

Give Serve Lead Council Report – 11/6/2024

Update: In the first 3 days following the delivery of the intent cards, we've received 24 commitment cards already! Also, one "non-giver" letter generated a call from a member who didn't realize her bank had not issued funds for 2024 and took care of it immediately.

Actions to date:

- Initial letter mailed announcing the appeal
- 10/27 Glorify – 1st bulletin insert and video featuring GSL chair message and interviews "what does it mean to glorify"
- 10/31 – Ask letter and intent cards mailed
- 11/3 Give – 2nd bulletin insert and video featuring Council President message and interviews "what does it mean to give"

Future Actions:

- 11/10 Grow – Appeal Sunday, 3rd bulletin insert and video featuring Pastors' video message and interviews "what does it mean to grow"
 - Intent cards turned in during services 11/9 and 11/10
 - Invitation to come forward following sharing peace
 - Ushers will collect intent cards and place in drop safe
 - Wear your GSL shirts
- 11/11 – Begin tallying responses
- 11/11 – Within 48 hours of receiving intent cards, GSL Chair will email giver with an acknowledgement, thank you, and confirm the intent of the giver.
 - Purpose of the confirmation is to ensure that what we translate on the intent card is correct, to avoid confusion for budgetary purposes regarding when we should expect the timing of the payment(s).
 - For a select number of givers, a letter will be sent in lieu of an email. Elizabeth and Jessica will coordinate the communication.
- 11/15 – GSL Chair will begin loading the intents into the database.
 - Elizabeth will need access to servant keeper

- 11/17 – 12/29: Provide weekly updates with various statistics regarding the progress of the appeal.
 - # of cards received to date, comparison to prior year
 - % of increase over prior giving
 - Total annual amount pledged to date
 - Other statistics and news

- 12/1 – Celebration Sunday. Pastors announce results during services.

- 12/11 – Report the results-to-date to council and finance.

- 12/29 – Annual appeal ends. Provide final recap.
 - We will receive 40% of the intent cards Nov 10th

Intent Card Logistics: During offering time, welcome members to come forward to bring their intent cards, **following passing of the peace**, play music, have a basket at the front. Let ushers do this (collect), have large envelope with date/time of service to include, and put in safe after sealed. Get from Steve Kauffman. Ushers will bag and put in drop safe after service. Dan Reed and Bob Foster (manage the ushers/greeters) Future weeks, they can place card in offering box or leave at the office. Suzanna will send email to Tim and Debbie regarding Music during intent card delivery.

Need to confirm this information: Last year we had 755 total giving units and approx. 350-400 intent cards.

Desire: 100 intent cards before December 1st.