Table of Contents

Introduction to a campaign page 3

Suggested Model page 6
  Campaign Committee page 6
  Check List of Things to Do page 7
  Suggested Timeline page 8
  Materials for the Campaign page 9
  First Congregation Letter – Sample page 10
  Second Congregation Letter – Sample page 11
  Fillers for Bulletin and Monthly Newsletters page 12
  Mission Moment - Samples page 13
  Commitment Sunday – Samples page 16
  Conference Speakers page 17
  Statement of Intent page 17
  Victory Sunday page 18
  Connecting with Those Who Haven’t Yet Returned a Commitment Card page 19
  Thank You Letter – Sample page 20

Additional Models page 21
  Option #1: Pace-setting, Advance, Challenge, and Matching Gifts page 22
  Option #2: Every Member Visit for Interview page 23
  Option #3: Every Member Phonathon page 26
  Option #4: One Large Meeting, Worship, or Dinner page 31
  Option #5: Cottage Meetings page 33
  Option #6: Pony Express page 34
  Option #7: Special Gifts Approach page 34
  Option #8: Special Offerings page 34
  Option #9: Congregational Budget page 35
  Option #10: Combine with Other Special Drive page 35
  Option #11: Design Your Own Option page 36

Next Steps page 37
INTRODUCTION TO A CAMPAIGN

Deeply Rooted, Upward Reaching
THE WPAUMC CAMPING & RETREAT MINISTRIES CAMPAIGN

A Great Leadership Opportunity
For Congregation Leaders In Their Congregations

This campaign, and the leadership position that you have accepted in it, can be most fulfilling for you and is a fine leadership opportunity for the committee members working with you.

The planning which has been done and the materials that have been prepared especially for you and your congregation will serve you well in this task. The program outlined in this manual is a roadmap to a successful and rewarding leadership role for you and a great stewardship opportunity for your congregation.

Your task is really very simple: TO OFFER EVERY FAMILY OF YOUR CONGREGATION THE OPPORTUNITY TO SUPPORT THIS CAMPAIGN AND TO RECEIVE THEIR DECISION.

A Simple Plan for a Success in Your Congregation

Special campaigns and fundraising projects are often intimidating for congregations and their leaders. A congregation may be struggling with its own budget, have its own projects to consider or is dealing with internal problems or difficulties. Sometimes, leadership is hard to find and volunteers difficult to recruit.

Good News!! One of the most helpful remedies in these situations is for the congregation to experience a success in reaching out to the needs and opportunities of other ministries! This manual outlines an opportunity for a success that can invigorate your congregation. More than that, it is an opportunity for your congregation to reach beyond itself to provide benefits to many others for generations to come.

The plan outlined in this manual will work - it has worked in thousands of congregations over the last forty years.

The plan is simple. It requires a minimum amount of planning and work with very satisfying results. But please, don’t shortcut the process.
The plan will give your congregation a great success - one that will benefit thousands of people for generations to come. And, you can use this model again.

WHAT IS A CAMPAIGN?

A campaign is simply an organized, scheduled effort to communicate a need to people and to provide an opportunity and a means by which they can respond. It is an educational process in which information is imparted to convey the message thoroughly, persuasively and completely. People give as they are informed, motivated and asked to make a commitment. The timeline that appears in the next section is important. As you follow it, you will inform, motivate, and provide opportunity for the people of your congregation to make a commitment to this great ministry. Only essentials have been included. Meetings, materials, and responsibilities have been kept to a minimum. The plan is simple and will work if you follow it.

THREE PORTIONS OF THE CAMPAIGN

The campaign will be successful in your congregation when each portion of the effort is fully completed.

1) Weeks One through Four - the public awareness portion. These weeks will have members being educated about the importance of the campaign and the need for their support.

2) Week Five - the "responding" portion. Beginning on commitment Sunday, each member family will be asked for their gift of support to the campaign and provided a specific opportunity to respond. EVERY ATTEMPT SHOULD BE MADE TO RECEIVE A DECISION FROM EACH FAMILY, EVEN IF, IN SOME CASES THE DECISION WILL BE TO NOT PARTICIPATE WITH A GIFT.

3) Week Six – Celebration/Victory! Announcement of results to the congregation.

THE IMPORTANCE OF COMMITMENT

Little happens in this world without commitment. Certainly this is true of the great effort in which we are engaged together – the funding to extend the reach of our camp and retreat ministries, Pious phrases, fervent hopes and wishful thinking will not get the job done. Good planning, attention to detail, and bold asking will get the job done.

This is a crucial period of the campaign. Do everything on time and well; ask each family to make a decision about their response and you will succeed! It has been demonstrated again and again, in the church, that people are willing and able to support special causes when given the opportunity to do so. So,
provide an opportunity for your people to respond by making a pledge commitment or one-time gift.

Don't let any in your congregation say, "I would have given to the campaign, but I was never asked!"

GOAL SETTING

As congregations consider their response to the campaign, it will be important that they set congregational goals for their efforts. These goals will not represent a firm commitment to the campaign, but it is hoped that they represent a serious, concerted effort to raise the amount for this campaign.

There are suggested "target" goal ranges for congregations to consider for the campaign. Target goals are non-binding goals toward which congregations can strive in order to successfully complete the campaign effort. Each congregation is encouraged to use the range (as indicated below) as a guideline in setting its goal, choosing a level within the range or selecting a goal higher or lower than the range.

The range of suggested goals is based on a congregation's average attendance:

**Basic Goal - $125 per worship attendee (total over 3 or more years)**
**Challenge Goal - $250 per worship attendee (total over 3 or more years)**

*Never announce that people just need to give $125 each. These are targets for how to set the goal, not to tell people how much to give.*
SUGGESTED MODEL FOR:
DEEPLY ROOTED, UPWARD REACHING CAMPAIGN

ORGANIZE A CAMPAIGN COMMITTEE

A committee of 3 to 5 persons can easily conduct the campaign. They can plan the effort, gain approval for timetables and commitment opportunities and recruit others to help. Committee members should be creative people who know the congregation well, who may have an appreciation for the partnership in ministry of the Camping and Retreat Ministry of the Annual Conference, and who are willing to organize and follow through on tasks. Utilizing the stewardship team is also valuable.

Begin meetings of the committee with prayer for the ministry across the Annual Conference, for your congregation's effort and for God's guidance in your task.

