



FOLLOW UP COORDINATOR

FOLLOW UP COORDINATOR

PURPOSE

The Follow-Up Coordinator is responsible for developing a communication calendar to be used during the entire duration of the giving phase of the campaign. This Coordinator will supervise a team that will oversee the communication of details and progress to the church during the campaign giving phase. The Follow-Up Team's tasks include motivating continued campaign giving and inspiring communication opportunities. This coordinator develops and implements a follow up plan that keeps campaign momentum with an on-going communication plan enabling the church to maximize commitments to the campaign.

TASKS AND ASSIGNMENTS

Enlist Your Team

You may enlist as many team members as you wish, but a smaller team with targeted responsibilities is usually the most effective. Remember, you can always add other volunteers as needs arise.

Specifically, you'll want to enlist people who can supervise the following specific areas:

Communication

Members are needed to assist with developing ongoing printed materials, articles, video, web, and social media. You will want to enlist current staff in charge of communication, promotion and media.

Monitoring Commitments

The person handling the data entry/bookkeeping for the church should be included on the team.

Consider enlisting:

- The Finance Chairperson/Church Treasurer/Financial Secretary
- A representative from Stewardship or Building Committees
- The Church's Promotion, Media and Marketing Teams

Discuss those you're considering for enlistment with your Impact Stewardship Consultant.

Develop A Successful Follow-Up Plan

The follow-up plan should have the following goals:

- To maintain a high level of visibility for those who have made commitments. If you never mention the program after Celebration Sunday, those who have committed will lose interest and not value the importance of the campaign effort.
- To track giving and forecast projected results.
- To allow new members the same opportunities afforded those who will be giving to the campaign.
- To give existing but uncommitted members periodic opportunities to commit.

Promotion

It is your responsibility to communicate the continued vision of the church and project need in the most positive manner. There will be opportunities to promote this verbally as well as in print and multimedia presentations. All such communication should be positive and encouraging.

It is important to convey that the church's sacrificial commitments are accomplishing long-lasting, meaningful results. Any public display of disappointment in the church congregation's giving can have damaging results.

Promotional methods should include:

- Pulpit announcements
- Testimonials (written, spoken, live or videotaped)
- Announcements in church bulletins or worship guides
- Articles in mailings, church newsletters, or other regular publications
- Quarterly letters with contribution reports
- Annual celebrations
- Promotional events around key milestones (see the end of this booklet for examples)

You are encouraged to use your own creative ideas in order to personalize the promotions and bring a measure of motivation.

Tracking Pledges

Normally the person who is in charge of tracking the church's giving records—be it the bookkeeper, financial secretary, church administrator, etc.—will be asked to assist the Follow-up Team. Your responsibility is to help that person as needed and become knowledgeable in the areas of tracking, recording, and reporting.

Recording Data

Those who make commitments will indicate upfront the frequency of their projected giving. Great care should be taken to record the frequency of their giving. Without this information, it is impossible to determine whether people are on schedule or behind in their giving.

Reporting

It is generally accepted that a giving statement should be sent out at least quarterly. Many churches are achieving a higher-than-anticipated return by sending out monthly reports. These reports should provide information regarding the amount committed and the actual amount given to date.

NOTE: Periodically, Impact Stewardship will request information regarding your church's giving in order to track and compare your results with similar congregations. Your Consultant will then discuss items of interest with you and your Pastor.

Develop a Follow up Calendar

The follow-up effort is essential to the effectiveness of a capital stewardship program. Your task is to develop a calendar that lays out a two to three-year plan to ensure maximum results from the giving phase. The following information is designed to help you in the development of that plan.

Execution is the most important element in your two to three-year follow-up plan. It is easier to follow through with a well-organized plan than to react to circumstances as they occur. Begin your planning with a two to three-year block calendar (most easily generated through one of the popular computer calendar programs). The two to three-year time period begins with Celebration Sunday and ends on the same weekend of the month two to three-years later.

