

OPENING DOORS, the Campaign for Shelter House

A Great Leadership Opportunity for You in Your Congregation

This campaign, and the leadership position that you have accepted in it, can be most fulfilling for you and is a fine leadership opportunity for the committee members working with you.

The planning which has been done and the materials that have been prepared especially for you and your congregation will serve you well in this task. The program outlined in this manual is a roadmap to a successful and rewarding leadership role for you and a great stewardship opportunity for your congregation.

A Simple Plan for a Success in Your Congregation

Special campaigns and projects are often intimidating for congregations and their leaders. A congregation may be struggling with its own budget, have its own projects to consider or is dealing with internal difficulties. Sometimes, leadership is hard to find and volunteers difficult to recruit.

One of the most helpful remedies in these situations is for the congregation to experience a success in reaching out to the needs of others. This manual outlines an opportunity for a success in your congregation. More than that, it is an opportunity for your congregation to reach outside of its walls to provide benefits to many others for years to come.

The plan outlined in this manual will work - it has worked in thousands of congregations for 30 years.

The plan is simple. It requires a minimum amount of planning and work with very satisfying results.

The plan will give your congregation a great success - one that will benefit thousands of people for years to come

WHAT IS A CAMPAIGN?

A campaign is simply an organized, scheduled effort to communicate a need and to provide an opportunity and a means by which people can respond. It is an educational process in which information is imparted to convey the message thoroughly, persuasively and completely. People give as they are informed, motivated and asked to make a commitment. The timeline that appears on the next page is important. As you follow it, you will inform, motivate, and provide opportunity for the people of your congregation to make a commitment to this great ministry. Only essentials have been included. Meetings, materials, and responsibilities have been kept to a minimum. The plan is simple and will work if you follow it.

THREE PHASES OF THE CAMPAIGN

The campaign will be successful in your congregation when each phase is fully completed.

- 1) Weeks One through Four - the **public awareness** phase. This time will be used to educate members about the importance of the **Opening Doors** campaign and the need for their support.
- 2) Week Five - the **response** phase. This phase begins on Commitment Sunday, when each member should be asked for his/her gift of support to the campaign and will have the opportunity to respond.
- 3) Week Six – **Celebrate!** Announce campaign results to the congregation

THE IMPORTANCE OF COMMITMENT

Little happens in this world without commitment. Certainly this is true of the great adventure in which we are engaged together -- continuing the vision of ministry for our community through Shelter House. Pious phrases, fervent hopes and wishful thinking will not extend this ministry and provide the needed facilities. Good planning, attention to detail, and bold asking will get the job done.

We now enter the crucial period of the campaign. Do everything on time and well; ask each family to make a gift and you will succeed in your congregation! It has been demonstrated again and again in church communities that people are willing and able to support special causes when given the opportunity. So provide an opportunity for your people to respond, to make a commitment. As you do, they, you, and children and families for future generations will be blessed.

Don't let any in your congregation say, "I would have given to the **Opening Doors campaign**, but I was never asked!"

SUGGESTED TIME-LINE

The suggested timeline for conducting the campaign in your congregation is any six-week period in 2009 that best suits your congregation. Do not shortcut the schedule and process. It takes time to communicate, to inform, and to motivate. Use the full six-week, six-Sunday schedule no matter when you conduct the campaign in your congregation. Plan to complete it before the end of the year 2009 if possible, the earlier the better, so construction of needed facilities can be funded by the needed gifts as soon as possible.

First Week

- Sunday Announce the Campaign
Begin using Bulletin and Newsletter paragraphs (Appendix I) Place posters.
- Monday First Campaign letter sent to each family in the congregation (Appendix A)

Second Week

- Sunday First Shelter Talk at worship service(s) (Appendix E). Use Bulletin Insert #1.

Third Week

- Sunday Second Shelter Talk (Appendix F). Use Bulletin Insert #2.
Begin announcing **Opening Doors** (Commitment) Sunday.

Fourth Week

- Sunday Third Shelter Talk (Appendix G). Use Bulletin Insert #3. Announce **Opening Doors** Sunday.
- Monday Second campaign letter sent to each family (Appendix B or C) You may wish to enclose the informational material.

