



Campaign Strategy

- 1) Vision Casting Plan (How to)
 - Brochure
 - Preaching Plan - series of 3 sermons with testimonies
 - Sunday School Plan – series of lessons on giving
 - ***We Give, God Builds*** receptions (3)
 - Booklet, posters and bulletin inserts
 - Letter from Senior Pastor
 - Information on website
 - Newsletters – November dedicated issue and monthly articles thereafter

- 2) Giving (How to) Above and Beyond Tithing
 - Lump sum – one time or annually
 - Giving per pay period over a 36-month period
 - Family commitments (initially to get an idea of where we are)
 - Quarterly idea sheet from Sunday School classes on how to cut personal expenses, generate extra cash and give more. Share among classes
 - Continually emphasize that freewill and sacrificial giving is joyful, a blessing, and results in spiritual victory
 - Advance commitments by pastors and ***We Give, God Builds*** Leadership Team
 - Conduct three (3) Tax Advantaged Giving Seminars
 - Encourage involvement from children and youth

- 3) Communication
 - Include information about the vision and campaign in bulletin each Sunday
 - Display a poster in each Sunday School classroom
 - Include information in each newsletter publication
 - Mention in Phone Tree message monthly
 - Mention from pulpit for purpose of encouragement and support
 - Have a business person or volunteer share how God blessed them (e.g., 1st Sunday of each month)
 - Develop a visual aid to be displayed in lobby

- 4) Prayer
 - Create prayer tent cards as a tabletop reminder for each home
 - Prayer Team will develop a strategy for involving the body in prayer
 - 40 home prayer meetings led by our deacons
 - Mention in intercessory prayer during public worship times

For every house is built by someone, but the builder of all things is God.

Hebrews 3:4



5) Develop a Timeline

- Campaign kickoff
- Challenge Sunday – share advance commitments of staff and *We Give, God Builds* Leadership Team
- Commitment Sunday – collect initial offering and 36-month commitments
- Celebration Sunday – announce total giving and commitments from prior Sunday

6) Follow-Up

- Continue to update members on progress of campaign
- Enlist new families to join
- Continue to share spiritual victory testimonies

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