



PASTOR

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TASKS AND ASSIGNMENTS

Introduction of Campaign Leadership Team to Church in Sunday Services

Introduce the Campaign Director, Team Leaders and Campaign Coordinators during Sunday morning worship at the onset of the campaign. During services, have them stand at their seats, or in front with you, as you pray for them. Encourage members to say “yes” when these leaders ask for their help. Refer to your task and assignment checklist for the recommended date. You can also discuss an alternate date with your consultant if the date listed is not ideal for you.

Select Campaign Theme and Logo

You will work with the Design Coordinator to create the campaign title and logo. Check your Task and Assignment Checklist for the start and completion dates for campaign theme and logo development.

As you consider your campaign title and logo:

Theme:

Consider a title (Typically four words or less) using strong verbs to communicate the needs of your campaign. To help you brainstorm your campaigns’ title review the list of titles below.

Logo:

IF CHURCH-LED DESIGN: The logo should reflect artistically the title and the purpose for the campaign.

IF IMPACT-LED DESIGN: You will work with Impact’s Creative Director to design a professional logo that will have a visual impact on the campaign. Our Creative Director will provide a logo development book with many logo concepts. You will be able to give him critical feedback with a questionnaire designed to make your logo as impactful as possible.

Scripture:

We recommend choosing a pertinent Scripture to use with the theme.

Our Logo Development Kit PDF can be downloaded here:

www.impactresources.info

Password: Matthew77

Go to the “Pastor” section

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Sample campaign titles include: Above and Beyond, Advancing His Kingdom, Building by Faith, Building God’s Kingdom, Together, Building Up Reaching Out, Faith Family Future, Growing For Tomorrow, Imagine, Leaving a Legacy, The Future Is Now, and The Path Ahead

Download Pastor's Resources (Sample Sermons, Letters, Logo Kit and Lessons)

Go to this link to review access your materials:

www.impactresources.info

Password: Matthew77

Go to the "Pastor" section

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Click on the "Pastor" section to review and download the sermons, sample letters and logo/theme development kit.

Also, click on the "Lessons" section on the main page if you would like to review the sample lessons available for the adult classes or groups, children and youth.

Discuss Monetary Campaign Goals with Your Consultant

Begin discussing the monetary campaign goals with your consultant. Prior to the campaign, your consultant will evaluate and discuss their findings with you. Based on this analysis, you will get a preliminary forecast. THIS WILL NOT BE THE FINAL GOAL but will be an initial evaluation. The final goals will not be set until the Trendsetter Survey is completed typically during the 3rd campaign leadership training meeting. The consultant will consider these facts in his final recommendations.

This will give your church the ability to set the final goals just prior to the Public Phase. By setting goals too early in the process, there is a tendency to develop goals that may be too high or low after final analysis is completed. Campaign goals should be set following a conversation between the Impact Stewardship Consultant and the senior Pastor. The church has the ultimate authority to set the goals but should consider the following:

The strength of the project and overall buy-in of the vision. People will not make sacrifices if they don't believe their contribution will make a difference in their lives or have eternal consequences that will outlive them.

Leaders set the example. People follow leaders who demonstrate their willingness to sacrifice financially and risk their reputation for a compelling cause. This commitment is measured by a leader's public testimony regarding their personal journey of sacrifice—their willingness to give up things they love in order to give to Someone they love more. The biblical basis for this platform is found in 1 Chronicles 29.

The willingness of the congregation to be involved. The first measure of an unsupported campaign is the reluctance of people who are asked to serve on one of the various teams. Excited constituents are willing to invest their time and energy in support of the cause.

The economic climate in the region you serve.
The demographic profile of the congregation.

Remember: The recommended goals that are set for the campaign have more to do with the church's capacity to give than the amount needed to complete the project. To set an unrealistic mark so far beyond capacity would only cause discouragement if the campaign falls short.

It is our belief that goals should be set in 3 tiers to make their attainment. The first bottom tier should be at a level low enough that it can be easily attained which creates momentum. The second level should be a challenge goal but still within a high probability of attainment. The third level should represent a goal that would be generally perceived as a stretch goal, yet that does not exceed the amount needed to complete the project. It is far better to err by setting a lower goal and surpassing it than to set a number beyond reach and fall short.