Sample Agenda for the First Committee Meeting
- Introductions
- Prayer
- Show the video
- Review the Campaign plan using the brochure
- Choose a timetable, method for asking and goal (if not already done)
- Plan to seek approvals from council, etc.
- Assign tasks (see check list)
- Set next meeting
- Close with prayer
# CHECK LIST OF THINGS TO DO

<table>
<thead>
<tr>
<th>ITEM</th>
<th>Committee Member Responsible*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Decide, obtaining approvals needed from pastor and/or church council, on the commitment opportunity to be utilized in your congregation.</td>
</tr>
<tr>
<td>3.</td>
<td>Arrange for use of bulletin and newsletter paragraphs.</td>
</tr>
<tr>
<td>4.</td>
<td>Arrange for mailing of first and second letters and reproduce. (Can be combined with other congregational mailings.)</td>
</tr>
<tr>
<td>5.</td>
<td>Arrange for placement of hymnal wraps</td>
</tr>
<tr>
<td>6.</td>
<td>Arrange for use of three bulletin inserts.</td>
</tr>
<tr>
<td>7.</td>
<td>Arrange for showings of the video/DVD at every opportunity.</td>
</tr>
<tr>
<td>8.</td>
<td>Select and meet with three Mission Moment presenters. Schedule with Pastor, three minutes for presentation for each of three Sundays.</td>
</tr>
<tr>
<td>10.</td>
<td>Arrange for the Deeply Rooted, Upward Reaching Commitment Sunday (i.e. Special Sermon, Pastor Comments, Pulpit Exchange, Guest Speaker)</td>
</tr>
<tr>
<td>10.1</td>
<td>Option - Arrange for Commissioning of workers.</td>
</tr>
<tr>
<td>10.2</td>
<td>Using commitment opportunity selected, arrange for providing each member family an opportunity to make a three-year intent. Also arrange for follow-up on those missed.</td>
</tr>
<tr>
<td>13.</td>
<td>Send thank you notes to donors.</td>
</tr>
<tr>
<td>14.</td>
<td>Arrange for sending report totals and completed intents to the Campaign office.</td>
</tr>
<tr>
<td>15.</td>
<td>Arrange for Victory Sunday, announcement of totals for entire Campaign and for congregation.</td>
</tr>
</tbody>
</table>

* A committee of 3 to 5 members should be appointed to plan and implement the Campaign.
SUGGESTED TIME-LINE

The suggested timeline for conducting the campaign in your congregation is any six-week period in 2019 or early 2020 that best suits your congregation. Do not shortcut the schedule and process. It takes time to communicate, to inform, and to motivate. Plan to use the full five to six-week schedule no matter when you conduct the campaign in your congregation. Do plan to complete it before the fall of 2020 if possible, the earlier the better, so that the project can have the maximum impact on the camps and retreat ministries now.

**First Week**
Sunday  
Announce the campaign  
Hymnal Wraps placed on hymnbooks, begin using Bulletin and Newsletter paragraphs (See page #12). Begin showing video at every opportunity.

Monday  
First campaign letter sent to each family in the congregation  
(See page #10) (NOTE: You might want to prepare mailings in advance for mailing.)

Post letter and campaign news on church’s web site.

**Second Week**
Sunday  
First Mission Moment at worship service(s) (See page #13).

Use Bulletin Insert #1. (Continue to show video)

**Third Week**
Sunday  
Second Mission Moment (See page #14).

Use Bulletin Insert #2. (Continue to show video)

Announce Deeply Rooted, Upward Reaching (Commitment) Sunday Date

Begin “Advance/Challenge” gifts solicitation process (See page #22)

**Fourth Week**
Sunday  
Third Mission Moment (See page #14).

Use Bulletin Insert #3.(Continue to show video/DVD.)

Continue to announce “Deeply Rooted, Upward Reaching Sunday”

Monday  
Second campaign letter sent to each family (See page #11).

(You may wish to enclose the congregation brochure)

**Fifth Week** (Commitment Week)
Sunday  
The (Commitment) Sunday Sermon and/or comments by Pastor, Pulpit Exchange, or Conference speaker. Distribute congregation brochure with every bulletin (even if you mailed it earlier).

Option - Commission workers (See page #25). Gifts begin to be solicited from members of the congregation. SEEK A DECISION FROM EACH FAMILY.

**Sixth Week**
Sunday  
VICTORY SUNDAY. Announce totals. Rejoice! Follow-up, send gifts, intents, and report to the Deeply Rooted, Upward Reaching campaign office.

Follow up letter sent to non-responding members (See page #19).

Thank you letter sent to those pledging (See page #20).
MATERIALS FOR THE CAMPAIGN

<table>
<thead>
<tr>
<th>ITEM</th>
<th>USE</th>
<th>QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Three different Bulletin Inserts*</td>
<td>2nd, 3rd &amp; 4th Sundays*</td>
<td>Number of average worship attendees</td>
</tr>
<tr>
<td>Video</td>
<td>At every opportunity</td>
<td>One per congregation</td>
</tr>
<tr>
<td></td>
<td>during the Campaign</td>
<td></td>
</tr>
<tr>
<td>Hymnal Wrap</td>
<td>Place on each hymnal</td>
<td>Number of average worship attendees</td>
</tr>
<tr>
<td></td>
<td>on the first Sunday</td>
<td></td>
</tr>
<tr>
<td>Brochure*</td>
<td>5th Sunday*</td>
<td>Number of average worship attendees</td>
</tr>
<tr>
<td>Intent Form</td>
<td>In obtaining commitments</td>
<td>Number of average worship attendees</td>
</tr>
</tbody>
</table>

Digital versions of all letters and wording available online at [www.wpaumc.org/CampaignResources](http://www.wpaumc.org/CampaignResources)

Note: If you wish, include the bulletin inserts in your newsletter or other periodic mailings. *You can also mail the brochure prior to Sunday with Letter II or use it as an Every-Member-Visit piece (See page #23). **Feel free to be flexible, but please do use the materials.** If you need more materials, call the Camping and Retreat Ministry office well in advance of the date you will require them. If you have extra materials you do not need, please return them to the Camping and Retreat Ministries office.

Contact Information:
WPAUMC Camping and Retreat Ministries
P.O. Box 5002
Cranberry Township, PA 16066-0002
724-776-2300
jessica.gamache@wpaumc.org
First Congregational Letter - SAMPLE

Date

Dear Member of __________ Methodist Church,

There is nothing more important for our church right now than to build on the faith formation and leadership development that is happening at our camping and retreat ministries as we provide exceptional facilities and expand accessibility to all who desire to be part of our programs where God is clearly proclaimed. The WPAUMC Camping and Retreat Ministries of our UM connection is vital in providing a valuable ministry to our youth and adults in these two areas. Right now we have the opportunity to assure the availability of scholarships so that our camping and retreat ministries remain accessible to all who desire to be part of our programs, where God is so clearly proclaimed, and to provide exceptional facilities to the growing disciples who attend camp and retreat programs.

Because of the need for an investment in making the camping and retreat programs more financially accessible to all as well as enhancing the facilities of our camps and retreat sites, the WPAUMC, including our congregation, will conduct a Capital Campaign to help raise $2.5 to $5 million.

During the next five weeks, you will learn more about this important effort. We pray that your commitment to ministry will encourage you to become involved and excited about the “Deeply Rooted, Upward Reaching Campaign”.