Fifth Week

- Sunday The **Opening Doors** (Commitment) Sunday. Sermon and/or comments by Pastor, Pulpit Exchange, Shelter House speaker. Distribute informational folder. Commission workers (Appendix J). Solicit gifts from members of the congregation.
- Follow up letter sent to non-responding members (Appendix D).
Thank you letter sent to those pledging (Appendix K)

Sixth Week

- Sunday CELEBRATION SUNDAY. Announce totals. Rejoice. Follow-up, send gifts, intents and report to the **Opening Doors campaign** office.

GOAL SETTING

GOAL SETTING

As congregations consider their response to the Opening Doors Campaign, it will be important that they set congregational goals for their efforts. These goals will not represent a firm commitment to Shelter House, but it is hoped that they represent a serious concerted effort to raise the amount for this campaign.

There are suggested "target" goal ranges for congregations to consider for the Shelter House campaign. Target goals are non-binding goals toward which congregations can strive in order to successfully complete the Shelter House effort. Each congregation is encouraged to use the range (as indicated below) as a guideline in setting its goal, choosing a level within the range or selecting a goal higher or lower than the range.

The range of suggested goals is based on a congregation's average attendance:

- Basic Goal- \$100 per member/family (total over 4 years)**
- Advance Goal - \$200 per member/family (total over 4 years)**
- Challenge Goal- \$400 per member/family (total over 4 years)**
- Above and Beyond- \$600 per member/family (total over 4 years)**

ORGANIZING A CAMPAIGN COMMITTEE

A committee of 3 to 5 persons can easily conduct the Opening Doors Campaign. They can plan the effort, gain approval for timetables and commitment opportunities and recruit others to help. Committee members should be creative people who know the congregation well, who have an appreciation for the outreach and programming at Shelter House, and who are willing to organize and follow through on tasks. Begin meetings of the committee with prayer for the ministry of Shelter House, for your congregation's effort and for God's guidance in your task.

Sample Agenda for the First Committee Meeting

- Introductions
- Prayer
- Staff/volunteer testimonial (optional)
- Review the Campaign plan using the brochure
- Choose a timetable, method for asking, and goal (if not already done)
- Plan to seek approvals from council, etc.
- Assign tasks (see check list, page 6)
- Set next meeting
- Close with prayer

MATERIALS FOR THE SHELTER HOUSE CAMPAIGN		
ITEM	USE	QUANTITY
Three different Bulletin Inserts	2nd, 3rd & 4th Sundays*	Number of worship attendees per week
Posters	Post prominently - prior to first Sunday	Two per congregation
Hymnal Wrap	Place on each hymnbook prior to first Sunday	Number of worship attendees per week
Information Folder	5th Sunday*	Number of worship attendees per week
Intent Form	In obtaining commitments	Number of worship attendees per week
Offering Envelopes	As you desire	Not provided

***Note:** If you wish, include the bulletin Inserts in your Newsletter or other periodic mailings. You can also mail the brochure or use it as an Every-Member-Visit piece. Feel free to be flexible, but please do use the materials. If you need more materials, call the Shelter House Administrative office well in advance of the date you will require them (319) 338-5416 ext.112. If you have extra materials you do not need, please return them to the office.

CHECK LIST OF THINGS TO DO

Item	Committee Member Responsible and Due Date*
1. Post posters in prominent places.	_____
2. Place hymnal wraps on hymnals.	_____
3. Arrange for use of bulletin and newsletter paragraphs.	_____
4. Arrange for mailing of first and second letters and reproduce. (Can be combined with other congregational mailings.)	_____
5. Arrange for use of three bulletin inserts.	_____
6. Select and meet with three temple talk presenters. Schedule with Pastor (five minutes for presentation) each of three Sundays.	_____
7. Arrange for brochure distribution.	_____
8. Arrange for the Opening Doors Sunday observance. Special Sermon, Pastor Comments, Pulpit Exchange, Guest Speaker.	_____
9. Arrange for Commissioning of workers.	_____
10. Decide, obtaining approvals needed from pastor and/or church council, on COMMITMENT OPPORTUNITY to be utilized in your congregation.	_____
11. Using COMMITMENT OPPORTUNITY selected, arrange for providing each member family an opportunity to make a four-year intent. Also arrange for follow-up on those missed.	_____
12. Send thank you notes to donors.	_____
13. Arrange for sending report totals and completed intents to the Campaign office.	_____
14. Arrange for Celebration Sunday, with Announcement of totals for entire campaign and for congregation.	_____

* A committee of 3 to 5 members should be appointed to plan and implement the Campaign.