Once goals are set, the practical steps to ensure attainment will be:

- Ensuring there is a communication strategy for all who have key economic potential and can pray about a significant gift (advance donor communication)
- Challenging potentially large donors, church core and leadership to pray early enough to be able to share their level of commitment (anonymously) at Early Commitment gatherings
- Drawing maximum attendance at the Commitment Day and garner widespread church involvement in the campaign

Start Discussing the Advance Donor Communication Strategy with Your Consultant

There are two ways to enhance your possibilities for a successful campaign: 1) Getting a broad section of your membership involved and 2) encouraging your large capacity donors to give in creative ways and fully understand what it will take to reach the campaign goals.

Start developing the advance donor communication strategy with the assistance of your consultant. Key donors are usually represented the top twenty percent of your contributors but can also include those with large gift potential that are regular attendees. Key donors have the capacity to give from various resources that may not be available to your average member so this communication is essential. Lead gifts are important and will encourage the entire church.

These one-on-one or small group meetings with key members are times to share creative giving ideas with your large capacity donors. There is no pressure put on the donors in these individual meetings. They are asked to pray about the opportunities before them after they are given the chance to hear project specifics and ask their questions. Those who have a better understanding of the project and what is necessary to reach our campaign goals will better be able to pray about their involvement leading up to Commitment Day.

Your consultant will work with you to develop the communication plan.

Write Campaign Introduction/Vision Gathering Pastor Letter

Write a letter to the church family introducing the upcoming campaign and inviting them to the Vision Gathering(s). The Vision Gathering is the public kick-off to the campaign. The letter should give basic information about the campaign and encourage church members to become involved.

Use the sample letter below or download from the resource site:

www.impactresources.info

Password: Matthew77

Go to the “Pastor” section

Password for Pastor section: 37027

Go to the link to also see additional samples specifically for your type of project (building or debt)

You will need to email the introductory letter to the Design Coordinator to incorporate into the Campaign Introduction Foldout design.

Dear Church Family:

It's an exciting time to be a part of Church Name! I believe, as I hope you do, that the ministries of our church are a blessing to our church body and families in the community. God continues to bless us as we grow. Yet with this growth comes a challenge. Since our current monthly income is used for our operating budget, we must now focus on a solution to move forward where God is leading.

Campaign Title is the name chosen for our upcoming stewardship campaign. We believe that with God's guidance, it will fulfill our financial needs. Every household will be asked to prayerfully consider making a sacrificial commitment—over and above your ongoing tithes and offerings—to be given over the next three years. Through Campaign Title we plan to raise the necessary funds to move forward in ministry. Your involvement is vital!

For Sun AM Vision Gathering in Services:

Make plans to be here on Sunday, Date. During this special service you'll learn more about our Project and Campaign Title and the importance of church-wide prayer as we move forward. No financial commitments will be asked for or received on this day.

For small group Vision Gatherings:

Make plans to attend one of the upcoming Vision Gatherings on _____. (Give locations if possible.) The purpose of these meetings is to share information, answer any questions, and to encourage you to make this a priority in your daily prayers. Please know that your participation in a Vision Gathering is very important and that no commitments will be taken at these meetings.

I look forward to seeing you soon!

In His Name,

Pastor

Verify Childcare for Vision Gatherings (if needed)

It is always good to arrange childcare for the Vision Gathering events if they are not held on Sunday mornings when classes are available for children. If certain gatherings are being held at or near church, childcare should be provided so that parents will have the opportunity to attend the adult

function. The number of gatherings with childcare depends on the size of the church, the time of the events, and the venue.

Verify that the Vision Gathering Coordinator and/or Program Manager...

- Makes arrangements for childcare during the vision event.
- Gives childcare details to the Program Manager and Design Coordinator to be included in any Vision Gathering promotion.

Prepare Vision Gathering Presentation

At the start of the Public Phase, there will be a vision presentation to officially kick off the campaign.

This can usually occur in a variety of ways:

- Vision Sunday (during weekend services)
- A special town hall meeting
- A joint meeting of classes or home groups/small groups
- During individual classes or home groups/small groups

As Pastor, the Vision Gathering program will be your responsibility. Based on the options chosen above, your presentation can be presented in person or by a pre-recorded message. If you are not leading a particular Vision Gathering, you will need to assign and train a facilitator to conduct the presentation in your place. This is common if there are several small gatherings scheduled and the Pastor cannot be at all locations easily. Typically, in this case, an assigned Facilitator and a video message from the Pastor will be utilized.

