



TEAM LEADER (EVENTS)

EVENTS TEAM LEADER

PURPOSE

The Team Leader is an important position in the capital stewardship campaign. Together with the Senior Pastor and Campaign Director, the Team Leader is a key representative of the campaign. The Team Leader will embody the necessary personal and spiritual qualities to help lead the program and impact its financial success.

RESPONSIBILITIES

- Reports updates regularly to Campaign Director and Impact Consultant to monitor team progress and team members falling behind on their assigned tasks
- Speaks to the campaign team about the challenges and opportunities of this project and makes announcements, if requested, related to the campaign
- Provides insight and support to consultant and campaign leadership
- Encourages and gives counsel as needed
- Tracks enlistment efforts of their team
- Secures progress reports from all teams
- Represents the Campaign Leadership Team in other communications to the congregation
- Serves as liaison between their assigned teams and the consultant
- Attends meetings for their assigned teams and follows up to be sure those teams can accomplish their tasks.
- Considers prayerfully their own contribution to the campaign

As Team Leader (Events), you will oversee the following teams:

Vision Gathering Coordinator

The Vision Gathering is the first public event of the church's capital campaign. The purpose of this event is to allow leadership to "share the vision" for the future of the church. At these Vision Gatherings, the church family will learn the specific details of the capital project and corresponding campaign. The Vision Gathering meeting(s) are designed to help your church be more informed and answer the questions: What are we doing? Why are we doing it? and What are we asking everyone to do?

Vision Gatherings typically take place in a large group setting (during Sunday Services or a special town hall type meeting) or in a smaller group setting (in regular church home groups or during Sunday School classes). Sometimes a joint meeting combining Sunday School classes or church home groups together into a larger group may be required. Please review your calendar for the type of venue(s) being utilized.

The Pastor will be responsible for the content which features a live or re-recorded presentation relating a clear statement about the campaign's purpose. If conducted in a large forum, the Pastor will typically run these meetings. In smaller forums, an assigned facilitator will typically run the meetings since the Pastor cannot be at every location.

The church family will be asked to begin praying about their response to the needs of the church. If a video presentation is shown at the smaller group meetings, a facilitator from the church leadership is on-hand to facilitate discussion and answer questions. The meeting(s) are intended to create a positive buzz for the campaign and encourage everyone to become involved by beginning their prayer process. Everyone will be given informational and devotional materials. No commitments or pledges are received at this event. It is a strictly informational meeting.

The Vision Gathering Coordinator is not responsible for enlisting facilitators (but the Pastor ask for your assistance or input.)

Early Commitment Coordinator

The Early Commitment Coordinator oversees the planning of an event(s) where a meal may be served (usually in a home, 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 helpful for the seniors.

Early commitments made by leadership encourage 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 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 of 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 Event 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.

Commitment Day Coordinator

Commitment Day is the culmination of the capital campaign. On this day, each family will be encouraged to make a sacrificial commitment to the capital campaign to fund your church's specific project. The Commitment Day Coordinator will plan, organize, and arrange everything related to a Commitment Day special event (excluding the program/service). The event will encourage the attendance of as many people as possible by making the occasion an exciting and inspiring event that highlights the church's past achievements and encourages sacrificial contributions to the campaign. Planning may include decorations, menu, catering (as needed) and in certain situations locating an offsite venue for the event (as needed). Typically, the Commitment Day event is held onsite during weekend services and activities.

TASKS AND ASSIGNMENTS

Attend Your Assigned Team's Training Meetings

Attendance at your assigned team's training meetings is expected and will directly impact the campaign's success.

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
- Enlistment of others

These meetings will help:

- Ensure success
- Garner support for the campaign
- Provide a better understanding of the program
- Encourage personal response to the campaign

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

Send Enrollment Letters to Your Coordinators

Each Team Leader should send a Thank You Letter/Email to those who have agreed to serve as coordinators in the campaign.

Write a letter that expresses:

- Your appreciation for the person's time presently and their financial commitment in the future
- Your prayer support and eagerness to help them with their duties
- Their responsibilities as role models for the congregation
- Emphasis on the need for widespread church participation

Dear Name,

Thank you so much for serving as the Team Name Coordinator for Campaign Name! This is going to be an exciting time in the life of Church Name. I really appreciate the commitment of your time and service.

Start praying with me "Lord, what do You want to do through me to accomplish Your will for Church Name?"

I, also, want to encourage you to be enthusiastic and supportive of Campaign Name as you invite others to be part of your team. Your enthusiasm will go a long way in the success of this project.

Thanks again! I'm looking forward to working with you.

Sincerely,

Team Leader

Key Vision Gathering Coordinator Responsibilities

Confirm Coordination by Vision Gathering Coordinator

Typical Vision Gathering options include:

1. Large group setting (special town hall type meeting)
 - Joint meeting(s) combining Sunday School classes and/or existing home groups
 - All Church town hall
2. Smaller group setting (in regular church home groups or during Sunday School classes).

Please review your calendar for the type of venue(s) being utilized.

Confirm Childcare Arrangements for the Vision Gathering(s) (if needed)

It is always good to arrange childcare for the Vision Gatherings if they are not held on Sunday mornings when classes are available for children. If certain gatherings are being held at or near the 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.

The Vision Gathering Coordinator will work with the Program Manager to...

- Make arrangements for childcare during the vision event.
- Give childcare details to the Program Manager to be included in any Vision Gathering promotion.

Confirm 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. The Program Manager is responsible for scheduling these announcements but you should confirm that they have all the details necessary for the announcements and promotion.

