



# PROGRAM MANAGER

## PROGRAM MANAGER

---

### PURPOSE

---

The Program Manager's job is to help the campaign run smoothly managing and coordinating the efforts among the various teams, making certain that each team has the tools and information to fulfill its tasks. The Program Manager also maintains the campaign schedule, oversees the completion of certain campaign assignments, and provides administrative assistance to the Team Leaders and the Campaign Leadership Team. Almost all the necessary materials for the training sessions such as task sheets and related supplies are provided by Impact Stewardship and will be reviewed by the Consultant at the Campaign Leadership training meeting at the beginning of the campaign.

### RESPONSIBILITIES

- Provides specific administrative support for certain the campaign activities and campaign leadership
- Reserves and prepares rooms for campaign training meetings
- Collates materials for all program training meetings
- Collates material for certain events (Vision Gathering, Early Commitment, and Commitment Day
- Prepares call assignments for Early Commitment team
- Monitors and records enlistment for each coordinator and alerts Team Leaders when enlistment is unreported
- Monitors progress of teams at training meetings
- Works with the Design Coordinator to target print deadlines
- Prepares for mailings (recruits mailing team, if needed)
- Works with the proper church administration support staff to schedule necessary email communication during the campaign
- Schedules in-service promotion (as needed) for the Vision Gathering and Commitment Day
- Considers prayerfully their own contribution to the campaign

### TASKS AND ASSIGNMENTS

---

## Getting Started

### Reserve Rooms for Campaign Meetings

Assign meeting rooms for campaign meetings. **Use the Campaign Calendar to determine meeting dates and times.** Coordinate with the church staff member responsible for calendar and facility use.

#### **Suggestions:**

Review the Enrollment Chart in your training material folder to determine the size of the team and the room size needed. Remember that the Leadership Team Meetings will require a larger space. Avoid back-to-back meetings in the same room if possible. Check with the staff to confirm if these rooms have already been reserved.

## **Attend Campaign Leadership Team Meetings and Training Meetings**

Your attendance at these meetings is necessary and will allow you to monitor the progress of teams. Campaign Leadership Team meetings provide an opportunity for all teams to report on their activities and progress and address any issues that may impact the campaign.

The training meetings will inform enlisted members about:

- The church's needs and opportunities to serve
- The spiritual aspect of the campaign
- Their duties and responsibilities
- Any enlistment required

*If a team or leadership position is having trouble meeting a task deadline, immediately alert the consultant and Team Leader for assistance. Also, in the event an enlisted person is unable to attend a training meeting, the one who enlisted that person will be required to provide materials and training for that person.*

## **Prepare for Meetings**

Remind Campaign Leadership Team members of meetings by calling, emailing, or sending a note in advance as outlined on the master campaign calendar.

On your task and assignment list, there are various tasks that begin with "Prepare for . . ." and then detail a specific meeting or training. In advance of those meetings, refer to the corresponding worksheet at the end of this section for specific instruction.

## **Confirm Bible Study Materials Distribution**

Bible lesson materials should be distributed as follows:

- Adult Student Lessons and Teacher's Guide (given to Pastor)
- Student Lessons and Teacher's Guide (given to Pastor and/or Student Stewardship Director)
- Children's Lesson Guide (given to Children's Stewardship Director)

Lessons can be downloaded at: : [www.impactresources.info](http://www.impactresources.info)

**Password:** Matthew77

**Click on the "Lessons" section** to review the sample lessons available for adult, youth and children.

# Tracking Campaign Involvement

## **Monitor the Involvement Effort and Develop a Master Recruitment List**

Give the Team Leaders and Coordinators your email address so they can send you the name, email address, and phone number of everyone they enlist. Please feel free to use another method, as long as they can easily communicate with you.

You will need to closely monitor involvement between the training meetings. Watch for these problems and contact the Team Leader and Consultant if recruiting goals are not being met.

