

# Generosity Committee Minutes

November 18, 2021

Verona Campus –Conference Room

Attending: Rick Blum (staff), Jen Holmer, Scott Rogers, Lars Haskins, Nicci Watson

Not Attending: Bob Beggs, Ronda Beggs

The meeting began at 6:05 p.m. with a prayer from Rick.

## How's the campaign Going?

Rick started the meeting by briefing everyone on a whiteboard about how the campaign is going so far.

So far, we have received **288 Intent to Give cards** and **45%** of them indicate an increase in generosity for next year. In fact, our expected increase next year from all recurring givers is **\$5.60** per week.

Rick said determining whether we've met our goal is challenging because there's many ways to add the numbers, since we are counting both actual cards and recurring gifts as intents this year. He then went into demonstrating that on the white board. However, he is confident that as November 18, we are **more than 90%** of the way to reaching our goal of increasing our giving by **\$100,000** next year.

## What do we need to do to reach the goal?

Rick said we have identified 73 donors who pledged appx. \$100,000 in 2021 who have not turned in cards as of 11/18 (and who also don't have recurring giving through Auto-Withdrawal or electronically through Breeze.) Rick B. believes if we can get pledges from those 73 totaling 60% of their 2021 pledge (appx. \$60,000) or get new money or increased giving from other donors, we should be able to make our goal. He has screened these givers through the pastors, and the pastors recommended not calling 8 of them for health or other reasons. However, these 65 will be who the Generosity Committee will be targeting the next few weeks.

The group talked about the best way to do it: emails, texts or calls. We agreed to stay away from texts. Rick said he could send a group email to the 65 through Breeze tomorrow. He said he would send out a template tomorrow morning, get feedback from the group, and send it out by noon.

The question was how long do we wait to do a phone call and do we want to do a phone bank? Rick said the phone bank won't be necessary as long as the calls get made. So, the group agreed to make phone calls the Monday after Thanksgiving to what's left of the 65 who still haven't returned cards.

Someone asked whether Mike Ward from GSB had a phone script we could use as a template? Rick said he would ask. But we will end the mass messaging after one more email next week before Thanksgiving and wrap up all communication by December 1.

## How are we thanking givers?

The group believes the Thank You Video last Sunday was effective. However, Rick thinks if we could do personal thank you's, it would make an impact. Rick said he's working on a way to have members of the Communications Committee, the Finance Committee and the staff to write 10 thank you cards each. He has written up a template for the card (which he couldn't find at the meeting but sent later.) He asked the committee members if they would be willing as well. All of them said they could do it. Rick handed out 40 cards to 4 of them. He said once they were done, they should bring the cards back to church, where we would put postage on them and send them. Rick hopes to get them all off by December 1.

Scott made a key point and said if we know who potential major donors are for the campaign in 2022, we should set those aside and give those to one of the pastors to send a personal thank you. He thought that could make a big difference in the campaign next year. Rick was only aware of one of them, but he thought it was a good idea.

The group agreed to meet one more time as a wrap up meeting in December. He said we may not need to meet right away in 2022. However, Rick does expect another Capital campaign to be authorized, and he was hoping that everyone on the committee would be willing to participate in that next year. All \*tentatively\* said yes.

The meeting ended at 6:55 p.m.