Typical Small Group/Classroom Vision Gathering Program

- Fellowship
- Video Presentation
- Question & Answer Period led by facilitator
- Prayer
- Refreshments (optional)

The Vision presentation should:

- Portray a dynamic, active church that is an integral part of members' lives and the community.
- Highlight the necessity of this campaign with examples of specific needs.
- Detail the project itself (i.e., construction, debt retirement, renovation, etc.)
- Show how the successful completion of the project will meet the church's identified needs.
- Challenge people to pray regarding God's will personally and for the church.
- Challenge the people to make their commitment one of true sacrifice.

If using a live format:

- Decide who will be included in the presentation.

- If using several speakers, create a script or outline and train them in how to make the presentation.

If using a video format:

- Work with the Video Coordinator to complete the production. The Video Coordinator has been given the responsibility to produce a 3 to 5-minute video presentation to be shown at all Vision Gatherings. Sample Vision videos have been made available for the Video Coordinator to review.
- Typically, a video format works best when numerous meetings are being held in homes, and at the church.

These meetings will help:

- Get a great start
- Garner support for the campaign
- Provide a better understanding of the program
- Encourage personal response to the project
- Understand how the vision will touch lives
- Ensure success

Select and Train Facilitators for Vision Gathering Events (If Facilitator's are needed)

These facilitators will lead any meetings that are not Pastor-led, and they need to be prepared to answer questions about the project. Facilitators usually come from a pool of persons such as the campaign leadership, church building or finance committee, elders/deacons, and others who generally have knowledge of the project and have the ability to lead people through the process outlined below.

Remember: it is your responsibility to finalize all Facilitator selections and to oversee their training. You will need to communicate your concept of what should be presented.

KEY TRAINING CONSIDERATIONS FOR THE VISION GATHERING FACILITATORS

Review Video and Materials—The video (If the church chooses to produce a video) and other materials such as the Campaign Introduction Foldout and Brochure will provide the general perspective and many answers about the campaign. Remember, the church members at large have not yet seen this material, so it is new and fresh to them.

Frequently Asked Questions (for Building Campaigns)

A list of questions may have already surfaced in the early stages of the campaign and can be compiled and answered satisfactorily by those knowledgeable about the issues (you, the building committee, architect, builder, etc.). Some of these questions may include:

- Why are we engaging in this project at this time?
- How does this project help us achieve our mission/vision?
- What is the total cost of the project?
- When will we start the project?
- How will we handle any incurred debt?
- How are you asking me to participate in this campaign?
- How can I give more?
- Why is your help vital?

See additional sample questions later in this section. Often there are project-specific questions relating to size, look, design, etc., that must be reviewed carefully and answered to people's satisfaction.

Frequently Asked Questions (for Debt Campaigns)

- *How long is the current note? When does it mature?*
- *What is the current balance on the debt?*
- *How much is the monthly note costing the church?*
- *How much money (interest) can we save by paying the debt off in the next 3 years?*
- *How much more ministry can we do with the debt removed?*
- *What ministry plans can we undertake with the debt removed? (church planting, renovations, next building phase, additional staff, etc.)*

Dialogue Rehearsal—A meeting with other Facilitators should be scheduled by the Pastor with assistance of other key staff and leadership to provide the necessary discussion and preparation regarding the Vision Gathering and the question-and-answer session. This meeting is where you will review the key questions and dialogue with them about the best way to provide clear answers for everyone. It is important that each Facilitator provide information that is consistent with the other Vision Gatherings.

The Vision Gatherings are intended to be an exciting time of fellowship in a vibrant, positive setting. These meetings will introduce the campaign and its purpose to your church's people for the first time in a public arena. The meetings are intended to create a positive buzz for the campaign and encourage everyone to become involved by beginning their prayer process.

The Meeting Overview

Fellowship: Facilitators must partner with the Host to see that attendees get acquainted with those whom they don't know. Name tags can be used to aid this activity.

Video Presentation: Most Vision Gatherings are characterized by the showing of a 3 to 5 minute video featuring the Pastor articulating the vision and the purpose of the campaign. This video will answer some of the key questions surrounding the overall campaign issues. The Facilitator will announce the campaign and introduce this presentation.