Yours in Christ,

(signed by Congregation Leader and/or Pastor)
Second Congregational Letter - SAMPLE

Date

Dear Member of ____________ Methodist Church,

Which individuals in our communities and churches are facing the greatest challenges in their lives?

Most of us would say that the answer is our youth. Their lives are filled with difficult choices and many different influences. Others would respond that it is families.

The Camping and Retreat Ministries of our Annual Conference are shining stars in producing positive influences on youth and families. The staff and leaders offer positive role models through small-group, relationship-based programs that teach identity as children of God. Families have the opportunity to move out of their normal routines in order to connect with one another.

Once the “Deeply Rooted, Upward Reaching” campaign is successfully completed, the much-needed scholarships and upgrades to the camping and retreat facilities and programs will help provide even stronger ministry and will be accessible to more youth and families than ever before.

The need is critical to complete the campaign over the next three years. That is why our congregation has accepted a goal of $ _____ toward this effort and why we are asking every member to respond generously in helping us reach the goal.

You will soon have an opportunity to join in this effort by making your commitment to the campaign. We will be seeking your response on Sunday, (date). Please prayerfully consider your response.

Yours in Christ,

(signed by Congregation Leader)
FILLERS FOR BULLETIN AND MONTHLY NEWSLETTERS

• For more than 75 years WPAUMC Camping and Retreat Ministries have been providing ministry to youth, families and adults from the congregations and communities of Western Pennsylvania. Owned and operated by the WPAUMC, more than 800 congregations and thousands of people benefit from the ministry opportunities each year.

• Youth ministry is our Camping and Retreat Ministries specialty, serving thousands of children in summer camp and hundreds more in weekend retreats and workshops.

• WPAUMC Camping and Retreat Ministries provide church leaders for the future. Over the 75 years, many of the former camping summer staff have moved on to church-related careers or fields of study.

• Dr. Rollie Martinson, Luther Seminary, St. Paul, MN, as part of a Lilly Foundation study, discovered the increasing importance of summer Bible camp in passing on the faith to the next generation. In fact, camp rates second to mothers as a “faith factor.”

• The mission of WPAUMC Camping and Retreat Ministries is to provide leadership, connection and resources to make disciples of Jesus Christ for the transformation of the world.

• The vision of WPAUMC Camping and Retreat Ministries is to ignite and sustain a passionate, spiritual connection with Christ among all people in western Pennsylvania.
MISSION MOMENTS

No matter how hard we try, when the campaign is over, some will not have heard of it. So, we must use every avenue of communication: letters, inserts, brochures, videos, etc. But the verbal, in-person communication is also important. Therefore, please schedule three Mission Moments plus an optional fourth Mission Moment. Suggested outlines are provided below. There is no script as the talk should be in the presenter's own words; rehearsed and well-done, yes; but read, no. Be flexible. Delete or add material. Rearrange. Sincerity and conviction are more important than specific content.

Each talk should be no more than 3 minutes in length. That isn't much content, just one and one-half double-spaced typed pages. Make the talks good but brief! Good resource material for the talks can be found in the campaign prospectus, this manual, bulletin inserts, brochure, etc.

Mission Moment I

For more than 75 years our Camping and Retreat Ministries have been providing ministry to youth, families and adults from the congregations and communities throughout Western Pennsylvania and beyond.

The WPAUMC camping and retreat programs provide more than eight hundred congregations and thousands of people creative and exciting ministry opportunities each year.

A growing number of retreats and spiritual growth opportunities for adults and families take place at our Camping and Retreat facilities. Congregation leaders meet to plan and prepare for ministry back home. Families learn how to better communicate and live together. Adults delve more deeply into the Scripture and church issues while on retreat. Spiritual enrichment happens to people who participate in our programs.

The great Scottish preacher Dr. Thomas Chalmers was congratulated on a great speech to a crowded assembly. “Yes,” he said, “but what did it do? Effectiveness is the proof of reality.” The reality of our camping and retreat ministries is not seen in the splendor of their buildings and grounds, or the elaborateness of their programs or the wealth of their benefactors or in the number of campers and retreat goers; it is seen in changed lives, and, if there are no changed lives, the main ingredient of reality is missing. Our goal is to bring the life-changing grace of Jesus Christ to boys, girls, men and women. We are judged on this basis. Many boys and girls leave camping and retreat programs on fire with the Gospel. The home and the congregation miss a great opportunity if these fires are not fanned and nourished.
Mission Moment II

WPAUMC Camping and Retreat Ministries are shining stars in producing positive influences with youth. Young people become excited to be part of the church. Our Camping and retreat programs offer positive role models for children as adults take the time to be involved with them, showing children that, “Yes, I am a follower of Jesus.”

Adults express a crying need for hands-on experiences to be in touch with things that are real, people who are real. Some say camp is not the real world because it is a “controlled community.” But camping and retreat programs are the real world where the Gospel is shared, preached, and experienced. As this technological age advances, people yearn to be in a relationship with the environment, with others, and with God. The yearning for spiritual experiences is very strong.

Older adults need to feel they have a purpose in living that goes beyond job, beyond vocation. Because they are respected within the church, they have gifts to share within and without the church. camping and retreat ministries offer an arena where this sharing takes place.

Families need to stop, to move out of the normal routine and hectic life to connect with each other. In the simple things – eating a meal, singing songs, playing together – children see their own parents are not the only ones captivated by Jesus.

We all need the opportunities provided by camping and retreat ministries in order to live in community with many people of diverse backgrounds. Just as the Church’s mission is to reach out to a diverse world, so also WPAUMC Camping and Retreat Ministries reach out.

Mission Moment III

The value and impact of Camping and Retreat Ministries is becoming more and more significant as our world becomes more and more technologically connected. Dr. Jacob Sorenson and Dr. Paul Hill have documented the effects of camp through the "Effective Camp Research Project." The key characteristics of the camp experience are:

- Camp is RELATIONAL
- Camp is PARTICIPATORY
- Camp is DIFFERENT FROM HOME
- Camp is A SAFE PLACE
- Camp is FAITH-CENTERED
The five key characteristics of camp led to long-term improvements in the lives of campers:

- 81% grew in independence
- 82% experienced greater self-confidence after camp
- 96% grew in faith
- 94% grew in their knowledge of God

We believe that this is what youth, families, and our church need more than ever to understand and learn how to live their faith.

In order to expand our ministry, we need to invest in our facilities and provide scholarship assistance to keep camp affordable and accessible to all who desire to attend.

**Mission Moment IV**

This fourth temple talk for those congregations using a Sunday morning “ingathering” or other event option (See “Additional Stewardship/Campaign Processes” beginning on page #21) for receiving pledges is also encouraged. (Talk prior to intent forms being filled out)

For the past four weeks, we have heard about the “Deeply Rooted, Upward Reaching” campaign that will provide funding to make programs more accessible to everyone and provide the beginning of a long-term endowment to keep these ministries affordable and available to all. It will also provide funding to invest in the facilities and infrastructure of our camping and retreat sites.