Follow the steps in the follow-up calendar until the giving phase of your program is complete:

1. STEP ONE: CELEBRATE ANNUALLY

Identify the first-, second-, and third-year anniversaries on the calendar. Back up 4 weeks and set a planning meeting with your team and the Pastor for the anniversary services.

2. STEP TWO: REGULAR ANNOUNCEMENTS AND UPDATES

Schedule Monthly/Bi-monthly Announcements (3 examples follow:)

Monthly Pulpit Announcements –

These announcements are designed to affirm and encourage givers. As Follow-up Coordinator, you are responsible to either make those announcements or assign them to someone else.

Shared Testimonials –

These should be scheduled on an occasional basis (once every 2 or 3 months would be appropriate) and focus on one of these subjects:

- God has blessed my/our commitment.
- God has blessed my life through the ministries of this church.

Two weeks prior to the testimonial, put a reminder on the calendar to enlist someone for the scheduled date. The Pastor may suggest a name or help with enlisting this person. A letter describing the testimonial should be mailed at least a week prior to the testimonial.

Quarterly Announcements –

These are made from the pulpit and should include a brief report of the status of the project and the total amount received to date. The Pastor or a team chairperson could give this report.

Building or Renovation Projects:

Prior to the start of construction, report all progress to the congregation. This is extremely important. The planning process sometimes gets bogged down in architectural issues, zoning or permit requirements, and financial negotiations. If this is the case, simply say so. If possible, project an anticipated date for start-up.

During construction, simply refer to the progress of construction. Give consistent updates on projected completion.

Debt Retirement Programs:

Speak in terms of dollars saved in interest and forecasted monies that will become available for ministries.

3. STEP THREE: QUARTERLY REPORTING

Set dates for mailing a quarterly report and letter to all who have made commitments or who are giving regularly.

4. STEP FOUR: PROMOTIONAL EVENTS

Schedule various promotional activities throughout the two to three-year period that will help to focus attention on the campaign. Again, it is important to keep the campaign visible to the church family during this entire campaign. *Later in this booklet, you will find a section devoted to sample promotional event ideas.*

5. STEP FIVE: RECOMMITMENT EVENT AT HALFWAY POINT

Plan to schedule a twelve or eighteen-month Recommitment Event emphasis. The midway point of a two to three-year campaign is the perfect time to corporately revisit the vision, project, progress and commitment as a church family.

This approach allows the church to reach the following groups at one time:

- New members
- Those who could not originally give
- Those who are ahead in giving and would like to give additionally
- Those who would like to reaffirm their original pledge
- Those who need to alter their pledge due to hardship

The great advantage to this approach is that the church has a very accurate expectation and realistic financial picture during the final twelve or eighteen-months of the campaign.

6. STEP SIX: NEW MEMBERS

It will be important to offer an opportunity for new church members or selected regular attendees to make a commitment to the Capital Stewardship Campaign for the remainder of the giving period.

Offering the opportunity for participation helps to integrate new members into the church family. These new commitments help to offset the normal attrition of commitments over the two to three-year giving period.

It will be up to the Follow-up Team (with consultation from the Pastor and select church leaders) to determine when to qualify a new member or regular attendee for an invitation to this event. If your church conducts some type of orientation program, a logical time would be after the completion of this class.

A variety of events have been utilized by churches as a way to introduce new members and regular attendees to a campaign, including:

- Coffee & Dessert Meetings
- Brunches
- Light Buffet Dinners
- Picnics
- Cookouts

Consider making this a part of normal new member classes, orientation meetings or events regularly scheduled at the church

At the mid-point of the campaign, consider involving new members through a church-wide Recommitment Event. This is the ideal opportunity for approaching all new families since it involves and challenges them along with the entire congregation.

7. STEP SEVEN: MEET QUARTERLY AS A TEAM

Determine the best frequency for Follow-Up Team meetings. At the very least, the team should meet quarterly. Typically, 1-2 weeks after quarter giving statements are sent out is a good time in order to review giving progress from the previous quarter. Impact Stewardship will be checking in quarterly to receive progress reports from the church's finance office. One week before the scheduled meetings, note on the calendar to send a reminder to team members. In addition to reviewing the pace of giving since the previous quarter, planning and upcoming program implementation should be a part of the agenda.