Typical issues of concern are:

- Procrastination
- Poorly trained people who have missed a training meeting
- People enlisting others but not turning their names
- People not enlisting anyone

Keep a master Involvement Report Worksheet and update the Team Leaders and Impact Stewardship Consultant

# Vision Gathering Preparation

## **Confirm Childcare for Vision Gatherings**

Please consult the appropriate staff and Vision Gathering Coordinator in regard to the possibility of opening up the church for childcare for Vision Gatherings that are not held on Sunday morning but is at the church or in very close proximity. They will have to decide the best way to make this happen. This childcare information should also be enclosed in any Vision Gathering promotion.

## **Confirm that the Pastor Has Assigned a Facilitator to Each Vision Gathering (if Facilitators are Needed)**

The Pastor, Campaign Director and Events Team Leader will typically choose Facilitators for the Vision Gatherings. You will need to make sure they assign a facilitator to each specific Vision Gathering. The Facilitators should have a formal training session usually led by the Pastor and other leadership in order to help them understand their role and how to answer questions.

## **Receive List of All Vision Gatherings**

The Vision Gathering Coordinator should provide you with a complete list of Vision Gathering locations including the addresses and phone numbers, date and time of any off-site Vision Gatherings.

## **Prepare Vision Gathering Materials**

Each Vision Gathering location should receive a packet containing:

- Campaign Introduction Foldout (From the Design Coordinator)
- Vision Gathering Video (the Video Coordinator should have made this available for all locations to view)
- Name tags (optional)

Packets should be delivered to each location or to the Host/Facilitator prior to the Vision Gathering.

# **Early Commitment Preparation**

## **Receive Final Early Commitment Events Invitation List**

The Early Commitment Coordinators should provide the names of those who will be invited to these events. Contact your Consultant if there are questions. You will need this list to prepare the Early Commitment Team call assignments.

## **Prepare for Early Commitment Meeting #2**

Early Commitment Call Training

Use the Enrollment Chart to fill in the following:

Determine Number of Coordinators: \_\_\_\_\_

Determine Number of Assistants: \_\_\_\_\_

Make a call assignment list containing each family invited to the Early Commitment events.

Make sure you receive the following info for each Early Commitment event:

Name and telephone number (if host homes are used)

Location/Address

Date and time of Early Commitment event

Directions, if necessary

Make a training packet for every Early Commitment Coordinator and team Member containing:

- 1 copy of Early Commitment Training Form (Provided to you by the Consultant)
- 1 copy of the Gift Profile Sheet (Provided to you by the Consultant)
- 1 call assignment list (typically break the master list into smaller lists of 10-15 homes for each team member to call)
- 1 copy of list of all Early Commitment Event locations
- 1 copy of list of all Early Commitment Event locations
- Copy of pastor's invitation letter

These items should be ready by Early Commitment Team Meeting #2.

## **Complete the Early Commitment Reservation Report**

The Early Commitment Team will receive reservations. Please communicate with the Early Commitment Coordinators as their team completes their reservation calls.

Create a guest list for each Gathering location based on reports provided by the Early Commitment Team. Give copies of the list to the:

- Pastor
- Campaign Director
- Events Team Leader
- Early Commitment Team Coordinators
- Hosts (if individual homes are used)

## **Distribute Early Commitment Event Materials To all Locations**

You will need to gather all materials needed at the Early Commitment events. Be sure these items, along with any other necessary items, are ready in advance of the event. Items include:

- Campaign Brochure
- Creative Giving Handout
- Commitment Cards and envelopes
- Ink pens
- Name tags
- Registration cards (These are in the materials provided to the Program Manager at their initial training)
- Gift Profile (provided by Consultant)

**These materials should be provided to the Early Commitment location on the day of the event.**

# Commitment Day Preparation

## Deliver Commitment Day Event Materials

Confirm the following materials are available on Commitment Day:

- Pens
- Secure a table (and host, if desired) to distribute names tags as people arrive (typically needed if this event is done outside of normal services)
- Commitment Cards, envelopes, and pens

Place these items at the preferred location based on the Pastor's direction.

# Print Promotion and Mailings

## Prepare for Campaign Mailings

Throughout the campaign, you will coordinate the distribution/mailing of certain hardcopy materials to the church created by the Design Coordinator. Review the Program Calendar and meet with the Design Coordinator to establish all deadlines.