We have also heard that many individuals, families and congregations from across the Annual Conference have provided support to the campaign. A total of $(*amount) has already been pledged and given to support this effort. Now, it is our turn. Our congregation has set a goal of ($xxx) to help fund this exciting venture.

Please complete your intent card. And, even if you are unable to give at this time, we ask you to put your name on the card and write “no gift at this time” and return it so that we know not to follow up with you any further.

Your intent card will be sent by the church to the campaign office. They will acknowledge your gift and provide you with labels to mail your payments directly to the campaign office**.

In just a few moments the children will bring baskets around to collect intent cards from everyone (or, you will come forward with your pledge). Please join me now in supporting the "Deeply Rooted, Upward” campaign.
COMMITMENT SUNDAY

The climax of the Campaign in your congregation should be Commitment Sunday, beginning with the request for commitments, using whatever commitment opportunity option you have selected. Ensure that the Sunday is a dynamic, exciting celebration of the ministry of the camps and retreats! Some suggestions are outlined below, but feel free to use your imagination and expand on what is suggested. Be effective. Make it as exciting and inspiring an occasion as you can. Essentials for which you must arrange are:

1. Promote good attendance by announcing and publicizing in every way you can that a special Sunday will be observed and urge everyone to be in church to participate.

2. Arrange with your pastor...
   a. To preach on the importance of the partnership with Camp and Retreat Ministries. Focus on ways camps and retreat ministry impacts the faith of children and youth, develops leaders for the church, and has a positive effect on the congregations or
   b. To give his/her own Mission Moment on campaign and the ministry, the importance of the Campaign and what the implementation of the projects will have on your own congregation or
   c. To exchange pulpits with another pastor for the “Camping and Retreat Ministries” Sunday or to have a campaign speaker.

3. Arrange for distribution of the congregation brochure and the commitment forms in the Sunday service bulletin. If you prefer, mail it in advance with a letter (or with your regular newsletter) urging attendance at the Sunday service(s).
   **If you choose to use the brochure in both ways, you will need to order additional brochures. PLEASE DO!**

4. Have someone do a 5-minute "presentation/ask" (Mission Moment IV page #15).

5. Give the entire congregation 7 to 10 minutes to complete the commitment form. **(Important! Those choosing to make no gift should put their name on the form and write "no gift" on the form so that they will not receive a follow up contact.)**

6. Collect all forms at the conclusion of the 7 to 10 minute period. A processional to the altar placing commitments on the altar or in a collection basket is a most effective method for all to participate.
Another most effective method is to have children of the congregation come collect the commitments by passing offering plates or baskets at the conclusion of the 7 to 10 minute period.

(Do**n't** collect them with the regular offering and **do**n't have members drop them in baskets at the door as they leave the sanctuary.)

The Sunday morning method will involve taking up to 10 minutes of the worship service but when completed the asking portion is finished and with very satisfying results! Little more will need to be done in the campaign effort and the response will be worthy of the time and effort expended.

**CONFERENCE SPEAKERS**

The campaign organization has a number of volunteers and staff who are willing to present the campaign story at a Sunday morning worship service, adult Sunday school and fellowship hour. They are ready to do a 10-minute worship presentation, answer questions about the campaign and explain the exciting projects of the campaign. Contact the campaign office to schedule this. Be sure to do so well in advance of the Sunday that you prefer. It is suggested that you request a speaker for Campaign Sunday (Commitment Sunday).

As helpful as an outside speaker can be, the best stories of Camping and Retreat Ministry are the personal stories of your own members. Having campers, former campers, summer staff, parents of campers and grandparents as well as adult participants is the best motivator for the members of your congregation.

**STATEMENT OF INTENT (Commonly called “pledge” or “commitment” form”)**

Use Intent forms in gaining commitments, whether in person, by phone, or in groups. Be sure the form is legible and complete and that any checks are attached firmly and are properly indicated on the intent form. Check name and address for accuracy and completeness. It is helpful to send a congregation directory with your pledges.

**U**nless previously arranged with the campaign office, please do not deposit individual checks for Deeply Rooted, Upward Reaching in the congregation account. This makes it impossible for us to thank donors or to remind them when there is a balance to be paid.
Send individual checks directly to the Camps and Retreat Ministries office and proper credit will be given to the congregation. Individual acknowledgements and reminders will be sent directly to the donor.

**Note:** The campaign office will do all the record keeping and follow-up for the campaign including collection, reminders, acknowledgements, etc. Your financial secretary or treasurer need not set up a system to handle intents, collections, reminders, etc.

**Increase your results by:**

1. **Having the Council and campaign committee pledge between weeks three and five.** Announce either total money given and/or percentage of Council and committee members participating. (see page #22 – HIGHLY RECOMMENDED)

2. **Have the pastor announce his/her pledge/gift to the campaign and urge the congregation to join him/her with a gift.**

3. **Having a leadership gift event between weeks three and five with a campaign staff member attending.** Provide those invited with packets of information provided by the campaign office along with specific gift proposals. Use these gifts as pacesetting, challenge or matching gifts for the remainder of the congregation.

4. **Visiting 4 or 5 families that can give pacesetting gifts prior to pledge Sunday.** If they pledge early, it is inspiring to announce, for instance, that, “5 families have given $10,000 toward our goal of $20,000.” You can also use these gifts as pacesetting, challenge or matching gifts for the remainder of the congregation.

5. **Sending a follow up letter (See sample letter on Page #19) to all those not handing in a commitment form at the worship service and then arrange to phone (some or all of) those who fail to respond to the mailing.**

**VICTORY SUNDAY**

Victory Sunday is designated as the time for reporting the total raised in your congregation for the campaign and also for reporting the total raised in the entire campaign. Arrange for an announcement of the campaign total to date plus your congregation’s total. Also, take this opportunity to thank everyone who gave and worked and to ask those who have not yet participated to do so. You may call the campaign office to get the latest campaign totals.
CONNECTING WITH THOSE WHO HAVEN’T YET RETURNED A COMMITMENT CARD – Sample Letter

Date
Dear Member of (xxx) Church Family,

   On Sunday, (xxx) families participated in the Deeply Rooted, Upward Reaching campaign raising over ($XXX) to help complete the funding needed to improve and reach new people through our Camping and Retreat Ministries. Gifts ranged from $xx to $xx and averaged $(xxx) per family! Thank you to all who have already participated.

   When we approved participating in this campaign, we hoped that all families at (church) would hear the story of campaign and make a commitment in some way.

   We have certainly heard the story and know that our partnership with the Annual Conference in supporting our Camping and Retreat Ministries will be a wonderful way that we can live out Jesus’ command to share the good news with our neighbor.

   I hope you will join me in making a commitment to this endeavor.

