncheon for seniors or small in-home group gatherings. If small group, off-campus settings have been selected, you will need to enlist members to open their homes and host such events.

Your Consultant will guide you as to those to place on the invitation list. Brainstorm with the Pastor and Team Leader names of people to include.

Build Your Team

Your team will help with event planning and making reservation contacts for the event. Begin recruiting your Early Commitment Team Assistants as soon as possible following your first training meeting. Your consultant will give you recommendations for enlistment. Consider recruiting people in church leadership or part of the church core who would already be included on the Early Commitment event invitation list and attending the event.

Give the names of your team members to the Program Manager as soon as possible.

Identify Locations and Determine Menu for Early Commitment Events

Impact Stewardship will offer specific suggestions regarding location selection for Early Commitment events. You may be asked to contact individuals about hosting an Early Commitment event at their home or identify locations for a banquet or luncheon. Banquets or luncheons are typically held at the church but can be off-site. Ask your Consultant for recommendations and preferences.

As you determine locations, determine whether:

- The location will attract attendance.
- The Host (if held at a home) will attract attendance.
- Enough people can be served at the location (homes will usually need to accommodate enough people).
- The enlistment of these Hosts would be the best way to involve them in the campaign.
- Cost and reimbursement considerations: the host family may submit receipts to the church for contribution credit or reimbursement.

If conducted in the church building or another location (larger venues):

- You will need to recruit hosts, plan the meal, servers, set-up crew, cleanup crew, and any special decorating you desire for the event.
- You will submit a budget to your team leader, campaign director, and Pastor for the meal and any items needed for the campaign.
- You will submit receipts for food and other needed items to the church for reimbursement or contribution credit.
- Have necessary supplies such as commitment cards, brochures, etc.

If conducted in homes (small venues):

it will be your responsibility to enlist members to host these smaller events.

Consider these points when selecting hosts:

- The Hosts are urged to provide a light buffet or meal or make plans for the meal to be expensed by the church
- If two Early Commitment events are held on one night, the earlier one will feature a presentation followed by the buffet. The second typically begins one hour after the first, with a light buffet preceding the presentation.

Consider these three points when selecting host homes:

- Will the Host and Location attract attendance?
- Will the Home be able to accommodate 20-40 people for a light meal?
- Would this be the best way to involve the hosts in the campaign?

The host family may submit receipts for food and other needed items to the church for reimbursement or contribution credit. Some host homes will offer to cover the food expense. Please confirm for budget considerations. Have necessary supplies such as commitment cards, brochures, etc.

Worksheet - Early Commitment Events

Early Commitment

Date: _____ Time: _____

Location: _____

Directions/Map: _____

Legacy Luncheon

Date: _____ Time: _____

Location: _____

Directions/Map: _____

Complete this worksheet and give a copy to the Program Manager, Events Team Leader and Pastor

Develop the Early Commitment Event/Legacy Luncheon Invitation List

Work with the Pastor, Consultant and Events Team Leader to develop a list of potential early commitment donors to invite to these event(s). Consider those who are leaders in their giving (top 25% of givers) and time (elders, deacons, teachers, staff), loyal long-time members, and other faithful givers. Be sure all of your Campaign Leadership Teams Leaders and Coordinators are included. For maximum effect, your Impact Consultant will provide a recommended minimum number to invite based on your church size.

Early Commitment Team Training (Meeting #2)

The second Early Commitment Team meeting will finalize event(s) details and provide training for the team assistants and any hosts (if needed). Be prepared to:

- Present the Early Commitment Program
- Finalize the invitation list
- Assign team members to call the invitees and ask for their reservations after the invitation has been mailed.
- Discuss menu items
- Confirm all event locations
- Provide information regarding host responsibilities, if hosts are needed

Provide the Final Invitation List to the Program Manager

A finalized Invitation list is typically due to the Program Manager before Leadership Team Meeting #3. (Refer to the campaign calendar for the date.) All names on the list should be sorted by event and location.

The Program Manager is also in charge of overseeing training material preparation for the Early Commitment reservation call training.

Confirm Prep and Mailing of Early Commitment Event / Legacy Luncheon Invitations

The Pastor will write the Early Commitment Invitation Letter. More than one type of letter may be needed if there are multiple events and locations. Ensure that the letter(s) are delivered to the Program Manager one week before the invitation mailing.