Question-and-Answer Period: The Facilitator will be prepared to answer key questions that surround the campaign and be prepared to answer other questions that have been identified. He or she will also ask for people to participate and raise their personal questions.

Prayer: A time of prayer should conclude the meeting. This includes prayers for individual needs and the vision of the church. Each person is to be challenged to leave the meeting and begin a personal prayer process during the ensuing days, praying, "Lord, what do you want to do through me to fulfill Your will for our church?"

Refreshments: Light refreshments will be served as a means to further the fellowship aspect of the meeting. Persons can be encouraged to engage the Facilitator with any additional questions that they may wish to explore.

TIPS & SUGGESTIONS

Facilitators should:

Arrive early—This is to make sure everything is in place such as promotional material, name tags, etc., confirm set up for any video that will be utilized.

Welcome People—This will assist the Host/Hostess in welcoming persons as they arrive. See that everyone has a name tag and help people get acquainted with those they may not know (if this is not a previously organized group or class).

Start the Meeting Promptly—Plan to begin within 5-10 minutes of the scheduled time. (The total time of the gathering should be less than one hour including refreshments. See that people can comfortably be in position to view the screen for the video presentation.

Begin with Prayer—Thank the Hosts and thank everyone for coming. Then begin the meeting with a brief prayer.

Announce the Purpose of the Campaign—Explain that the capital campaign (refer to the theme) is underway and that the purpose of this meeting is for information only; no financial commitments will be asked for at this meeting.

Present the Vision video—Introduce this presentation by telling the group that it will provide a brief explanation of many aspects of the campaign. This is the centerpiece for the meeting.

Respond to the Video—Allow people to respond to the video and then move into a question-and-answer session. Admit that there are some common questions that everyone wants to have explained. Many of these issues are often addressed in the video presentation. Briefly recap each of these. Then open the floor to additional questions, if feasible. You will be prepared for many of these because of your

prior work at listing other questions. It's best, however, to not automatically deal with all the questions on your list. Wait for them to come up. If they don't, simply leave them alone. If a particular questioner wants to dominate the time, explain that his or her question can be discussed individually during the refreshment time. Then ask if there are any final questions.

Move toward the Conclusion—Explain that there are materials available (most likely they have received these already) that can provide answers. Engage people in a time of prayer and ask them to pray silently, "Lord, what do You want to do through me to fulfill your will for our church?"

Dismiss for Refreshments—Let the Host explain how everyone is to proceed. Then mingle with people to discuss the campaign and be available to answer other questions.

Expanded List—Sample FAQ's for building projects

Q. Why do we need to relocate and build new facilities?

A. We have grown to a point of such crowding that to continue to reach people in our community, we must gain more space for ministry.

Q. How will the relocation and building project help us to reach unchurched households in our community?

A. The first phase of the project will immediately increase space for worship, allow for recreational outreach, and provide more adequate space for preschoolers and children.

Q. How will the new facilities be funded?

A. We will be asking each household to make a 3-year commitment to give toward the future of our ministry. It is anticipated that we will have enough to pay off the existing debt and much of what we will need to construct the new facilities.

Q. Are we becoming too large a church?

A. Growth is not optional; it is a command from God. Jesus said, "Go, and make disciples" (Matthew 28:19-20). In Acts 2:41 we find that "...about 3,000 were added that day." God's greatest love is for people, and He intensely desires that they find a loving relationship with Him. The Church is His plan to accomplish this awesome task.

Q. What is our policy concerning debt?

A. There is a warning in Proverbs 22:7—"The borrower is the slave of the lender." While this is not a prohibition against borrowing, it does mean that we need to plan carefully to operate within our means.

Q. As we grow, will we become impersonal?

A. First of all, size alone does not automatically dictate that a church becomes impersonal. Some small to medium-sized churches are known to be cold and unfriendly. The key to a sense of personal connectedness within the church body is first a matter of the attitude demonstrated by each individual. Second, it is related to how well we develop our small-group activities and ministry efforts. You cannot know everyone, but you will connect with someone. A healthy church will grow in individual maturity and in numbers.

Promote the Upcoming Vision Gatherings During Services

Mention the Vision Gathering(s) during worship services during the two weekends before they occur to start promoting them.

Write Pastor's Letter for the Brochure

A brochure will go to each home at the beginning of the public phase of the campaign and may be incorporated in the campaign website. It will provide more detailed information about the church and its ministries, the project and the goals that have been set.