   Please join all the families who made commitments on Sunday so that our response to “Deeply Rooted, Upward Reaching” will reflect the best effort of our congregation. Together, we can make a significant difference that will touch many lives with the good news of Jesus Christ for generations to come.

   Please fill out the enclosed statement of intent card and place it in the offering plate on Sunday or return it during the week to the church office. Gifts need to be in by (Date), or we will follow up with you by phone to learn of your intentions.

Sincerely,

(Name), Campaign Chair
THANK YOU LETTER

A letter of acknowledgement and thanks should be sent by your committee to all who have completed commitment intents or gifts to the campaign. It can be brief and to the point, but it is important to thank all who participated (workers as well as donors). The campaign office will be sending individual thank-you letters, but with many congregations participating, it may take some time to get these acknowledgements out.

Sample Thank You Letter

Dear Members of ____________:

Thank you so much for your contribution to the “Deeply Rooted, Upward Reaching” capital campaign.

Your gift is an investment in our camping and retreat programs and the ministry that they will provide to our congregation for many years to come.

To date, our congregation has committed $_____ in gifts and intents to the campaign. We hope that more members will respond in the next few weeks.

You will be receiving acknowledgement of your gift from the campaign office in the near future. You will also be sent periodic updates on the campaign progress and the improvements made possible through your generosity.

Thank you again for your partnership in this effort.

Sincerely,

(Congregation leader or pastor)

(Reminder: if the donor did not keep a copy of the intent form, enclose a copy with this letter.)
ADDITIONAL MODELS FOR:
DEEPLY ROOTED, UPWARD REACHING CAMPAIGN

The previous section outlined our recommended plan for presenting the Deeply Rooted, Upward Reaching campaign to your congregation members, but there are many different ways that your congregation can support and participate in the campaign. This is not a lock-step program. Much flexibility and many options are possible. The important thing is to select one or a combination of options and then work that plan well and follow through on it. It is essential that your congregation participates and that you give your people the opportunity to be a part of expanding the ministry for future generations.

Remember, the primary reason people do not give is that they are never asked. Provide an opportunity for each family to complete an intent form. A variety of effective, tested, proven ways for your congregation to participate appears on the following pages. Make your choices and go to it!

COMMITMENT OPPORTUNITY OPTIONS

While there is no good substitute for contacting each and every family in person and giving them an opportunity to make their commitment to the campaign, we realize some congregations will wish to follow other patterns of participation. The important thing is to actively participate and give your people the opportunity to respond. Remember, the primary reason people do not give is that they are never asked. Provide an opportunity for each family to complete an Intent form.

A variety of Commitment Opportunity options appear on the following pages. Look them over. Determine if your committee wishes your congregation to follow one of these options. (Or you can design your own Commitment Opportunity.) Once you have made your selection, then gain the necessary approvals (Pastor, Congregation Council, etc.).
Option #1: PACE-SETTING, ADVANCE, CHALLENGE & MATCHING GIFTS
(To be combined with any commitment option/model)

It is strongly recommended that a special “Advance” or “Leadership” gifts effort be a part of your congregation’s campaign effort. It is a simple step that does not involve a great deal of time or effort but will greatly enhance your congregation’s success and provide your strongest donors an opportunity to provide their leadership through giving.

Pacesetting, challenge or matching gifts are very effective in gaining the interest of your members and in encouraging giving. So, if you can arrange challenge gift(s) - perhaps $3,000, $5,000, $10,000 or more, to be given when a certain amount is raised or a certain number of intent cards are received, that is helpful. It is even more useful if you can get one or more leadership donors to agree to match every gift at a one-to-one or one-to-two, ratio, etc.

One very effective method of setting the stage for the general congregation support is to collect “advance” gifts prior to commitment Sunday. It might be best to begin this effort on the third Sunday of the campaign and attempting to complete it before commitment Sunday. These gifts could include major donors, strong Camps and Retreat Ministries supporters, your committee members and all campaign workers prior to commitment Sunday. Congregation council members and pastor(s) could also be asked as well.

By announcing, on “Deeply Rooted, Upward Reaching” Sunday, the total of advance gifts received, other members of the congregation will be inspired to respond generously themselves.

Think about it and then explore various possibilities. It is worth the effort, for experience has proven that Pace-setting, Advance, Challenge and Matching Gifts do work!
Option #2: EVERY MEMBER VISIT OR INTERVIEW (EMV)

No method will get the job done better and faster than an Every-Member-Visit (EMV). No other method has as much beneficial spin-off as when members visit in fellow members' homes and get better acquainted.

To overcome familiar objections to an EMV and to assure good results, stress the following:

1. Callers can call singly or in teams (husband/wife, man/woman, young/old, etc.), whichever they prefer.
2. No visitor will be assigned more than five calls.
3. No visitor can call who has not signed his/her own Intent beforehand.
4. Visits should begin on commitment Sunday, (fifth week) in the afternoon and evening following a training lunch immediately after the last morning service.
5. Use the best, most enthusiastic visitors or use captains for follow-up visits on Monday and Tuesday for those not at home on Sunday.

Fives Organization
Use the rule of fives in building an organization. For 125 family visits, you will need 25 visit teams. To recruit 25 visit teams, you will need 5 Captains so no one need recruit more than 5 team members. Have the Captains receive the financial commitments from their team members prior to or at the Training Luncheon. Enlist all Captains and Team Members in advance and insist that they be present for the Training Luncheon following church on commitment Sunday. Commission all workers at Sunday morning service(s) (See page #25).

IMPORTANT: All team members and captains must first make their own financial contributions or commitments before seeking the commitments of others.

Training Luncheon
Keep the menu simple, light and easy. Have a family or a church organization prepare or bring in box lunches, hamburgers, sub sandwiches, etc. Start the meeting promptly following lunch, using the agenda below. If you have campaign staff or a campaign speaker present, ask them to assist you in this training session.

AGENDA
Prayer, Thanks ..............................Pastor
Welcome, Thanks, Totals to Date ..........Congregation leader
Show Video/DVD ..................................Congregation leader
The "Case" (use brochure) .................Congregation leader
When to Make Visits (Today! -- Give Schedule).  Congregation leader
How to Make Visits ..........................Congregation Leader
Questions, Discussion. . . . . . . . . . . . . . . . . . . Congregation leader
Select Visits to Be Made  (No more than 5 each).
Closing Comments, Prayer. . . . . . . . . . . . . . . . . . Pastor

Note: The Congregation Leader should stay at church during the afternoon to receive reports, answer questions, etc. Stress that calls should be made immediately on Sunday afternoon and evening, but reported as soon as the five assigned are completed. In other words, reports are received all day Sunday and then again Monday and Tuesday evening until all visits are completed.