As Coordinator, you will need to make sure that the letter has been written and the Program Manager plans to mail the invitations. Ensure all prep is planned: folding the letters, inserting them into envelopes, adding postage, and mailing the letters to the invited family units.

Confirm Open Invitation to Early Commitment Events (by Pastor)

There may be people who would like to attend one of the Early Commitment events but were not a part of the leadership included on the invitation list. To be inclusive, the Pastor will extend an open invitation the Sunday before they are scheduled to begin.

The announcement should say that people who have not had a chance to sign up for one of the gatherings, but would like to do so, may call or email the church office to register. This open invitation will also serve as a safeguard in the case that any individual does not feel they were included or that these events are mistakenly viewed as exclusive.

Early Commitment Reservation Calls

Assign each Early Commitment Team member invitees to call and ask for their reservations.

If people are unable to attend the particular event they have been invited to, an alternate event can be suggested (depending on space and availability) to ensure maximum participation. Reservations will be recorded on provided reservation sheets. When all calls are completed, give the reservation sheets to the Early Commitment Coordinator and Program Manager for compilation. *Notify any event hosts of expected attendance if homes are used.*

Monitor Return of Early Commitments

An Early Commitment dollar amount will be announced on Commitment Day. In order for that to happen, the commitment cards from the Early Commitment events need to be turned in prior to that day.

Make sure the point person (Pastor, Church Financial office, etc.) is monitoring the returns. Confirm that friendly reminder calls are being made to people who indicated they would return their commitment card in time for the Commitment Day.

Review Instructions for Early Commitment Event/Legacy Luncheon Presentation

The Early Commitment events are essential to the financial future of your program. These gatherings will produce a significant amount of the funds raised in the campaign. It is essential that the presentations made by you and the Consultant at these events be as effective as possible. The suggestions below will guide you in planning the program.

Program Areas

The presentation is divided into 3 segments. The Pastor is responsible for the first and last parts of the program. The Pastor and the Consultant will seek to answer the questions below:

3. Why do we need a capital campaign? (Pastor – 10 minutes)

It is essential to effectively communicate both the spiritual need for the project and the financial need of the capital stewardship campaign. People must have justification for their potential giving, so your presentation has to emphasize the necessity of the program. Use these guidelines:

- Extend a word of recognition and gratitude to the host home.
- Recognize all those who are in attendance and clarify why they were invited.
- Explain the purpose for the building project/debt retirement project and the need for the church's involvement.
- Give a summary of why Impact Stewardship was chosen and the process the leadership went through in approving them as outside consultants.
- Introduce your Impact Consultant and support his efforts by explaining what he is doing for the church.

2. Deciding what to give (Consultant – 30 minutes)

The Consultant will explain how funds are to be raised, ways each person may commit to giving, and the personal and church-wide benefits of contributing gifts-in-kind (non-cash assets). In addition, the

Consultant will explain how and when to complete the commitment card, and why these guests are being asked to respond earlier than others in the congregation. The Consultant will then return the presentation to the Pastor for the closing petition.

3. Why is your help needed? (Pastor – 5 minutes)

A closing appeal from the Pastor is essential. It is crucial that the Pastor utilizes their position and influence to appeal for participation. Attendees are more likely to respond when you ask them to do so.

You will want to:

- Show how vital their involvement is to the church.
- Define your expectations.
- Explain that your commitment has already been made to the campaign.
- Encourage them to make a sacrificial commitment as you have.
- Tell them their response is needed by the appointed date.
- Thank them for being people you and your church can depend on. In addition, express your gratitude for the commitment you know they will be giving.
- Close in prayer.

Important Considerations:

Be upbeat and excited about the Capital Stewardship Campaign. At this point, opposition may have surfaced. The resistance is usually from people who are looking for reasons not to give.

This is not simply a request for money. Remind people this is an opportunity to join in what God is doing.

Allow everyone the freedom to give to God's work. Don't assume that they don't have much to give or that this isn't a good time for them to give. Always encourage them to be generous. Remember that people will contribute as little as possible if given the opportunity.

Guide people in giving far and above what they ever considered before. It will take equal sacrifice, not equal gifts from everyone.

Remind everyone to make this their prayer: Lord, what do you want to do through me to accomplish Your will for our church.

Conclusion: Thank the Early Commitment Team (and host if in a home) and everyone who came. Remind them of the significance of their generosity.