8. STEP EIGHT: ON-GOING CALENDAR REVIEW AND ADJUSTMENTS

Review the completed Follow-Up Calendar at least quarterly to determine when additional meetings of the Follow-up Team or planning will be needed to properly implement special calendared activities.

Most churches do not meet their goals due to lack of follow up planning or neglecting to give follow up communication a periodic focus. Giving the campaign regular attention during the entire giving phase helps the church receive a higher percentage of commitments. A good follow up plan will help a church receive 90%+ of what is committed. Conversely, when no follow up communication is used a church might only receive 50%+ of what is pledged because people are not informed regarding how their over and above sacrificial gift is being utilized.

Confirm Current Record-Keeping System

Consult with the person in charge of campaign bookkeeping to confirm that an effective record-keeping system is in place. This will be important for tracking pledges over the two to three-years of the campaign, as well as enabling you and your team to send out quarterly statements (or as needed).

Order Offering Envelopes (Optional)

Confirm with the Design Coordinator to make sure that any special offering envelopes for collecting campaign pledges are ordered and in hand as soon as possible for Celebration Sunday. Some churches prefer a single envelope system where split gifts can be noted. Others will wish to utilize a separate envelope system for special ongoing offerings.

Communicating with The Committee for Gifts-In-Kind

During the giving phase, some new members or existing campaign contributors may choose to give assets such as stocks, property, or jewelry. During the campaign your Pastor and the Creative Gifts Coordinator should have set up a committee to determine the handling of these types of gifts. You may wish to utilize this team as needed. It will typically consist of lawyers, bankers, real estate agents, accountants, etc.

The committee will decide:

- The asset's value
- If the asset should be sold by the church or the donor (There may be tax advantages to the donor if the church accepts the asset to sell, but the asset may be a liability to the church)
- If stocks should be sold or held

The committee will have a system for evaluating the receipt and disposition of gifts. It is important to inform the congregation that this committee is in place and is available to take any questions regarding such gifts.

If any gifts-in-kind are committed during the giving phase, you will want to consult the Pastor and the Creative Gifts Team.

Sample Follow Up Promotional Events

1. Pre-construction idea

Invite your members to pray and walk the property that will be built on, or around the construction site, if it is feasible. Encourage them to pray for the campaign, the project, the construction workers and the people that will come to your expanded facilities.

2. Hard-Hat Tours (for building projects)

Another way to assist people in capturing vision for the project is to schedule hard-hat tours of the construction site. Be sure tour guides are familiar with the project in order to answer questions that will come up. Display the architectural blueprints so participants can see the future for themselves.

The tour guides should be knowledgeable about the project and be able to answer questions that people may ask. Check with the Pastor and/or Leadership team for any safety issues that may be involved.

Invite the entire church family to pray and walk the property that will be built on, or around the construction site, if it is feasible. Encourage them to pray for the campaign, the project, the construction workers and the people that will be reached through your expanded facilities.

3. Founded on Scripture (for building projects and renovations)

As the building takes shape, allow members to write prayers and scriptures on the unfinished floors and walls. This is a great opportunity to involve children and teenagers in the process!

Sample Follow Up Letters

FOLLOW-UP LETTER - ONE

QUARTERLY REPORT LETTER

NUMBER ONE

Dear _____,

It is exciting to see how God is moving among us here at (Name of Church) as we fulfill our sacrificial commitments made in (Month) toward the (Title of Campaign) campaign.

Thank you for your faithfulness in giving to all aspects of our church's ministry to date. It has now been four months since our very successful Celebration Sunday, and many of our members are already giving generously toward their three-year commitment.

I am inviting you to give consistently over the next few months as this will assist us in establishing a positive momentum toward reaching our campaign goals and realizing our vision very soon.

May the Lord bless you, and let's continue to keep our campaign in prayer.

In Christ,

Pastor, Church Finance Office, etc.

