



**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 4<sup>th</sup> 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**