SHELTER TALKS

No matter how hard we try, when the ***Opening Doors campaign*** is over, some will not have heard of it. So we must use every avenue of communication: letters, inserts, brochures, videos, etc. But the verbal, in-person communication is also important. Therefore, please schedule three Temple Talks. Suggested outlines are provided in the Appendices. There is no script as the talk should be in the presenter's own words; rehearsed and well-done, yes; but read, no. Be flexible. Delete or add material. Rearrange. Sincerity and conviction are more important than specific content.

Each talk should be no more than 5 minutes in length. That isn't much content, just two and one-half double-spaced typed pages. Make the talks good but brief! Good resource material for all three talks can be found in the campaign prospectus, this manual, bulletin inserts, brochure, etc. You will note that each Shelter Talk outline directly relates to the bulletin insert used on that Sunday.

A brief outline or idea starter for each Shelter Talk appears in the appendix section of this manual (E, F and G).

A fourth shelter talk (Appendix H) for those congregations using a Sunday morning "ingathering" or other event option for receiving pledges is also encouraged.

Shelter House SPEAKERS

Shelter House has volunteers and staff who are willing to present the campaign story at a Sunday morning worship service, adult Sunday school and fellowship hour. They are ready to do a 5-minute worship presentation, answer questions about the campaign and explain the exciting projects allowing new and expanded programs. Call the office at (319) 338-5416 ext.109 to arrange for a speaker or e-mail Burford@shelterhouseiowa.org . Be sure to do this well in advance of the Sunday that you prefer. It is suggested that you request a speaker for **Opening Doors Sunday** (Commitment Sunday).

OPENING DOORS (COMMITMENT) SUNDAY

The climax of the Campaign in your congregation should be the **Opening Doors Sunday**, beginning with the request for commitments, using whatever commitment opportunity option you have selected. Ensure that the **Opening Doors Sunday** is a dynamic, exciting celebration of ministry. Some suggestions are outlined below, but feel free to use your imagination and expand on what is suggested. Be effective. Make it as exciting and inspiring an occasion as you can. Essentials for which you must arrange are:

1. Announce and publicize in every way you can that a special **Opening Doors Sunday** will be observed and urge everyone to be in church to participate.
2. Arrange with your pastor...
 - a. To preach on the importance of caring for our neighbors and the ways Shelter House is God's tool in providing this important ministry,
 - b. To give his/her own Talk on Shelter House and the ministry, the importance of the Campaign and what the new facilities will mean to the year-round ministry of Shelter House.
3. Arrange for distribution of the informational material through the Sunday bulletin. If you prefer, mail it in advance with a letter (or with your regular newsletter) urging attendance at the Opening Doors Sunday services. **If you choose to use the material in both ways, you will need to order additional brochures. PLEASE DO!**

CELEBRATION SUNDAY

Celebration Sunday is designated as the time for reporting the total raised in your congregation for the Shelter House campaign and also for reporting the total raised in the entire campaign. Arrange for an announcement of the campaign total to date plus your congregation's total. Also, take this opportunity to thank everyone who gave and worked and to ask those who have not yet participated to do so. You may call the campaign office at (319) 338-5416 ext 109 to get the latest campaign totals.

COMMITMENT OPPORTUNITY OPTIONS

There are many different ways that your congregation can support and participate in the **Opening Doors** campaign. This is not a lock-step program. Much flexibility and many options are possible. The important thing is to select one or a combination of options and then work that plan well and follow through on it. It is essential that your congregation participates and that you give your people the opportunity to be a part of expanding the ministry for future generations.

Remember. the primary reason people do not give is that they are never asked. Provide an opportunity for each family to complete an intent form. A variety of effective, tested, proven ways for your congregation to participate appears on the following pages. Make your choices and go to it!

