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## Minutes | September 13, 2023

Location: Verona Conference Room

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

Not Attending: Scott Rogers

The meeting began at 7:05 p.m., with an opening prayer.

### MAILINGS:

We began with a review of mailing materials. We first talked about strategy, and whether we do a letter from Pr. Chris to start the campaign as we did last year. Instead of a letter, we decided to do an opening video instead with Pr. Chris introducing the campaign. Reason: captive audience in church Sunday. We would also send it out with Monday email with story attached. We will plan on a weekly Monday email blast about Generosity in October.

- a. Tri I (Hits mailboxes Oct. 10 – already at printer) “Refugee”
- b. Tri II (Oct. 17) “Emotional Support”
- c. Tri III (Oct. 24) “Leadership Development – Interns”
- d. Brochure (Oct. 31)
  - Rick changed the wording from the '22 version to highlight an increase of \$3.63/week from the average donor would help us reach our goal. Rick compared it to the cost of a gallon of gas. Everyone agreed not to use the concept of buying a latte, wasn't sure about the gallon of gas analogy, but didn't have a better idea.
  - Rick said the wording in the brochure didn't focus a lot on the theme. The committee said one way to hit the “Ready, Set, grow” theme would be to highlight the word “grow” every time it shows up.
  - Rick said he didn't have a quote about growing. In lieu of that, he highlighted a quote from Ross Lyman asking why Good Shepherd wasn't doing more. Everyone agreed the Ross quote should be dropped.
  - New wording for one of the sections in the brochure: “Growing Good Shepherd's offerings through executing our strategic plan.”
- e. Intent Card Review – we discussed whether to include a box asking people whether they wanted to learn more about the Foundation. We decided against it, partially because it would result in a cleaner-looking card, and partially because questions still haven't been answered about what the foundation will be funding going forward. It was also suggested this may result in mixed messaging.
- f. Logo –

Rick explained we had two choices that Eric created: one is a racing theme, and one is a growing theme.

Jen – liked the clean lines of the racing theme. But like the softer theme of the grow.

After the 4 people in the room couldn't agree on a clear winner, we decided to stick with the racing theme since that is what the group agreed to begin with a few months ago.

- g. Order of videos: Rick asked the group whether they think the order of the videos 1) "Refugee", 2) "Emotional Support – Ben Caldwell," 3) Leadership Development – Interns" and 4) Facilities (Bill Rittman voiceover) was the right order, or whether we should move the potential best one (Caldwell) to the end. Everyone agreed to stick with the order as it is right now.
- h. The "ask": Rick said to get to an increase of 7.1%, he realized you could do that if you increase each number by one on the giving chart. The group thought we should highlight this fact more prominently.  
"Grow your giving one step"  
\*\*\*Add a question "How hard would it be for you to grow your giving one step on this gift chart?" (this was added to the brochure material.)
- i. Guerrilla marketing/youth: Sarah has suggested that we need to do more to get families in the Children, Youth and Family area involved in the campaign. Heather thinks it's a good idea. There was a debate on whether the committee should create something for Sarah, or let Sarah do the wording. The group agreed to let Sarah do it.

## VIDEO:

Rick then reviewed the Video stories that would be broadcast during the campaign.

- a. Refugee recut (Oct. 9)
- b. Emotional Support (Caldwell) (Oct. 16) (interview with Caldwell still needs to be shot)
- c. Leadership Development (Interns, Shot) (Oct. 23)
- d. Facilities (Shot, partially edited) (Oct. 30)

There was little discussion about this.

## SCHEDULE:

We then reviewed the proposed schedule.

- a. G-Force Meeting Tuesday, October 17
- b. Donor Dinner Sunday, October 22?? - A thank you dinner to large donors had been proposed for Sunday, October 22. Everyone thought it was a good idea. The Hospitality and Finance committees have offered to help with this event. However, it was pointed out the Packers/Broncos game is at 3:25 p.m. Oct. 22. So, we moved the proposed gathering to Sunday, October 29 at 5p (Packers play at noon that day)

We refreshed ourselves of what we did in 2021. We had discussion questions, ordered Panera sandwiches, and had a video.

Rick said he needed to know who to invite.

We also determined we needed someone to give the inspiring speech like Ronda did in 201. We debated who speaks? Pr. Chris or Scott? We thought Scott should do it, but need to check on his availability.

*Do we need an RSVP? (Yes)*

*When do Invites need to go out by: October 1 at the latest.*

- c. Commitment Sunday November 5  
We will need a speaker at all services.
- d. Reminders (Email, text, when?)
  - Mass email on the 6<sup>th</sup>...give a progress report.
  - Possible text reminder November 9 or 10 letting people know to send or bring in their cards Sunday.
  - Email people who haven't turned in cards Monday, November 13
- e. Phone Bank Week of November 13
- f. Thank you notes - December

We closed with the Lord's prayer and adjourned around 8:15 p.m.

Next meeting: Thursday October 12, 2023, 7 p.m., in Madison.

#### **ACTION ITEMS:**

- **Committee members read materials.**
- **Rick talks to Eric about weekly emails.**
- **Create invites for 10/29 and list of people to invite.**
- **Tentative next meeting - Tuesday, October 17.**