

# Appeal Awareness Team Report

## Meeting of 1-22-2020

Present: Bob Frymoyer, Jay Killian, Jen Schwalm, Danelle Andrews, Steve Kauffman, Scott Lux, Brian Falck, Lou Grammes, Nancy Martin, Pastor Horner, Rick Sten

Opening Prayer: Rick Sten

New Members Letter: A letter was composed to go out to new members who joined Trinity following the spring of 2018 when the Appeal Awareness Campaign with events, brochures and initial fundraising took place. This letter would get newest members up to speed on the project and invite them to prayerfully consider their participation. Scott Lux, Bob Frymoyer, Stephanie Mauer presented to the team a draft that was eventually tweaked and deemed ready to be mailed. We decided that we would wait an additional month before sending the letter to the most recent new members of Trinity.

One-On-One Visitations: For the additional funds we hope to raise for the Appeal, the Outreach Team has put together a list of members who annually give \$4K, and yet have not yet made a pledge or donation to the project. At the next meeting of the Outreach team, we will set up a timeline for making contact with these households with the guidance of Scott Lux, who has many years of experience in fundraising.

Pledges/Plaques: It was brought to the team's attention that some have asked regarding plaques for pledges and donations in memory of or in honor of a loved one. Because Trinity does not have a policy regarding permanent plaques, it was decided we could still do temporary boards for donors that wish to make a pledge or donation to honor someone or in their memory. These boards would be displayed in the gathering space leading up to, during and at the completion of the project. It would serve to remind us all of the many people that are on board helping. We will reconnect with all contributing households to see if they would like to have their names included on the boards either as a donor, in honor of, or in memory of someone.

Continued Awareness: To help members stay aware of the Appeal and it's progress in raising funds...a very large "Donation Thermometer" will be put in the gathering space. The display will not only continue to remind people of the Appeal, but it will show that a great deal of generosity has already been shown by the congregation and in fact, we are very close to reaching our goal.

King Mansion Fundraiser: A member of Trinity, Elizabeth Schenk has graciously offered to the Appeal the use of King Mansion in Harrisburg to raise money for the project. This would be a mix and mingle event with hors d'oeuvres, wine, beer and other beverages along with live music throughout the mansion. While the use of the mansion is at no cost to Trinity, ticket prices would need to cover food, beverages, staffing and allow for fundraising. So the tickets would start in the neighborhood of \$60/per person. Ultimately, we discussed the need to bring the public to the event, but came to a crossroads to trying to determine how a Trinity project would create interest for non-members to attend. We decided to reach out to Elizabeth Schenk, who has connections with the owner of the mansion and who has attended such events at the mansion, to get us heading in the right direction to make it happen....more discussion to come.

Lord's Prayer...Close

In Christ,  
Rick Sten