Options include:

- _____ Every Member Visit or Interview
 - _____ Phone-a-thon
 - _____ Pony Express
 - _____ Cottage Meetings
 - _____ Special Sunday Service Ingathering of Intentions
 - _____ Dinner or Meeting Event
 - _____ Offerings
 - _____ Special Gifts
 - _____ Budget (This method is not recommended but if a congregation chooses this method be sure that all budget contributions are above and beyond regular synod benevolence and mission support)
- or Combine with your own Stewardship Emphasis or with another special drive.
- or A Combination of Any of These

STATEMENT OF INTENT (Commonly called "pledge form")

Use Intent forms in gaining commitments, whether in person, by phone, or in groups. Be sure the form is legible and complete and that any checks are attached firmly and are properly indicated on the Intent form. Check name and address for accuracy and completeness. (Please do not deposit individual checks for Shelter House in the congregation account. This makes it impossible for us to thank donors or to remind them when there is a balance to be paid.) Send individual checks directly to "Shelter House Campaign" and proper credit will be given to the congregation. Individual acknowledgements-and reminders will be sent directly to the donor.

Note: The Shelter House office will do all the record keeping and follow-up for the campaign including collection, reminders, acknowledgements, etc. Your financial secretary or treasurer need not set up a system to handle intents, collections, reminders, etc.

THANK YOU LETTER

A letter of acknowledgement and thanks should be sent by your committee to all who have completed commitment intents or gifts to the Opening Doors campaign. It can be brief and to the point, but it is important to thank all who participated (workers as well as donors.). Shelter House will be sending individual thank-you letters, but with many congregations participating, it will take some time to get these acknowledgements out. (See Appendix K.) All contributions are tax deductible.

COMMITMENT OPPORTUNITY OPTIONS

While there is no good substitute for contacting each and every family in person and giving them an opportunity to make their commitment to the Opening Doors campaign, we realize some congregations will wish to follow other patterns of participation. The important thing is to actively participate and give your people the opportunity to respond. Remember, the primary reason people do not give is that they are never asked. Provide an opportunity for each family to complete an Intent form.

A variety of Commitment Opportunity options appear on the following pages. Look them over. Select the one your committee recommends for your congregation to follow. (Or you can design your own Commitment Opportunity.) Once you have made your selection, then gain the necessary approvals (Pastor, Church Council, etc.).

PACE-SETTING, ADVANCE, CHALLENGE AND MATCHING GIFTS

Pace-setting, challenge or matching gifts are very effective in gaining the interest of your people and in encouraging giving. So, if you can arrange a challenge gift(s), perhaps \$3,000; \$5,000 or more, to be paid when a certain amount is raised, that is helpful. It is even more useful if you can get one or more large donors to agree to match every gift at a one-to-one or one-to-two, ratio, etc.

One very effective method of setting the stage for the general congregation support is to collect "advance" gifts prior to commitment Sunday. These gifts could include major donors, strong camp supporters, your committee members and all campaign workers prior to commitment Sunday. Congregation council members and pastor(s) could also be asked as well. By announcing the total of advance gifts received on **Opening Doors Sunday** morning, other members of the congregation will be challenged to respond generously themselves.

Think about it and then explore various possibilities. It is worth the effort, for experience has proven that Pace-setting, Advance, Challenge and Matching Gifts do work!

Option #1: EVERY MEMBER VISIT OR INTERVIEW (EMV)

No method will get the job done better and faster than an Every-Member-Visit (EMV). No other method has as much beneficial spin-off as when members visit in fellow members' homes and get better acquainted.

To overcome familiar objections to an EMV and to assure good results, stress the following:

1. Callers can call singly or in teams (husband/wife, man/woman, young/old, etc.), whichever they prefer.
2. No callers will be assigned more than five calls.
3. No caller can call who has not signed his/her own Intent beforehand.
4. Calls should begin on the **Opening Doors** Sunday, (fifth week) in the afternoon and evening following a training lunch immediately after the last morning service.
5. Use the best, most enthusiastic callers or use captains for follow-up calls on Monday and Tuesday for those not at home on Sunday.