**How To Make a Visit**
The actual visit is easy, if you follow these steps:

1. A few minutes of light conversation to get better acquainted and put everyone at ease.
2. Explain the “Deeply Rooted, Upward Reaching” campaign, the great opportunity it presents and your own interest and commitment to it.
3. Indicate that you have made a financial commitment to the campaign and that others have as well (use totals or anonymous examples as available).
4. Lead the prospect through the congregation brochure. Answer any questions. Highlight important items. Be seated so you can go over each page together.
5. End by asking for a specific amount* indicating it can be paid over a 3-year period (or even five years if they wish) on whatever schedule is convenient. Indicate that the gift is tax-deductible and that further tax savings are available if appreciated securities or property are given rather than cash. (The “ask” amounts for prospects can be determined by the committee, pastor or other members who might be knowledgeable of their generosity and financial capacity.)
   *Examples of specific ask amounts:
   - $2,000 per year for 3 years - total $6,000  (5 years $10,000)
   - $1,000 per year for 3 years - total $3,000  (5 years $5,000)
   - A “dollar-a-day” for 3 years - total $1,080  (5 years $1,800)
   - $25 per month for 3 years - total $900  (5 years $1,500)
   - $10 per month for 3 years - total $360  (5 years $600)
6. Be quiet and remain silent until prospect responds.
7. Discuss the matter with him/her, answering any questions, challenging any objections. Attempt to get a commitment at the time. If the level seems to be the problem, drop to another level. If prospect wishes more time to consider gift, arrange for a definite return visit time.
8. Thank prospect for time and opportunity; thank him/her for commitment or repeat return visit arrangements.

Note: All of the above for EMV can also be utilized for scheduled interviews at the church if you wish to use that method rather than visits in the home.

Suggested Commissioning Service
[Use for Options 2, 3, 5, or 6]

Ask the “Deeply Rooted, Upward Reaching” workers to come to the front.

Beloved in the Lord:
You have been chosen for the very important responsibility of contacting the members of this congregation to receive their gifts for strengthening the important ministries of our Camps and Retreat Centers. By your presence, you are signifying your acceptance of this responsibility before God.

Let us hear the Word of God concerning the stewardship of means:

"Honor the Lord with your substance, and with the first fruits of all your produce."
Proverbs 3:9

"The point is this: He who sows sparingly will also reap sparingly, and he who sows bountifully will also reap bountifully. Each one must do as he has made up his mind, not reluctantly or under compulsion, for God loves a cheerful giver."  II Corinthians 9:6-7

I ask you now, will you accept this task to which you have been called and, praying God to guide you on your way, carry out this mission to the glory of God and to the full extent of your ability, until all the members of this congregation shall have been given the opportunity to share in this work?

If so, answer YES.

Let us pray:
Heavenly Father, we pray that you will make us worthy members of your church, who by both word and deed glorify Your Name. We pray you to bless your servants who ask for gifts that enable us better to serve your people. Touch the hearts of all who hear their message, that their mission may be joyful.

Grant every member of this congregation a vision of the importance of the work in which we are engaged and help us all that we may share to the full extent of our abilities. Prosper us in every good work. "And let the favor of the Lord our God be upon us." In the Name of Jesus Christ, your Son, our Lord. AMEN.
OPTION #3: EVERY-MEMBER PHONATHON

An excellent substitute for an Every Member Visit is a Phonathon! It's easy and fun to do. To determine the number of phone lines/cell phones and phoners, divide the calls to be made by 25. Then do the following:

1. **Select a place.** Either install phones in Parish Hall or other area or locate a bank, insurance office, real estate office, etc. from which you can phone. Since many folks have their own cell phones* and have generous amounts of local call time they can bring their own phones to the phonathon. In this case it is possible to do the phonathon from the church fellowship hall or other large room. **Do not call from homes, separated offices, etc. You need everyone together in one large room for a successful phonathon.**

   *Be sure to “test” cell phones at the location in advance to be certain that they will have enough signal for a clear conversation!

2. **Enlist phoners.** Young, old, men, women - one for every 25 calls to be made plus two or three helpers and substitute callers.

3. **Set a time.** The best time is commitment Sunday, either right after the last morning service or early Sunday evening. Allow three hours in all for meal or refreshments, training and phoning (at least two hours for actual phoning). Or select an evening early in the week. Also schedule one follow-up phone session for those not reached during the first phoning session.

4. **Mail, in advance, a letter stating that you will be phoning for the Deeply Rooted, Upward Reaching, campaign, the day and hours of phoning, and that you will be seeking gifts of a certain amount. (See sample letter on Page #26.)**

5. **Prepare all materials, including commitment forms, phone numbers and script.** Have reference materials available, including the brochure, etc.

6. **Use this agenda:**

   - **Meal**
   - Prayer, Comments . . . . . . . . . . . . . . . . . . . . Pastor
   - Welcome, Thanks, Totals to Date . . . . . . . . . . . . . . Congregation leader
   - Show Video/DVD . . . . . . . . . . . . . . . . . . . . . . Congregation leader
   - The "Case" (use brochure) . . . . . . . . . . . . . . . . . . Congregation leader
   - How To Phone (Use script & instructions) . . . . . . . . . Congregation leader
   - Questions, Discussion . . . . . . . . . . . . . . . . . . . Congregation leader
   - Closing Comments, Prayer . . . . . . . . . . . . . . . . . . Pastor/Congregation leader
   - Distribute Cards and proceed to phoning . . . . . . . .Congregation leader

7. **During phoning, it may be necessary to have several helpers who can answer questions, provide supplies, cards, refreshments, etc. to phoners when necessary and also substitute on phones.**
Phonathon Congregational Letter

Dear Member of ______________ Methodist Church,

Which people in our communities and churches are facing the greatest challenges in their lives?

Many folks would say that the answer is our young people. Their lives are filled with difficult choices and many different influences. Others would respond that it is families.

Camping and Retreat Ministries are a shining star in producing positive influences on youth and families. The staff and leaders offer positive role models through small-group, relationship-based programs that teach identity as children of God. Families have the opportunity to move out of their normal routines in order to connect with one another.

Once the “Deeply Rooted, Upward Reaching” campaign is successfully completed, the much-needed scholarship and upgrades to the camping and retreat facilities will help provide even stronger ministry and will be accessible to more youth and families than ever before.

The need is critical to complete this important project. That is why our congregation has accepted a goal of $_____ toward this effort and why we are asking every member to respond generously in helping us reach the goal.

Beginning on Sunday, (date), campaign volunteers from our congregation will be phoning our members and asking each family to make its commitment to the “Deeply Rooted, Upward Reaching” campaign. Please consider a generous response when called. As you look at the commitment levels, you can see that a gift of only a dollar-a-day will amount to $1,800 over five years or that a gift of $50 per month will result in a $3,000 gift. Gifts of any amount will be gratefully received.

We are excited about our congregation's part in this special effort. Please prayerfully consider your part in this important work.