VISION GATHERING VENUE PREPARATION CHECKLISTS

For Large Vision Gathering Venues (During Services or Town Hall)

If this option is selected, confirm communication and coordination between the Vision Gathering Coordinator and all Sunday School teachers or home group hosts if this is a joint meeting taking place for all classes or home groups.

For Vision Gatherings in Sunday School Classes or Home Groups

Confirm Communication with Vision Gathering Small Group Host Homes/Sunday School Host Classes

If this option is selected, confirm the Vision Gathering Coordinator is communicating with home group hosts and/or Sunday School teachers. They need to understand the schedule, set up, and plans for the Vision Gathering being conducted on their upcoming class or meeting.

Receive Vision Gatherings Small Group Host Home/Sunday School Host Location List from Program Manager

Once dates and times of the meetings have been finalized, a master list of all meetings is compiled by the Program Manager before any coordination of the gatherings can begin. This deadline is also important because the list must be completed in order for promotion or invitations to be initiated.

Confirm Any Audio/Video Needs Are Addressed for Each Class/Home

If a video presentation will be used at these meetings, The Vision Gathering Coordinator will make sure each location has the means to show the video. If not, they will need to coordinate equipment set-up with the Pastor, church office, and Team Leader (Events).

Vision Gathering Host Training for Sunday School and Small Group Hosts/Leaders (as Applicable)

If in-home or classroom gatherings are utilized, the Vision Gathering Coordinator will need to set up a time to meet them to train them for what to expect. This will be an orientation regarding the campaign and an overview of their responsibilities (if any). Typically, a facilitator will be assigned to conduct this meeting so the teacher or host will not have added responsibility.

Confirm Host Home/Host Classroom Preparedness

Typically, the Program Manager will arrange for host home Vision Gathering materials to be picked up at the church.

Before any Vision Gatherings are held, the Vision Gathering Coordinator should confirm that hosts/teachers:

- Have all materials and the Vision Gathering video.
- Know the names of attendees.
- Know to whom to direct questions (Assigned Facilitator)
- Have answers to their own questions.

Key Early Commitment Coordinator Responsibilities

Confirm Location(s) and Budget for Early Commitment Events

Impact Stewardship will offer specific suggestions regarding location selection for Early Commitment Events. Early Commitment events can occur at a host home, offsite location for a banquet or at the church. The Early Commitment Coordinator(s) should submit a budget for approval.

Develop the Early Commitment Event/Legacy Luncheon Invitation List

Work with the Pastor, Consultant and Early Commitment Coordinator(s) 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 impact, your Impact Consultant will provide a recommended minimum number to invite based on your church size.

Confirm Program Manager Receives Early Commitment Invitation List

A finalized Invitation list is due to the Program Manager prior to Early Commitment Meeting #2 (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 Invitations

The Pastor will write the Early Commitment Invitation Letter. Ensure that the letter(s) are mailed by the Program Manager on the specified calendar date.

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.

Confirm Early Commitment Reservation Calls

Each Early Commitment team member will be assigned a list of invitees to call for their reservations. Follow up with the Early Commitment Coordinator(s) and Program Manager to confirm call assignments have been distributed and call times scheduled.

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.

Follow up with the point person (Pastor, Early Commitment Coordinator(s), Church Financial office, etc.) monitoring the returns. Confirm that friendly reminder calls are being made to people who indicated they would return their commitment card before for Commitment Day.

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 the Pastor and the Consultant at these events be as effective as possible. The suggestions below will guide you in planning the program.

Typical Program Agenda

The presentation is divided into 3 segments. The Pastor is 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 petition.

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

A closing appeal from the 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.

Key Commitment Day Coordinator Responsibilities

Confirm Venue Selection

The Commitment Day is generally held on Sundays during normal worship because it is the best attended time. The Pastor and the staff will determine the location, the time, and the date for the Commitment Day. This decision will determine whether you will have to plan for an on-site or off-site event.

On-Site Commitment Day Event Planning

If the Commitment Day event is scheduled during morning worship then you need to consider the following:

- If you have multiple services, will they be combined together or will each service have their own time of commitment?
- Will there be a brunch or meal before or after the service?
- If the service is not in the sanctuary or normal worship space, make sure the audio/visual equipment is set up and functioning properly.
- Will there be a video for Commitment Day?

Off-Site Commitment Day Event Planning

If your church's leadership elects to have the event off-site you will need to reserve the facility as soon as possible. Consider the following as you plan:

- Distance from the church
- Number of people to accommodate
- Fees
- Catering
- Audio/Video equipment (video, microphones, music, etc)
- Parking
- Security

Confirm Communication Between Commitment Day and Children's Stewardship Coordinators

The Children's Stewardship Coordinator may be asked to plan a Children's Event during the Commitment Day event. Because these two events occur at the same time, both of them must be in communication during all planning. Follow up with them to confirm they are communicating all details with one another. Typically, a Children's Event will be scheduled if the adults will be involved in a longer than usual service or event on Commitment Day. It provides a structured event for the kids that is different than the normal scheduled activities.

Discuss Commitment Day Event Budget Approval

Remember to have the Commitment Day Coordinator submit a proposed budget to the Pastor/Leadership Team for approval.

Confirm Program Manager Receives Event Information Worksheet for In-Service Promotion

The Commitment Day Coordinator will need to provide this to the Program Manager prior to Commitment Day any in service promotion.

Review Final Arrangements for the Commitment Day Special Event

If possible, meet on-site with key leaders to finalize all details of the event. Ensure the Video Coordinator tests all audio/visual equipment. If a Children's Event will occur during Commitment Day, talk with the Children's Stewardship Coordinator to be sure all aspects of both events are correct and in-synch (including any changes to typical pick up, drop off and security).