Fives Organization

Use the rule of fives in building an organization. For 125 calls, you will need 25 calling teams. To recruit 25 calling teams, you will need 5 Captains so no one need recruit more than 5 teams. Have the Captains receive the intents commitments from their team members prior to or at the Training Luncheon. Enlist all Captains and Team members in advance and insist that they be present for the Training Luncheon following church on **Opening Doors Sunday**. Commission all workers at Sunday morning service(s).

IMPORTANT: All team members and captains must first make their own financial contributions or commitments before seeking the commitments of others.

Training Luncheon

Keep the menu simple, light and easy. Have a family or a church organization prepare or bring in box lunches, hamburgers, etc. Start the meeting promptly following lunch, using [this](#) agenda:

AGENDA

Prayer, Thanks. Pastor
Welcome, Thanks, Totals to Date. Congregation leader
The "Case" (use folder) Congregation leader
When to Make Visits (Today! -- Give Schedule). : Congregation leader
How to Make Visits. Congregation Leader
Questions, Discussion. Congregation leader
Select Visits to Be Made (No more than 5 each).
Closing Comments, Prayer. Pastor

Note: Congregation leader should stay at church during the afternoon to receive reports, answer questions, etc. Stress that calls should be made immediately on Sunday afternoon and evening, but reported as soon as the five assigned are completed. In other words, reports are received all day Sunday and then again Monday and Tuesday evening until all visits are completed.

How To Make a Visit

The actual visit is easy, if you follow these steps:

1. A few minutes of light conversation to get better acquainted and put everyone at ease.
2. Explain the Shelter House campaign, the need, your own interest.
3. Indicate that you have made a financial commitment to the campaign and that others have as well (use totals or anonymous examples as available).
4. Lead the prospect through the brochure. Answer any questions. Highlight important items. Be seated so you can go over each page together.
5. End by asking for a specific amount indicating it can be paid over a 4-year period on whatever schedule is convenient. Indicate that the gift is tax-deductible and that further tax savings are available if appreciated securities or property are given rather than cash. (The amount of "ask" amounts for prospects can be determined by the committee, pastor or other members who might be knowledgeable of their generosity and ability.)
6. Be quiet and remain silent until prospect responds.
7. Discuss the matter with him/her, answering any questions, challenging any objections. Attempt to get a commitment at the time. If the level seems to be the problem, drop to another level. If prospect wishes more time to consider gift. arrange for a definite return visit time.
8. Thank prospect for time and opportunity; thank him/her for Intent or repeat return visit arrangements.

Note: All of the above for EMV can also be utilized for scheduled interviews at the church if you wish to use that method rather than visits in the home.

Option #2: EVERY MEMBER PHONE-A-THON

Phone-a-thon Follow-Up Procedures

An excellent substitute for an EMV is a Phone-a-thon! It's easy and fun to do. To determine the number of phone lines/cell phones and phoners, divide the calls to be made by 20. Then do the following:

1. Select a place. Either install phones in Parish Hall or other area or locate a bank, insurance office, real estate office, etc. from which you can phone. Since many folks have their own cell phones and have generous amounts of local call time they can bring their own phones to the phone-a-thon. Do not call from homes, separated offices, etc. You need everyone together in one large room for a successful phone-a-thon. (* Be sure to "test" cell phones at the location in advance to be certain that they will have enough signal for a clear conversation!)

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2. Enlist phoners. Young, old, men, women - one for every 20 calls plus two or three helpers and substitute callers.

3. Set a time. The best time is Opening Doors Sunday, either right after the last morning service or early Sunday evening. Allow three hours in all for meal or refreshments, training and phoning (at least two hours for actual phoning). Or select an evening early in the week. Also schedule one follow-up phone session for those not reached during the first phoning session.

4. Mail, in advance, a letter stating that you will be phoning for the Opening Doors Campaign, the day and hours of phoning, and that you will be seeking gifts of a certain amount (state the amount). (See Appendix C).

5. Prepare all materials, including Intent forms, phone numbers and script. Have reference materials available, including the brochure, etc.