Yours in Christ,

(signed by Congregation Leader)
Phonathon Follow-Up Procedures

Have a letter prepared ahead of time to send to each family making a commitment thanking them for their commitment and enclosing their copy of the intent form. (Do not send entire three-piece pledge form for their signature. You will not get most of them back. It is only an intent anyway and not legally binding, so does not require a signature, only the statement of the amount stated over the phone.)

It also works well to send the same letter with the copy of the intent form to those who would not indicate an amount, but did say they would send something. In this case, no amount would be inserted, but it helps to have the phoner write on the form "promised to give." For those for whom a message was left on an answering machine, be sure to send an intent form and return envelope.

It is also effective, if you have time, to send slightly different letters with the intent form to those who could not be reached and to those who refused. (A number of those who initially refused always give in every phonathon after thinking it over, and if given the opportunity.)

Sample of Letter to "Not at Home"/"Maybe"/Answering Device

The Deeply Rooted, Upward Reaching campaign effort here at (church name) has been most successful with many people responding generously to our $_____ goal.

Because (we were unable to reach you, or you were undecided about your own gift, etc.), we are still awaiting your response. I have enclosed an intent form for you to complete and return to the church by (date). I hope you will choose to respond generously within the next few days.
**Calling Instructions**

(Reproduce for your callers and distribute)

1. Make sure you have the right party. (If no answer or busy, set card aside and try later.)

2. Identify yourself.

3. Tell why you are calling. Explain briefly the case for supporting the Deeply Rooted, Upward Reaching campaign. (Use brochure as a reference.)

4. Stress 3-year Intents. Ask for $5 or $10 or more per month for 36 months. (You may choose to rate members in advance and ask for different amounts - another option is to ask each to consider a dollar-a-day or $1,080 over 3 years. If you do so be sure their advance letter - Appendix C - reflects the specific amount they will be asked to consider.)

Note: Do not suggest an option of longer than three years but if the prospect asks tell them that they are welcome to make a commitment of as long as five years.

5. Be quiet and wait for the answer to your request.

6. If the amount is a problem, then drop to a lower level. Stress 3-year Intents and monthly payments.

7. Thank them for their Intent and for talking with you. Conclude the call quickly.

8. Complete intent form for person with his/her name and sign your initials, indicating amount, refusal, call back, etc. (Do not send to donor for his/her signature.)

9. If you reach an answering device, state your name, the purpose of your call and ask them to consider a 36-month commitment of $5 or $10 per month to the campaign. Tell them that you will be sending them a pledge form to return. (Remember that the same amount asked in the advance letter – page #27 - should be stated.)
A Sample Script For Your Use
Hello, is this the _____ residence? Is _____ there? (Husband, if member; or wife, if member; or confirmed youth member). Is this a good time to talk? This is (your name), and I'm phoning today with other members of _____ Church in regard to the Camping and Retreat Ministries Campaign.

Have you or anyone in your family ever participated in a program at one of our Camps or Retreat Ministries sites? (If yes, discuss their experience, as well as your own involvement with them.)

(If no: “Our Camping and Retreat Ministries are critical partners in ministry for all of our congregations. Some of the most significant children’s and youth ministry takes place there. In addition to that many of their college-aged staff end up either in seminary or in other leadership positions in the church. There are research studies taking place now that demonstrates the critical impact camps and retreats have on faith development and the lasting impact that these programs have on people. (feel free to tell your own story)

The WPAUMC Camping and Retreat Ministries through the leadership of Bishop Moore-Koikoi has a goal to raise at least $2.5 million now and $5 million over the long-term to benefit our camps and retreat ministries and the children, youth, families and adults of Western Pennsylvania. The appeal projects are a combination of facility enhancements at our sites as well as immediate and long-term scholarship assistance to keep camp affordable.

I am phoning now to ask for your commitment to this effort. Would you consider giving $_____ per month for thirty-six months to meet the goal for this effort? (or a dollar-a-day for thirty-six months - $1,080?)

WAIT FOR ANSWER.

If "Yes": "Wonderful, I'll put you down for $ ____ per month.

If "No": rephrase "ask".

If "That's more than I can give": "Could you give $$(1/2 \text{ original ask})$$ per month for three years? That would be a good help!"

If "No" or "I don't know": "We are trying to get 100% of our families to support this effort for the campaign. Please give whatever amount you can. Every bit will help. What gift would you feel comfortable sharing?"

Thank you for your commitment and for talking with me. I'll be sending you a copy of your Intent for $ ____ . Good bye.
Option #4: One Large Meeting, Worship Service or Dinner

Using the same agenda as for the Cottage Meetings (agenda located under the Option #5 page #33), you can hold one large gathering, either as a meeting, a dinner, or utilize your Sunday service(s). This can be an effective method, IF YOU . . .

1. Promote a good attendance.

2. Take time, as explained in the Cottage Meeting section, to distribute, explain, fill out and receive the Intent cards at the meeting, dinner or service.

3. Follow up by phone or in person with those who are not in attendance.

If you choose the **Sunday morning worship** option, you will only be successful if you follow these steps exactly:

   A. Hand out commitment forms in every bulletin or during the service.

   B. Have someone do a 5-minute "presentation/ask" (Mission Moment IV page #15).

   C. Give the entire congregation 7 to 10 minutes to complete the commitment form. (*Important! Those choosing to make no gift should put their name on the form and write "no gift" on the form so that they will not receive a follow up contact.*)

1. Collect all forms at the conclusion of the 7 to 10 minute period. A processional to the altar placing commitments on the altar or in a collection basket is a most effective method for all to participate.

   Another most effective method is to have children of the congregation come collect the commitments by passing offering plates or baskets at the conclusion of the 7 to 10 minute period.

   *(Don't collect them with the regular offering and don't have members drop them in baskets at the door as they leave the sanctuary.)*

The Sunday morning method will involve taking up to 10 minutes of the worship service but when completed the asking portion is finished and with very satisfying results! Little more will need to be done in the campaign effort and the response will be worthy of the time and effort expended.
Option 4 (Con’t.)

Increase your results by:

5. Having the Council and campaign committee pledge between weeks three and five. Announce either total money given and/or percentage of Council and committee members participating.

6. Have the pastor announce his/her pledge/gift to the campaign and urge the congregation to join him/her with a gift.

7. Having a leadership gift event between weeks three and five with a campaign staff member attending. Provide those invited with packets of information provided by the campaign office along with specific gift proposals. Use these gifts as pacesetting, challenge or matching gifts for the remainder of the congregation.

8. Visiting 4 or 5 families that can give pacesetting gifts prior to pledge Sunday. If they pledge early, it is inspiring to announce, for instance, that, “5 families have given $10,000 toward our goal of $20,000.” You can also use these gifts as pacesetting, challenge or matching gifts for the remainder of the congregation.

5. Sending a follow up letter (See sample letter on Page #18) to all those not handing in a commitment form at the worship service and then arrange to phone (some or all of) those who fail to respond to the mailing.
OPTION #5: Cottage Meetings

Schedule sufficient small group meetings (10 to 15 families usually) at homes or at church to cover your membership. Use your Committee as a Presentation Team or train others to help, using the manual and other materials.

