



G-Force | Generosity Team

Agenda | October 17, 2023 | 7 p.m. Verona

Attending: Rick Blum (Staff), Bob Beggs (Board), Jen Holmer, Heather Allen

The meeting began at 7:03 with a prayer.

Ready, Set, Grow...so far

Rick reviewed the campaign so far. This included:

- *A video introduction from Pr. Chris*
- *The first video airing at church Sunday, Oct. 15 profiling the refugee resettlement program*
- *The first mass email going to the entire congregation Monday, Oct. 16*
- *The First Tri I mailing. This was supposed to go out Tuesday, Oct. 17, but no one had received it yet. Rick said he would call our printer, Loading Dock out of Tampa, and ask what had happened. (NOTE: the mailing was delayed due to a problem with our non-profit code. It should hit mailboxes by the end of the week.)*

October 29 event

The committee then reviewed the proposed October 29 event for major donors.

- *Rick said as of Tuesday, we had received 11 yes's, 16 no's and not received anything from 31 invitees. (#'s as of Thursday morning 13/18/27)*
- *The committee was asked whether we should go forward with the event. Bob said he thinks we should. Everyone else agrees,*
- *That led to a discussion about planning the event.*

1) Program

The theme was to say thanks to donors.

Bob thought it was important to tell donors how we are using their money.

We reviewed the program from 2021, which was similar, which could be used as a template. The big question: who would give the pitch for this year's campaign? The group acknowledged Scott's status was up in the air. The group decided if Scott was not an option, we would turn to Sarah Iverson to see if she could get a number of youths to participate, and explain why they're thankful for the support of Good Shepherd. Options include talking about Summer Internships and summer trips.

Heather thought since the expected attendees would be older, it would be important for them to see the future of the church. Good development for the group.

We also discussed having one youth at each table for a panel discussion about how do you like to be thanked? 4 tables of 6, 4 givers, 1 committee member, 1 youth.

We realized we would still need someone to make the pitch to support this year's campaign. Names were thrown out:

- Steve Johnson
- Stacy Nemeth/CYF
- Scott Rogers
- Sarah Iverson
- Eric Holmer.

It was determined that if Scott was not a go by Friday, we would turn to Steve Johnson instead.

We also asked whether we should get gifts of appreciation for the donors. T-shirts and mugs were discussed. However, the feeling of the group was that thank you cards from Youth and AMPED kids would be more meaningful. Rick said he would talk to Sarah Iverson about both requests.

- *That led to a discussion about Help needed for the event. Rick said both the Hospitality Committee and Finance Committee offered to lend a hand, but wanted to know what they would be responsible for. The belief of the group was having an extra 4 people would be beneficial. Roles include Greeter, setter upper, taker downer, food pickup. Rick would ask committee chairs for help by Friday.*

Rest of Ready, Set, Grow campaign

We then reviewed the status of the rest of the campaign.

In addition, there will be a weekly email blast highlighting the video every Monday, and a direct mailing to all church members every Tuesday.

There will be a major donor supper held in the fellowship hall of the Verona campus Sunday, October 29 at 5 p.m. Commitment Sunday will be held Sunday, November 12. Follow up texts and emails will be sent that week, with a follow up on Sunday, November 19. Phone calls will be made to donors the week of November 27.

- *Mailings – happen every week until commitment Sunday.*
- *Videos - Videos to support the campaign will run in church every Sunday through November 5 in the slot normally reserved for the announcement video. (that video will move to before services in the short term.)*
- *Packet mailing week of Nov. 6 -0 Last mailing will include a brochure, intent card, and return envelope.*
- *Ideal Printing – Rick realized he hadn't talked to Ideal yet about the packet mailing. He would call them Wednesday to confirm it's still possible (Note: it is.)*
- *Commitment Sunday November 12 – the group felt strongly that we needed to make time in the service for people to bring up their cards to the altar. Rick said he would get push back from the ministers on this one. They insisted he ask them to do it and remind them we gave up All Saints' Sunday for this. They suggested doing this in lieu of the offering that day.*
- *Reminders (Email, text, when?) - Mass email Nov. 13, Text Nov. 16*
- *Phone Bank Week of November 27*
- *Thank you notes – December - Go to other committees for help here.*

We closed in prayer and adjourned at 8 p.m.

Next meeting: Thursday, Nov. 16 2023, 7 p.m., in Verona.