You will need to write a letter to accompany it. Use the sample letter below or download from the resource site:

www.impactresources.info

Password: Matthew77

Go to the "Pastor" section

Password for Pastor section: 37027

Go to the link to also see additional samples specifically for your type of project (building or debt)

Dear Church Family:

I believe that God has provided us with a unique opportunity through our (Campaign Title) program. We will be able to impact the lives of others. As we focus on this Capital Stewardship Campaign, I want you to reflect on God's blessings in your life and upon our church. Certainly, we cannot help but feel gratitude and anticipation as we seek God's will.

I am confident that (Campaign Title) will open new doors of opportunity for (Church Name). With the success of this venture, we will be able to effectively broaden our ministries and provide supplemental programs for discipleship and outreach.

We are now challenged to give sacrificially, over and above our current giving, for three years. This program requires diligent prayer and obedience to God's leading. I genuinely believe that the people of (Church Name) are ready for the challenge that this campaign offers. Let us enter boldly into this endeavor, believing in God's provision and grace.

Please examine the enclosed brochure carefully. With a heart full of gratitude and faith, I ask you to consider your part in this campaign. What is given is a personal decision between you and God. What we accomplish together will benefit many.

May the Lord bless you and keep you, and may His name be glorified in this endeavor,

Pastor

Approve Gifts-In-Kind Committee

Some people may choose to give assets such as stocks, property, appreciated assets and valuables. The Creative Gifts Coordinator's team will form a small committee to determine the handling of these types of gifts. You may wish to enroll lawyers, bankers, real estate agents, accountants, CPA's, financial planners, 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)
- How the stock should be sold, etc.

Work with the committee meeting to agree on a system for evaluating the receipt and disposition of gifts. Inform the congregation that this committee is in place and is available to take any questions regarding such gifts.

Prepare for Advance Donor Communication (with Potential Key Donors)

These contacts challenge potentially large donors to prayerfully consider their role as a motivational influence by turning in their commitment before the rest of the church and before the early commitment phase of the program. The total number achieved from these key donors is announced (anonymously) at the Early Commitment Dinner. These are your "pacesetter" gifts.

The Pastor should personally contact those who have been identified as able to make a gift in the top tier of the Gift Profile (provided by your consultant) and ask them to pray about their involvement. Send a letter first (see below), and then follow up with a call, saying, "The Consultant who is helping us with our (campaign title) will be with us on (date). He asked me to arrange meetings with a few people so that they can become aware of the motivational process of the campaign."

Consider visiting those in the top 10 percent of giving units, as well as professionals within your congregation (attorneys, physicians, dentists, business owners, top executives in major corporations, and others with large giving potential). Your consultant will assist you in preparation.

Brief Sample Dialogue at Advance Donor Communication Meetings

Pastor:

Greet the person, introduce the Consultant, and thank the person for their past contribution to the success of the ministry. Briefly explain the importance of the current project to the overall vision of the church. Remind the individual about the ongoing capital campaign and that (the Consultant) asked to be able to explain to a few people the motivational process of the campaign.

Consultant:

"(Mr/Mrs), the focus of the campaign happens at the Commitment Day on (date), when the entire church will be asked to make 3-year financial commitments. A few days before the Commitment Day, the leadership of the church will be asked to make early commitments at special dinners so that those early commitments can be collectively announced at the Commitment Day. The goal is that 20 percent of the church families can help us commit 50 percent+ toward the desired goal.) (Mr/Mrs), we are not asking you today what your 3-year financial commitment will be, but instead we are asking you to begin your prayer process early enough so that you can let us know informally before the Early Commitment events. We will then share the total gift amount given to date anonymously at the Early Commitment events. The gifts that we hope to secure are featured in the top half of this chart [Consultant will pull out and explain the Gift Profile chart. The top-tier gifts are always the hardest to come by. If you can pray about one of these gifts, please do so. Often the top gifts come from non-cash donations of stock or real estate that have the advantage of avoiding tax liabilities. Please pray your way up the chart as high as your faith allows and let us know your amount within the next few weeks. We will use your commitment as an encouragement to others." (Brief dialogue of creative giving opportunities will also be discussed.)

Pastor:

"Thank you so much for your time and prayerful consideration of this matter. Let me close our time with prayer . . ."