6. Use this agenda

Meal

Prayer, Comments

Pastor

Welcome, Thanks, Totals to Date

Congregation leader

The "Case" (use brochure)

Congregation leader

How To Phone (Use script & instructions)

Congregation leader

Questions, Discussion

Congregation leader

Distribute Cards

Congregation leader

Closing Comments, Prayer

Pastor

Start Phoning (2 hours)

Closing, Thanks

Congregation leader

7. During phoning, it may be necessary to have several helpers who can answer questions, provide supplies, cards, refreshments, etc. to phoners when necessary and also substitute on phones.

Phone-a-thon Follow-up Procedures

Have a letter prepared ahead of time to send to each family making a commitment thanking them for their commitment and enclosing **their copy** of the intent form. (**Do not send entire three-piece form for their signature.** You will not get most of them back. It is only an intent anyway and not legally binding, so does not require a signature, only the statement of the amount states over the phone and that the phoner has inserted on the form.)

It also works well to send the same letter with the copy of the intent form to those who would not indicate an amount, but did say they would send something. In this case, no amount would be inserted, but it helps to have the phoner write on the form "promised to give." For those for whom a message was left on an answering machine, be sure to send an intent form and return envelope.

It is also effective, if you have time, to send slightly different letters with the intent form to those who could not be reached and to those who refused. (A number of those who refused always give in every phone-a-thon after thinking it over, and if given the opportunity.)

Sample of Letter to "Not at Home" or "Maybe" Answering Device

The Shelter House "Opening Doors" effort here at (____ church name ____) was most successful with many people responding generously to our \$_____ goal.

Because (we were unable to reach you, or you were undecided about your own gift, etc.), we are still awaiting your response. I have enclosed an intent form for you to complete and return to the church by (date). I hope you will choose to respond generously within the next few days.

Calling Instructions

(Reproduce for your callers and distribute)

1. Make sure you have the right party. (If no answer or busy, set card aside and try later.)
2. Identify yourself.
3. Tell why you are calling. Explain briefly the case for supporting the Shelter House campaign. (Use brochure as a reference)
4. Stress a 4-year Intent. Ask for \$5 or \$10 or more per month for 48 months. (You may choose to rate members in advance and ask for different amounts. Another option is to ask each to consider a dollar-a-day or \$1,080 over 3 years. If you do so be sure their advance letter – (Appendix C)- reflects the specific amount they will be asked to consider.
5. Be quiet and wait for the answer to your request.
6. If the amount is a problem, then drop to a lower level. Stress a 4-year Intent and monthly payments.
7. Thank them for their Intent and for talking with you. Conclude the call quickly.
8. Complete intent form for person with his/her name and sign your initials, indicating amount, refusal, call back. (Do not send to donor for his/her signature.)
9. If you reach an answering device, state your name, the purpose of your call and ask them to consider a 48-month commitment of \$5-\$10 per month to the campaign. Tell them that you will be sending them an intent form to return. (Remember that the same amount asked in the advance letter - Appendix C - should be stated.)

A Sample Script For Your Use

Hello, is this the _____ residence? Is _____ there? (Husband, if member; or wife, if member; or confirmed youth member). Is this a good time to talk? This is (your name), and I am phoning today with other members of _____ Church in regard to the ***Opening Doors campaign*** for Shelter House.

Have you ever visited Shelter House or volunteered to prepare meals or help with overflow? if yes, discuss their experience a little with them.)

If no: "Shelter House has served individuals and families, in the Iowa City, Johnson County area since 1983. It was started by area churches to address needs of the homeless and needy in our communities.)

Perhaps you have heard and read of the great need for affordable housing and opportunities for the low income people in Johnson County. The old Shelter House has been stretched beyond its limits for many years. Construction of a new facility will enable homeless to have shelter and resources under one roof.

To help make this construction possible, our congregation and many others are joining in raising \$4 million for Shelter House. Our own congregation's goal is \$_____ toward this total goal.

I am phoning now to ask for your commitment to this effort. Would you consider giving \$____ per month for thirty-six months to meet the goal for this effort? (or a dollar-a-day for thirty-six months - \$1,080?)

WAIT FOR
ANSWER.

If "Yes": "Wonderful, I'll put you down for \$_____ per month.

If "No": rephrase "ask".

If "That's more than I can give": "Could you give \$ (1/2 original ask) per month for three years? That would be a good help!"

