

APPEAL AWARENESS TEAM REPORT  
MEETING OF MONDAY, FEBRUARY 22, 2021

Team Members: Bob Frymoyer, Steve Kauffman, Stephanie Mauer, Danelle Andrews, Brian Falck, Jen Schwalm, Lou Grammes, Scott Lux, Nancy Martin, Pastor Jack Horner, Rick Sten

- A. Building Project Progress: Steve Kauffman reported project could be finished by the end of March...currently the new bathrooms, library and gathering space is all but finished...the weather vestibule at the gathering space entrance has been framed out...work continues in the narthex and gathering space where the wall is being removed...the stair case has already been removed.
- B. Financial Report: Noting the impact of the pandemic, Bob Frymoyer gave a detailed explanation of the circumstances regarding appeal finances from the acceptance of the plan by the congregation on September 29, 2019 to the present. BOTTOM LINE....there is a potential shortfall of nearly \$200,000.00
- C. Moving Forward: With the covid-19 vaccine now in play, and a perception of light at the end of the tunnel, the outreach team will move forward with reaching out to members with the guidance of Scott Lux. Scott worked for many years in fundraising at Shippensburg University. Scott will be crafting the script and coaching the callers using a formula that served Scott well over the years. We will reach out again to new members as well(those that joined the church after 9-29-19). We sent out letters last year a month before the pandemic and saw no response. The key is the personal visitations where the “big ask” happens. Again, as the vaccine becomes more available, we believe we are close to making this happen. And again, we will be coached by Scott on the proper approach to face to face asks. And in all cases reminding members the many different ways to give other than cash....securities, appreciated stock, real estate, life insurance, personal property, etc. Go-Fund-Me will also be considered as we are exploring ways to connect to younger members and families who are very much a part of social media and in doing so we would be well served to bring on some younger voices to help in that regard. We will also remind donors and

prospective donors of the many ministries offered by Trinity. And finally, a quick follow up with every contact we make.

- D. Open House: There was a consensus among the group that the biggest selling point for donating to Honor Our Past, Plan Our Future will be the project itself. When people have a chance to see the vision come alive, we believe this will generate tremendous excitement and inspire others to be a part of this transformation. With that in mind, we are planning an open house for May(date tbd). We will have tours giving people a chance to see and ask questions if they like. At the open house we will be available for people who would like to pledge or donate providing materials to pledge along with the many options to pledge. We are discussing the possibility of temporary pledge boards to thank the many people who have given to this amazing project. Leading up the open house the outreach team will be busy contacting the congregation. The P&C Team led by Stephanie Mauer and Danelle Andrews will be working on the written strategies and publicity of the open house. Note that we chose May just in case the project moves into April...and...with the focus on giving right now on Lent and Easter, we wanted to have weeks where we can shift the focus on giving to the appeal. The entire team will be meeting next month to work on details of the open house.
- E. “Salvaged Bricks”: Steve Kauffman reported that the bricks from renovation of the gathering space and narthex are being salvaged and we would like to use these bricks as a fundraiser as well. We believe the people in the congregation would cherish a keepsake such as this striking an emotional chord especially for members who have a lot of history with Trinity...the brick would also have an inscribed plate. These bricks would also be made available at the open house...so far we have 150 bricks but Campbell Assoc. has more work to do in the narthex so many more are likely. There would be a minimum donation for the bricks(tbd).
- F. Final Comments: This past year has been like walking on egg shells at times. Asking for money in the middle of a full blown pandemic has left us constantly weighing wanting to move forward while also wanting to be sensitive to the financial, physical, emotional and mental toll it has taken on us....there is no way to measure it but we can guess it has been significant. At one point in the meeting we

discussed the culture of giving at Trinity(even before the pandemic) and one member pointed out that we have not been successful in creating a culture of giving or asking for that matter. Well...no time like the present to change that, and so we will move forward with scripture as our blueprint. We pray that the spirit moves those who now have the task of making the ask....and pray too that the spirit would also move those being asked.

Respectfully Submitted,  
Rick Sten