Determine Location For Advance Donor Communication Meetings (with Potential Key Donors)

Typically, one on one meetings are best conducted in the Pastor's office. Attendees are the individual/couple, Pastor and the Consultant.

Small group meetings (appetizer/dessert meetings) are best held in a home near the church. Usually someone on the campaign team (Campaign Director or Team Leaders) are often a great choice since they are usually a high-profile person in the church. Each small group meeting will include 6-8 couples with the home host, Pastor and Consultant.

Your consultant will advise you one the best setting for the both of you to conduct these meetings.

Write Advance Donor Meeting Invitation Letter

You will need to write an invitation letter. Use the samples letter below or download from the resource site:

www.impactresources.info

Password: Matthew77

Go to the "Pastor" section

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Two samples are provided specifically for one on one meeting and small group meetings.

Invitation letter for one on one meetings

Dear (Mr/Mrs):

I know that you are as excited as I am about what God is doing in our church. I am certain that you are aware of our (campaign theme). Success in this endeavor will make it possible for us to more effectively reach our community for Christ.

(Consultant's name) from Impact Stewardship will be with us on (date) and has asked me to invite a handful of people from our church to visit with us. The purpose of these meetings is twofold: first, to be sure that we are communicating the vision clearly to you and your peer group; and second, to ask you to be a part of the motivational process of the campaign by praying about your commitment earlier than others.

The meeting will be informal and last only 30 minutes. You will not be asked to share your campaign commitment at this meeting. (Consultant name) is trained in tax-wise giving and can answer questions that you may have regarding the most advantageous ways to give.

Thanks in advance for being willing to spend a few minutes with us. I will phone you to secure a convenient time for us to meet.

Pastor

Invitation letter for small group meetings (appetizer/dessert meetings)

Dear

I know that you are as excited as I am at what God is doing in our church. I am certain that you are aware of our (insert campaign theme). The success in this endeavor will make it possible for us to more effectively reach our community for Christ. Insert consultant's name from Impact Stewardship will be with us on insert date and has asked me to invite a handful of people from our church to visit with us for at/a (appetizer/desert/lunch meeting/location/time). The purpose of the meeting is twofold; first to be sure that we are communicating the vision clearly to you and your peer group and secondly, to ask you to be a part of the motivational process of the campaign by praying about your commitment earlier than others.

(consultant name) asked me to invite a cross section of the church that have demonstrated faithful support of the vision and ministry of our church (or those whom I believe would consider supporting this great task that lies before us). We have many like yourself that fit into that category, however the purpose of this meeting is to share some information and get feedback from a smaller representative group. I would appreciate you being a part of that discussion. I have been assured that your participation in this meeting will help our consultant, help us.

The meeting will be informal and last less than one hour. You will not be asked to share your campaign

commitment at this meeting. (Insert consultant name) also will share some helpful information about taxwise giving and can perhaps answer questions that you may have regarding the most advantageous ways to give.

Thanks in advance for being willing to spend a few minutes with us. I (or my assistant) will phone you to confirm your attendance (or you can confirm with an email reply).

Pastor

Write Post-Donor Meeting Letter

You will need to write a post-meeting letter to follow up with everyone who attended. Use the samples letter below or download from the resource site:

www.impactresources.info

Password: Matthew77

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Dear (Mr/Mrs):

Thank you for spending time with Consultant Name and me to discuss Campaign Name. He asked of you, as he did of me, that we pray ahead of others this simple prayer, "Lord what do you want to do through me to accomplish Your will for our church?" In the coming weeks everyone in the church will be asked to make this their prayer.

During our meeting, he asked if you could let us know how you feel God is leading you in your three year financial commitment to Campaign Name. He'll need to have some figures in hand to share anonymously during the Early Commitment Dinner as part of the momentum building process. For your convenience, you may place your prayerful amount on the bottom section of this letter and return in the enclosed envelope or email your pledge personally to me or Finance Person Name at Email Address by Date.

Later, we will receive commitment cards along with others at the Early Commitment Dinner and be asked to complete and return it to the church. Keep in mind: each commitment card will have this statement right below the signature line: "This is a statement of intent that may be altered at anytime as circumstances warrant."

Again, I want to thank you for meeting with Consultant Name. I appreciate your willingness to help communicate the need and sharing your pre-commitment amount. We simply want to do what the Lord leads each of us to do.