Notify the church office of dates and deadlines for any materials that will require their assistance for mailing prep or distribution. It is of critical importance that all materials are mailed on time. Consider the following suggestions as you prepare the campaign's mailings:

- Work with the church support staff to prepare and mail all items. They may be able to assist with creating mailing lists and labels, stuffing or folding that will be needed during the campaign. There is usually a mailing team at the church that handles this area. Coordinating with them will ensure timely processing of mail outs.
- The Design Coordinator will produce all of the items to be mailed. These materials are typically printed and delivered to the church one week before the mailing date.
- Prior to the first mailing, update the mailing list by deleting non-members and adding regular attendees. Performing this list clean-up will save postage and printing costs now and in the future. Consult the church office about this task.

**A sample of all the campaign letters can be downloaded at: [www.impactresources.info](http://www.impactresources.info).**

**Password:** Matthew77

**Click** on the "Letters" section.

## **Mail Promotional Print Items**

A print checklist is included in your training materials folder and gives a summary of the essential promotional materials that will be produced during the campaign. You should meet with the Design Coordinator immediately to discuss these items.

All printed material will be delivered to you by the Design Coordinator by the dates specified on the print checklist unless otherwise instructed.

Items typically include:

- Campaign logo
- Letterhead and #10 Envelope (optional-used for campaign letters-church letterhead can also be used)
- Campaign Introduction Foldout
- Commitment Card and #9 Envelope
- Creative Giving Handout
- Brochure
- Commitment Day Invitation

## **Display Campaign Literature**

Set up an information table at the church with a supply of all the promotional materials produced during the campaign (Sunday 1-Sunday 4). If possible, staff the table with a team member before and after services to answer questions, hand out literature, etc. Update the materials at the table as new items are produced.

## **Mail the Campaign Introduction Foldout**

The Design Coordinator produces the Campaign Newsletter. You will need to obtain the newsletter from them and prepare them to be mailed on the date specified on the Campaign Calendar.

Mail the Campaign Intro Foldout on the date specified on the calendar.

*The Pastor will write a letter introducing the campaign which is a part of the newsletter. In this letter, an invitation to the Vision Gathering will also be included. If your church chooses not to produce an intro foldout, print the Pastor's campaign introduction/Vision Gathering invitation letter on the campaign stationery and mail to the congregation.*

## **Mail Campaign Brochures**

Mail the Campaign Brochure provided by the Design Coordinator.

## **Receive Final Early Commitment Events Invitation List (For Invitation Mailing)**

The Early Commitment Coordinator(s) should provide the names of those who are to be invited to these events. Contact your Consultant or the Events Team Leader if there are questions.

## **Mail Early Commitment Events Invitation Letter**

An invitation letter from the Pastor will be printed on campaign letterhead and mailed to each home invited to an event. The letter will indicate the specific gathering to which they are invited. (The Pastor has been provided with suggestions for this letter.)

An invitation letter will go to the church core. However, prior to the Early Commitment Event(s), an announcement is usually published in print or made during services, encouraging sign ups if any others wish to attend a gathering but have not yet reserved as spot.

## **Mail Commitment Day Invitations**

These invitations for the church-wide Commitment Day are typically created by the Design Coordinator who will supply them to you. Often, they are postcards but in rare cases, a Pastor's invitation letter printed on campaign letterhead may be used as a substitute.

## **Mail Commitment Cards**

You will send the following materials **to those who have not yet turned in a Commitment Card** on Commitment Day:

A blank Commitment Card and envelope

A letter on campaign letterhead from the Pastor emphasizing the importance of each person's sacrificial participation: "Equal Sacrifice . . . Not Equal Gifts." The letter should state that the Commitment Card may be returned in several ways, by:

- Mailing to the church in the envelope provided.
- Dropping off at the church.
- Bringing to church the following Sunday.
- Going online and pledging on the church website (if available)

## **Mail Commitment Confirmation Letters**

This is the very important final step in the Program Manager's tasks and assignments. Coordinate with the church financial office and confirm it sends each committing family a confirmation letter. The letter should include:

- Total amount committed by entire church
- Gratitude for their commitment
- Amount of their commitment and how it is to be received
- Request for correction if any information is inaccurate

Dear Name,

Campaign Title has been a spiritual and financial success. Today, over \$\_\_\_\_\_ has been committed! Your support is greatly appreciated!

