Generosity Committee

July 15, 2021

Attending: Ronda Beggs, Lars Haskins, Nikki Watson, Heather Allen, Scott Rogers, Jen Holmer, Rick Blum

*The meeting began with a prayer at 6 :02 p.m. Rick then handed out copies of the book Abundance from Mike Ward and got all members up to speed about the past two months, which included hiring GSB and doing a writing seminar*

***Minutes:***

*Following that, there was a discussion of taking of minutes. It was determined that Rick will take them this month, and that other members will rotate taking them in future months.*

*(Not discussed: do we want devotions at the beginning of meetings? RBL)*

***Introductions-***

*All committee members reintroduced themselves following the discussion of minutes.*

***Theme –***

*Rick first talked about the two writing seminars that have been done by Mitzie Schafer of GSB since the last committee meeting. Rick explained that Mitzie is pushing a formula called CAGA (Change, agent, Gift, ask) that she says has made major impact in other generosity campaigns she has done.*

*16 people attended the first seminar, including Rick and Scott. 12 people attended the second one. The seminars generated 11 stories trying to use the formula, which can serve as the starting point for communications for the fall campaign.*

*Rick explained that the committee really needed to come up with a theme for the fall campaign at this meeting so it could be introduced by Ronda at the Town Hall meeting this weekend.*

*Scott said that at the seminar, Rick asked Mitzie whether any theme came out of the stories. Mitzie said, “Invitation. Based on the stories I received, it seems to be baked into the DNA of your church.” So, Rick said he would strongly suggest making the theme centered on Invitiation. However, he didn’t think the word “Invitation” worked. He asked for suggestions.*

*Ronda said,* ***“You’re Invited.”*** *Everyone like the idea.*

*Rick asked whether there should there be an ellipsis (…).? There weren’t as strong a feeling about that, but the group eventually agreed to the idea.*

*Scott said he loved the theme because people will jump to the conclusion “You’re invited..” is supposed to lead to “give more money.” But if we start the communication plan, and that’s not the first thing we’re going to do, it has the ability to draw people in.*

*Heather said she thought it was important to focus on “Inclusion and connection.” People like to feel you’re invited.*

*Further discussion made everyone realize that each story would have its own theme.*

*Nikki said we could pinpoint what they’re invited to. You can be invited to …be on a committee, be in the choir, serve at the Food Pantry. She said It’s a wide berth…you can have a 5 year old talk about being “invited” to VBS.*

*Heather said this church maintained and deepened connection during the pandemic. Those values need to part of it. She thinks it could be inspirational.*

*Nikki thought this theme would be a good way to invite people back…first experiences back at church.*

*Scott and Rick explained part of the CAGA theory is that you need to make deposits with the congregation in our communication, not just make withdrawal (We need money, we need volunteers…) He thinks the “You’re invited” stories really need to emphasis the deposits…to start. He thought the greatest value is not for this campaign but deepening the quality of communications.*

*Nikki suggested putting up an easel in the narthex after the service, and asking member to write down how they felt “invited” at Good Shepherd. Rick then asked whether we could hand out notecards at the Town Hall meeting and do the same thing, or if that was too much. The committee thought both and…would be appropriate Nikki asked about “You’re invited” t-shirts.*

*Jen noted that in Mike’s book, he said our theme should tie into our mission/vision statement. But she thought this one worked because of the mission focused on “Welcome, forgive, serve.”*

*Scott said when he joined Good Shepherd 6 years ago, Good Shepherd’s effort at invitation went far above other churches in the area, specifically with communion.*

*Rick aske whether the videos should also follow the CAGA theme. However, Scott and others felt the video effort can be separate from the branded written materials.*

*Nikki said “You’re invited” is a very graspable idea…can explain it to children.*

***Schedule***

*Rick said the previous chair, Phyllis Wiederhoeft, had put together an excel spreadsheet from last year’s campaign which breaks down when things need to get done for a campaign. Rick said he took that and made a proposed schedule for the 2021 campaign based on Phyllis’s notes. He handed that out to the committee.*

***All Congregation Service:***

*Rick said that as part of the Beyond Capital Campaign 2 years ago, we did one joint service. He had been asked by the board to try and do it again. He has reserved the Verona Performing Arts Center at Badger Ridge (Formerly VAHS) for Oct. 31. Rick asked how important that would be. The group thought the impact of that is well worth the effort. Heather remembered doing church school at the service, and she thought it was organized very well.*

***Action Items:***

* *Scott would write an article for the August messenger explaining the new theme****.***
* *The group agreed to meet the 3rd Thursday of the month the rest of the year****.*** *That means the next meeting will be Thursday, August 19 at 6 p.m. Location: TBD.*
* *Rick took pictures of all members to put on the website.*

***The meeting ended at 7:10 p.m. with the Lord’s Prayer.***

***Rick Blum, clerk***