Sincerely,

Pastor

Name _____

My three year commitment \$ _____

Write Invitation Letter for Early Commitment Events and Legacy Luncheon

Once the Early Commitment Coordinator has developed an invitation list, you will be asked to write an invitation letter. The letter will indicate the specific gathering to which they are being invited, and the Early Commitment Team will call to receive reservations. Use the samples letter below or download from the resource site:

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If you will also be having a Legacy Luncheon for the seniors in your church, a sample invitation letter for that event is also provided.

Early Commitment Invitation Letter

Dear (Name):

Campaign Name is off to a great start! I hope you're as excited as I am about the future of Church Name!

Thanks to your dedication, we have enjoyed tremendous growth and outreach. God has indeed blessed us. I believe the success of (Campaign Title) is crucial to our continued health. It is important we act now to (build, renovate, retire debt) so that our ministry is not compromised.

As an integral part of our church family, You are cordially invited to (Location) at (Address) on (Day, Date) at (Time) for a light buffet, discussion, and fellowship. No commitments to (Campaign Title) will be requested on this evening, but you will be asked to prayerfully consider making your commitment before the Commitment Day on (Date). A member of the Early Commitment Team will call to receive your reservation for this gathering.

Impact Consultant Name with Impact Stewardship will be here to talk about how you can be a part of the momentum building process for Campaign Name by making an early commitment. You'll hear about outside-the-box and tax-wise giving ideas. This will be a fun night with great fellowship and a good meal!

No commitments will be received at the dinner. You'll be asked to prayerfully consider making your commitment before Commitment Day on Date.

A member of Campaign Name's Early Commitment Team will be calling to take your reservation.

Thank you for serving and supporting God's work at Church Name. I look forward to seeing you on Date!

Sincerely,
Pastor

Legacy Luncheon Invitation Letter

Dear Name,

Church Name is a great church because people like you have served the Lord faithfully in laying the foundation for the next generation.

Thanks to your dedication, we have enjoyed tremendous growth and outreach. God has indeed blessed us. I believe the success of (Campaign Title) is crucial to our continued health. It is important we act now to (build, renovate, retire debt) so that our ministry is not compromised.

This is why I want to invite you to a luncheon that is designed especially for folks like you. We're calling it the Legacy Luncheon. It will be on Date at Time at Location.

Impact Consultant Name with Impact Stewardship will be here to talk about how you can be a part of Campaign Name. You'll hear outside-the-box and tax-wise giving ideas. This will be a fun time with great fellowship and a good meal!

No commitments will be received at the dinner. You'll be asked to prayerfully consider making your commitment before Commitment Day on Date. (Information on how reservations are being made. Sign ups, calls, RSVP, etc.)

Thank you for serving and supporting God's work at Church Name. I look forward to seeing you on Date!

Sincerely,
Pastor

Open Invitation to Early Commitment Gatherings

There may be others who would like to attend who are not on the Early Commitment Coordinator's list. To include rather than exclude, please give an open invitation (written or verbally) on the Sunday prior to the start of the Early Commitment event. The announcement can be made in the Sunday bulletin or during services. It should basically state that all those who have not had an opportunity to sign up for one of these gatherings and would like to do so may call the church office to make arrangements.

Review Instructions for Early Commitment Event/Legacy Luncheon Presentation

The Early Commitment events are essential to the economic 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. As the Pastor, you are responsible for the first and last parts of the program. You and the Consultant will seek to answer the questions below:

1. 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.

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

A closing plea from you is essential. It is crucial that you utilize your position and influence to appeal for their 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.

Monitor Returns of Early Commitment Pledges Collected

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

Make sure the point person (Early Commitment Coordinator, 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.

Prepare for Sunday #1

Prepare your first sermon.

Share your testimony of your family's personal decision.

- Discuss why you and your family are planning to make a commitment
- Highlight your commitment to prayer
- Highlight your commitment to sacrifice

Sharing the amount that you are planning to give is not necessary. Rather, it is important for you to inspire and challenge everyone by letting them know you are committed to the process.

During the same service, you might ask the Campaign Director to announce the giving goals for the campaign. Together, generate a sense of challenge by enthusiastically endorsing these objectives. Stress the distinction and importance of giving and widespread participation from the entire church family.

Prepare for Sunday #2

Preach your second sermon and consider having someone share a testimony. The Prayer Team or Creative Gifts Team may also wish to make an announcement.