Below is our understanding of your commitment over the next three years. If this is not an accurate statement, please, contact Name at Church Number or Email Address.

(Insert paragraph here about suggested plan for giving regularly through envelopes or online.)

Thank you so much for investing in Campaign Title and Church Name's ministry. Our best days are ahead!

Sincerely,

(Name of Suitable Person)

Understanding of Commitment

If Commitment is different, please state below:

Weekly \_\_\_\_\_ Monthly \_\_\_\_\_

Other \_\_\_\_\_

Total \_\_\_\_\_

# Email Promotion

Email promoting certain campaign activities or linking to media posted on the church website are important and will need to be sent out periodically during the campaign. These emails should be sent as media is produced. Below are suggested items to promote via email.

## **Suggested Campaign Email Communication**

| Item                                                                 | Audience    | Email Date |
|----------------------------------------------------------------------|-------------|------------|
| Promote Campaign Intro Foldout Content (if posted on church website) | Church-wide |            |
| Promote Vision Gathering                                             | Church-wide |            |
| Vision Gathering Video Website Link                                  | Church-wide |            |
| Brochure Content (if posted on church website)                       | Church-wide |            |
| Campaign devotionals created by Prayer Team                          | Church-wide |            |
| Promote Children's Art Festival                                      | Church-wide |            |
| Commitment Day Invitation                                            | Church-wide |            |
| Commitment Day Video Website Link                                    | Church-wide |            |
| Online E-pledge (commitment card)                                    | Church-wide |            |
| Promote Celebration Sunday/First Fruits Offering                     | Church-wide |            |

# In-Service Event Promotion

## **Schedule Vision Gathering Reminder Announcements in Services**

Announcements promoting Vision Gatherings should take place in all services one to two weeks prior to the start of the Vision Gatherings. If sign-ups are necessary, you will work with the Vision Gathering Coordinator to conduct any necessary event registration for the Vision Gatherings typically during services prior to the start of the Vision Gatherings. A sign-up card or insert in the Sunday bulletin, along with an announcement to drop it in the offering plate, is often sufficient in most churches. Smaller churches could plan for sign-ups before and after services. Provide any sign-up lists to the Vision Gathering Coordinator.

## **Schedule Commitment Day Reminder Announcements in Services**

Announcements promoting Commitment Day should take place in all services one to two weeks before the event. If sign-ups are necessary, you will work with the Commitment Day Coordinator to conduct any necessary event registration for Commitment Day typically during services one to two weeks prior to the event.

If reservations are necessary for any special Commitment Day event(s), you will need to make sure sign-ups happen at the scheduled times on the calendar. A sign-up card or insert in the Sunday bulletin, along with an announcement to drop it in the offering plate, is often sufficient in large churches. Smaller churches could plan for sign-ups before and after services. Online sign-ups are recommended for large churches.

## **Schedule Celebration Sunday/First Fruits Offering Promotion in Services**

Between Commitment Day and Celebration Sunday (typically one to two weekends), you will coordinate promotion in all services, publications and media for Celebration Sunday (the announcement of total campaign pledges) and, more importantly, the first fruits offering of the campaign that occurs on that same day. Celebration Sunday is a built-in deadline for everyone to have turned in their commitment card and be ready to give the first portion of their pledge.

If promoted well, this has the opportunity to be one of the biggest offering (if not the biggest) in the history of your church. This is often the case if enough time and focus is given starting on Commitment Day and running up to Celebration Sunday. Confirm that Celebration Sunday announcements and promotions are made during all services between Commitment Day and Celebration Sunday. The announcements should specify the ways for people to make their commitments before Celebration Sunday and promote the first fruits offering on Celebration Sunday. Everyone will start giving on Celebration Sunday. **Confirm that the Pastor is also making these announcements in services.**