



G-Force | Generosity Team

Agenda | October 10, 2022

7 p.m., Madison Campus - Good Shepherd Room

Attending: Scott, Ronda, Jen, Heather, Nikki, Evan, Rick

Opening Prayer – Scott, Ojibwe leader

Campaign updates: Capital campaign, Annual campaign

Evan gives the history of the Capital effort back to 2019.

House parties

32 families – \$350,000. 17 increased giving over their 2019 gift.

Same families \$250,000 for general campaign...4% increase over last year.

- Capital: Progress, status
- Annual: Mailings, print material, videos

Video

Church Bulletin inserts

Emails (Monday after Sunday)

Nov. 13 event – VAHS PAC

- *Space is acquired*

- *Space for church school is acquired*

- *Walk through is October 18. Jared says "let's see the space first."*

9:30 service

Breakfast to follow

Program during program

Time for both Capital and Annual campaign

Packets handed out, people who don't come will have it mailed Monday.

November 20 Giving Sunday

Evan - Make sure we remove all barriers to give. Final Temple talk on November 20. Have extra copies of statement of intent, prospectuses. Let people know they don't have to give, but returning an intent with a \$0 giving still helps in the followup.

Ronda – not sure how conducive the area at VAHS is for breakfast. Continental Breakfast v. Sit Down Breakfast. Decision to be made after walk through.

November 27 Giving Sunday II

****Need to create a digital pledge form, with a QR code.*

****have a live link for the online pledge form during THAT service.*

****Need a quote from someone about why they love Good Shepherd and why they choose to be generous here. (Scott provided that after meeting*

Post-Commitment Sunday follow-up – phone calls.

- Volunteer recruiting – Scott's biggest concern.
- Finance Team & Board participation. Finance asked, a few from them.
- Communications Team may have some volunteers – Amy Haskins says Comm. Can provide some.
- Preview script

- Schedule 40-minute training via Zoom

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Priority Calls – people that have already given. Second priority – People that have recently joined.

What about text? Follow up text first (November 21)

Calls need to be made week of November 27.

35% of all giving happening between Christmas and New Year's

10% happen the last three days.

Have a thank you letter ready for every donor.

Christmas Letter should be digital.

#givingtuesday? –

Think of end of the year giving as one appeal.

- Project giving is important

- Unit giving is important (\$50 does _____)

- Captains are needed to organize it.

Generosity Committee's should be worship volunteers

Ancillary materials

- Lobby screen slides
- Bulletin inserts – planned for, already at the printer for weeks 1-3; 4-6 in final prep
- Nametags: Throughout the campaign, G-Force members should wear Dreaming Beyond logo nametags when attending worship.
- ***get nametags
- ***T-shirts (Talk to Eric)

New business

Lars now worshipping at Blackhawk. Scott will do outreach to him.

Stop asking for volunteers, start creating disciples.

Want to create long term stability for this committee.

Strategic Plan meeting -

Closing prayer

Next meeting: Monday, November 7, 7pm, in Verona.

Adjourn.