Prepare for Sunday #3

Preach your third sermon. The Prayer Team or Creative Gifts Team may also wish to make an announcement.

Prepare for Sunday #4

Preach your fourth sermon and consider having someone share a testimony. The Prayer Team or Creative Gifts Team may also wish to make an announcement. Typically, the Children's Art Exhibit will occur on this Sunday (if not, a week prior).

Show everyone the commitment card they will receive next week on Commitment Day. Let them get familiar with it and challenge them to be praying and ready for the next week. It is best not to give the commitment cards out early. The best option is to show a copy on the screen or have a sample of the copy in the Sunday bulletin or worship guide. Take a few minutes for you, the Campaign Director or another leader to review the card. Include giving options (income, assets, valuables) and frequency of their giving (weekly, monthly, quarterly, etc.)

Promote the Upcoming Commitment Day During Services

Take time in worship services to promote Commitment Day during the two weeks before it occurs.

Prepare the Commitment Day Program

Commitment Day is the most important event of your church's campaign. All other events and activities of the campaign lead up to this pivotal service. The Commitment Day Coordinator will plan all of the details associated with it. You will be responsible for the Program itself.

Here are some suggestions for the order of the Commitment Day program:

- Opening prayer of blessing

- Brunch (with optional music while people are eating)
- Do announcements and recognize those who served (team leaders and others)
- General offering
- Worship (special music, Communion, Scripture reading, etc.)
- Early Commitment announcement
- Video
- Pastor's message
- Pastor's challenge
- Receive commitments (seek counsel from consultant on what is most effective in your setting and culture)
- Dismiss with reminder about first-fruit offerings on Celebration Sunday

Ask for Commitment Cards to Be Returned During Commitment Day Services

In all services on Commitment Day, ask for commitments to be turned in. Be sure there are Commitment Cards and envelopes are available. During the service, emphasize the importance of returning their commitments as instructed.

Promote First Fruits Offering During Commitment Day Services

Also, encourage the congregation to come prepared for the first fruits offering that will be taken at the Celebration Sunday service. You will want to begin promoting the First Fruits offering as early as Commitment Day.

Write Letter to be Mailed with the Commitment Card

A commitment card and the following letter will be sent to all homes who have not yet responded after Commitment Day as part of our effort to wrap up before Celebration Sunday. This letter will serve as a reminder for those who have not pledged by Commitment Day.

Use the samples letter below or download from the resource site:

www.impactresources.info

Password: Matthew77

Go to the "Pastor" section

Password for Pastor section: 37027

Dear (Name):

Campaign Title needs you! Your involvement is extremely important. I'm asking everyone to join me in sacrificially giving, over and about our regular tithes and offerings, for the next three years to bring this project to reality.

Please, continue to pray: Lord, what do you want to do through me to accomplish your will for Church Name?

Enclosed you will find a Campaign Title Commitment Card. Would you, please, prayerfully fill it out and return it to the church office by Date? You can:

- Mail it in the enclosed envelope
- Place it in the offering plate during worship
- Use the website Link for e-Pledges
- Drop it by the church office in the enclosed envelope
- E-mail it to Name and Email address

On Sunday, Date, we will announce the total amount pledged to Campaign Title. Then we will have a time of Celebration for what God has provided. We want to make sure your commitment is included in the total that day.

Be assured: your commitment will be handled confidentially. If you are unable to make a financial commitment at this time, please, commit to prayer and indicate that on the card.

Thank you so much for being a part of Campaign Title.

Sincerely,

Pastor

Ask for Commitment Cards to Be Returned During All Post Commitment Day Services

In all services after the Commitment Day and before Celebration Sunday, ask for commitments from those who have not done so. Be sure there are Commitment Cards and envelopes are available.

Promote First Fruits Offering During All Post Commitment Day Services

At all services held between the Commitment Day until the Celebration Sunday service, remember to continue promoting the first fruits offering, which will be taken at the Celebration Sunday service.

Lead Celebration Sunday

This is the weekend that the church family will be asked to begin giving. During this worship service, you will announce the total amount of commitments received and receive the first fruits offering.

- Urge those who have not turned in commitments to do so.
- You or the Campaign Director may decide to make the announcement.
- Lead the people in a time of thanksgiving and praise before or after the first fruits offering.