FOLLOW-UP LETTER - TWO

QUARTERLY REPORT LETTER

NUMBER TWO - SIX MONTH THANK YOU LETTER

Dear _____,

I'm writing to thank you for your consistent and sacrificial giving toward the (Title of Campaign). * (The architect has submitted a final draft for our approval, the building committee has finalized negotiations for the purchase of property, and arrangements have been made for interim financing). I am excited and I commend you for your faithfulness in giving toward the success of the campaign.

It is exciting to see what God is doing and it is evident that all our efforts are making a difference. *(Our new sanctuary will offer to each of us a wonderful opportunity to worship as well as more space for ministry.) By working together in this way we will make it possible for many others to be blessed as they join our church. I encourage you to keep on serving and giving to the Lord and to be a blessing to others.

In Christ,

Pastor, Church Finance Office, etc.

* Replace with your own details.

FOLLOW-UP LETTER - THREE

QUARTERLY REPORT LETTER

NUMBER THREE

Dear _____,

As we begin the last quarter of our first year of giving toward our commitments to (Title of Campaign), I want to thank you for your generosity and faithfulness. It has been a joy to watch how God has richly blessed our effort and our campaign.

To date, we have received \$_____ toward our campaign goal of \$_____. We have much to thank God for, and we rejoice that we are right on target to a real victory.

Over the next few months as we go into our second year of giving, you will be encouraged to see how your faithfulness has begun to bear fruit as we begin our _____. Please continue to pray that God will enable you and all our fellow members to follow through on our commitments. Our efforts are making a difference.

May the Lord continue to bless you as we serve together!

In Christ,

Pastor, Church Finance Office, etc.

FOLLOW-UP LETTER - FOUR

QUARTERLY LETTER

NUMBER FOUR

Dear _____,

I want to thank you for helping the church save \$ _____ in interest. With your continued faithfulness in giving to (Name of Campaign), you have saved your church interest charges and allowed us to be good stewards of God's money.

In the first year of the campaign, we have received \$ _____ in funds actually given to honor commitments. We also thank the Lord for _____ new families who joined our membership last year and made new commitments that total \$ _____ which we now add to our overall total committed a year ago. This brings the committed amount to a grand total of \$ _____ to date.

Soon, we expect to dedicate *(Progress of new building or project). I have all the confidence that our second year will be as successful as our first. Again, I thank you for making all this possible.

May God continue to bless you, and may He continue to enable you to be faithful in your giving.

In Christ,

Pastor, Church Finance Office, etc.

*Fill in with relevant information about the status of the project.

(LETTER TO THOSE WHO FALL BEHIND IN GIVING)

Dear _____,

The excitement continues to build as we move forward in fulfilling (Title of Campaign), our campaign. I want to thank you again for taking a step of faith and making a sacrificial commitment. It is great to see how everyone in the church is pulling together to make it happen by regularly fulfilling their commitments.

As we move further into the year, it is critical that we have consistency in our giving.

Nevertheless, I do recognize that some people may miss certain installments in giving to their commitments. If for any reason this has happened to you, please know that you are far more important than money. When you are able to continue giving toward your commitment again, just submit it as you did before. I know you are doing the best you can. This is your church family, and we want you to know that we understand.

I regard you as an important part of our fellowship, and I know God will continue to bless your faithfulness and commitment to Him. Please let me know if there is anything that I can do.

In Christ,

FOLLOW-UP LETTER - SIX

(LETTER FOR FOLLOW-UP WHEN COMMITMENT IS NOT BEING MET)

Dear _____:

We all will have times in our lives when we will be unable to fulfill some commitments. This is why we emphasized during the campaign that the commitment you make is simply an intent that you could change if circumstances changed.

During the campaign, we also said that when it was necessary to change your commitment that you should let us know. Please call _____ at the church and give him/her an update on your commitment. If you want to lower it, cancel it, or fulfill it in another way, just let us know. We would be happy to assist you in making the adjustment.

Be confident that I know you are doing the best you can, and I thank you very sincerely for being a big part of the campaign. You are more important to us than money. We will continue to keep you in our prayers and thoughts.

In Christ,