



GIVE, SERVE, LEAD Committee
May 22, 2019
6:30pm

Michael & Jennifer Schwalm – Facilitators

Attendees:

Pastor Jack	Kathy Smeal
Pastor Liz	Scott Lux
Dan Drury	
Charlotte Lazarchik	

Meeting opened with a Devotion.

2019 Appeal

- **The group reviewed the re-worked Appeal Letter**
 - The group likes the approach of a testimonial
 - Will re-work the title
 - Scott recommended that we play off the year 2020 – “2020 Vision”
 - Discussed having 3 letters going out – each one around the themes:
 - Give
 - Serve
 - Lead
 - Letter would go out September, October & November?
 - **This led to discussion around timing with, and potential conflict with the Capital Appeal**
 - There will most likely be a special congregational meeting in September to gain approval for the next phases of the Capital Project
 - Concern around “Donor Fatigue”
 - Pointed out that this is an Annual Appeal and we need to build “Cultural Philanthropy” within the congregation
 - The 9/22 – Special Event timing was called into question
 - We will start the planning with the understanding that we may need to push the date back depending on the Capital Appeal
 - Dan Drury will update us on timing of the Capital Appeal to finalize timing
 - Postage Paid Return Envelopes will be included with the Appeal Letter
- **Kathy Smeal followed up with Paul Hensel to pull the following data:**
 - Report on who has returned EOGs and attended worship recently
 - Are the EOGs submitted by regular attendees?
 - What % are returned by sparse attendees?
 - What are the demographics of electronic givers?
 - % of Electronic vs. envelope
 - What % Electronic giving between the Traditional, Contemporary and Saturday Services?
- Paul had some questions as to the value of this data as it relates to the budget, which finance works on each year. This led to discussion around re-visiting what data we need.

- Effort to understand demographics to “meet people where they are” as it relates to the type of appeal
- Kathy, Jen and Mike to collaborate on the needed data points

Testimonials

- **There was discussion around the testimonials throughout the appeal. It was decided to utilize 3 mediums:**
 - The Appeal Letter
 - 3 Different congregation members around the “Give, Serve, Lead”
 - Video Testimonials
 - We can have multiple people involved
 - They can be shared on the Website and Social Media
 - In person Mission Moments at Worship
- Kathy Smeal brought up that we need to engage the Youth and have their presence
 - Not only in the testimonials, but to also engage with committees
 - Kathy will approach Peter Fox, and will request suggestions for youth for the appeal testimonials and extend an invite for youth to our committee

Committee Name

- Jack met with his coach, who suggested keeping things simple and run with the name “GIVE< SERVE, LEAD.
- The group agreed

Meeting Time

- The Group agreed to keeping the meeting on the 4th Wednesday of each month, but moving the start time to 6:30 to avoid conflict with A&P.

Action Items:

- Jack and Scott to meet to further refine the Appeal Letter verbiage
- Dan Drury will report back to the group with more definite timing around the Capital Appeal
- Kathy Smeal, Jen and Mike Schwalm to collaborate on the needed data points and request them from Paul Hensel
- Kathy will approach Peter Fox, and will request suggestions for youth for the appeal testimonials and extend an invite for youth to our committee
- The group are to collaborate on potential people for the various testimonials
- The next meeting is Wednesday, June 26th at 6:30pm

We closed the meeting with The Lord’s Prayer