Send letter or card of invitation to the meeting two weeks before the meeting, with a reply card. Then follow up by phone with those from whom you do not hear. (It's hard to get people to meetings so don't just send an announcement and expect to have much of an attendance. You have to work at it.)

Follow this agenda at the meeting:

Prayer, Comments ..............................  Pastor

Welcome, Introductions, Totals to date . .  Congregation leader

Show Video/DVD .................................
(You may wish to order additional videos/DVDs if cottage meetings are held concurrently. Please feel free to do so.)

Review Brochure (Hand out at this time) . .  Congregation leader

Questions, Discussion ............................  Congregation leader

Hand out and discuss intent forms ............  Congregation leader
Ask each to consider $50, $30, $25, $20, $15, $10 or $5 per month for 36 months.
(Stress three-year Intents) (See Mission Moment IV on Page #15)
Prayer, then silent period for signing of Intent forms and collect all Intents

Receive Intent cards............................  Congregation leader

Thanks/Closing Comments ......................  Pastor

Important! You must devise a follow-up procedure for those not at meetings, either a make-up meeting, personal visits, or phone follow-up.
OPTION #6: PONY EXPRESS

If you have used the Pony Express or similar methods and have those materials, that approach can also be utilized for the campaign as the solicitation method the fifth week. Use the brochures and intent forms in the "saddle bags." Remember that the secret to the success of this method is the recruiting of dependable "trail bosses." This method will also require more than a week (probably two or three) to collect all the "saddle bags."

OPTION #7: SPECIAL GIFTS APPROACH TO SELECTED FAMILIES

Since 80% of campaign gifts come from 20% or less of a congregation’s giving units, it is possible to have a successful campaign in your congregation by conducting only a Special Gifts effort directed to the 20% or so of your giving units who are most capable of and interested in supporting the campaign. You can use an every member visit, a phonathon, or cottage meetings (using the same format as outlined in Option 3) to contact those selected and to receive intents. Do follow the schedule and use all the materials with the entire congregation so all are informed about campaign. (Each family might still receive an intent form by mail, or in the bulletin, etc.)

OPTION #8: SPECIAL OFFERINGS

Another option is that of receiving special offerings for the campaign at regular or special church services, Sunday school, women's and men's groups, etc. Offering envelopes in quantity are available free of charge. Among special services to consider are: Thanksgiving, Advent, Christmas or Lenten services, "fifth Sundays" etc. Approximately 12 such offerings will need to be taken over three years to achieve the same results as other methods.

If you elect the Special Offerings option, do use the materials, Mission Moments, etc., to inform and educate your congregation and do plan to continue the offerings over the 3-year campaign period. Again, use everything but the intent form.

In order to be effective, offerings will need to be taken over a 3-year period. Please request new, updated materials from campaign office in the second and third year.
OPTION #9: PLACE THE CAMPAIGN IN THE CONGREGATIONAL BUDGET
(This is not a recommended method for most congregations)

A budget allocation for the campaign is yet another option for helping. If you choose this method, then do still use all materials, temple talks, etc. so that your congregation is informed and educated about campaign. Of course, don't use the intent form.) The best times to use materials are the three or four weeks leading up to your congregation's annual meeting. If you choose this method, be sure to do so without infringing on your congregation's mission support, or your regular annual support of the ministries of the Annual Conference or other benevolence projects. Place on the budget for three years if possible.

It will be important to remember that this budget support of the campaign will be additional, "above and beyond" missions and Conference benevolence support.

It will be important that the congregation receives annual updates on the campaign while the campaign remains in the budget. Request updates from the campaign office to use prior to annual meetings in years two and three.

OPTION #10: COMBINE WITH YOUR STEWARDSHIP EMPHASIS OR OTHER SPECIAL DRIVE

It is a proven fact that "giving begets giving." An excellent way in which to help in this campaign and to encourage greater vision and generosity for your congregation's budget is to combine the campaign with your regular stewardship effort. (Or, if you haven't been conducting an annual stewardship emphasis, use the instructions in this manual to emphasize congregational giving this year along with Deeply Rooted, Upward Reaching.)

If you combine, use both the “Deeply Rooted, Upward Reaching” materials and your stewardship materials and information. Talk about both in your temple talks. Emphasize both. Have goals for both. Then use both the intent form and your local pledge card and receive two commitments. Remember: "Giving does beget giving." And, "The primary reason people do not give is that they are not asked."
OPTION #11: DESIGN YOUR OWN OPTION

If none of the options presented suits your circumstances or interests, then combine or adapt options or design a plan of your own. The important thing is that your congregation participates in some tangible way so that everyone has ownership in the program. The method is not as important as doing something and doing it enthusiastically, effectively and well. But be sure that what you plan will work; otherwise your efforts will be for naught.

Regardless of the method chosen or developed, the single most important feature of the campaign effort is to be sure that every family is asked to consider a 3-year commitment to Deeply Rooted, Upward Reaching AND MAKE A DECISION about that commitment.

WHAT WON'T WORK:

As you can see, the campaign plan is flexible with many options and choices. The manual and plan have been used successfully in thousands of churches across the country.

In planning the campaign for your congregation, be aware that, just as experience has indicated what will work, experience also reveals what doesn't work. Those who follow the manual and plan almost always experience success. Those who deviate markedly from the manual and plan almost always experience difficulty and disappointment.

Basically, what has not worked for the churches that have tried it, is to shortcut the asking process. For example: mailing out the pledge forms and asking families to bring or send them to the church does not work. Asking them to mail them to the campaign office does not work. Handing out pledge forms at church and asking people to return them after the service or at a later date does not work!

Don't try these shortcuts. They simply don't work and are a waste of time, effort, and materials.

As outlined in the COMMITMENT OPPORTUNITY OPTIONS, handing out pledge forms at a service or meeting will work, but only if you allow a quiet time, after sufficient explanation, for them to fill out their intent forms then and there, and collect the intent forms at the conclusion of this quiet time. Then follow up in person or by phone with those who were not present or did not respond.
Next Steps

As you return to your congregation following the Congregational Leader Training, you should:

1. Gather your committee of 3-5 people for your first planning meeting
2. Coordinate with your pastor and Congregation Council to set dates for your appeal.
3. Coordinate with your Congregation Council to set a goal for your congregation’s campaign.
4. Determine the method by which you will seek pledges to the campaign and report that method to the pastor and council.
5. Check to see if the quantity of materials provided for your congregation is adequate and order more as needed.
6. Share with the pastor(s) your plans for Commitment Sunday as well as needs for temple talks and other campaign activities.
7. Communicate with the campaign office about your plans and let our staff be helpful to you. (Remember you can invite a campaign staff person to meet with your pastor and committee to assist you in planning your campaign effort.)