If "No" or "I don't know": "We are trying to get 100% of our families to support this effort for Shelter House. Please give whatever amount you can. Every bit will help. What gift would you feel comfortable sharing?"

Thank you for your commitment and for talking with me. I'll be sending you a copy of your Intent for \$ _____ ' Good bye.

Option #3: One Large Meeting, Worship Service or Dinner

Using the same agenda as for the Cottage Meetings, (illustrated in #4), you can hold one large gathering, either as a meeting, a dinner, or utilize your Sunday service(s). This can be an effective method, IF YOU. . .

1. Promote a good attendance.
2. Take time, as in the Cottage Meetings, to distribute, explain, fill out and receive the Intent cards at the meeting, dinner or service.
3. Follow up by phone or in person with those who are not in attendance.
4. If you choose the Sunday morning worship option, you will only be successful if you follow these steps exactly:
 - A. Hand out commitment forms in every bulletin or during the service.
 - B. Have someone do a 5-minute "presentation/ask" (Appendix H).
 - C. Give the entire congregation 7 to 10 minutes to complete the commitment form. (Important! Those choosing to make no gift should put their name on the form and write "no gift" on the form so that they will not receive a follow up contact.)
 - D. Collect all forms at the conclusion of the 7 to 10 minute period. A processional to the altar placing commitments on the altar is a most effective method for all to participate. (Don't collect them with the regular offering and don't have them drop them in baskets at the door as they leave the sanctuary.) Processionals work the best!

The Sunday morning method will involve taking up to 10 minutes of the worship service but when completed the asking portion is finished and with very satisfying results! Little more will need to be done in the campaign effort and the response will be worthy of the time and effort expended.

Increase your results by:

1. Having the Council and campaign committee pledge between weeks four and five. Use these gifts as pacesetting gifts for the remainder of the congregation. Announce either total money given or percentage of Council and committee members participating.
2. Having the pastor share the importance of Shelter House and challenging the congregation to join him/her in a gift.
3. Having a leadership gift event between weeks 4 and 5 with a Shelter House staff member attending. Provide those invited with packets of information provided by Shelter House along with specific gift proposals.
4. Visiting 4 or 5 families that can give pacesetting gifts prior to pledge Sunday. If they pledge early, it is inspiring to announce, for instance, that 5 families have given \$10,000 toward our goal of \$20,000.
5. Sending a follow up letter (Appendix D) to all those not handing in an intent form at the worship service and then arrange to phone (some or all of) those who fail to respond to the mailing.

Option #4: Cottage Meetings

Schedule sufficient small group meetings (10 to 15 families usually) at homes or at church to cover your membership. Use your Committee as a Presentation Team or train others to help, using the manual and other materials.

Send letter or card of invitation to the meeting two weeks before the meeting, with a reply card. Then follow up by phone with those from whom you do not hear. (It's hard to get people to meetings so don't just send an announcement and expect to have much of an attendance. You have to work at it.)

Follow this agenda at the meeting:

Prayer, Comments	Pastor
Welcome, Introductions, Totals to date	Congregation leader
Review Brochure (Hand out at this time)	Congregation leader
Questions, Discussion	Congregation leader
Hand out and discuss intent forms Ask each to consider \$50, \$30, \$25, \$20, \$15, \$10 or \$5 per month for 36 months. (Stress three-year Intents) (Appendix H) Prayer, then silent period for signing of Intent forms and collect all Intents	Congregation leader
Receive Intent cards	Congregation Leader
Thanks/Closing Comments	Pastor

Important! You must devise a follow-up procedure for those not at meetings - either a make-up meeting, personal visits, or phone follow-up.

Option #5: Pony Express

If you have used the Pony Express or similar methods and have those materials, that approach can also be utilized for the Shelter House campaign as the solicitation method the fifth week. Use the brochures and intent forms in the "saddle bags." Remember that the secret to the success of this method is the recruiting of dependable "trail bosses." This method will also require more than a week (probably two or three) to collect all the "saddle bags."

Option #6: Special Gifts Approach to Selected Families

Since 80% of campaign gifts come from 20% -or less of a congregation's giving units, it is possible to have a successful campaign in your congregation by conducting only a Special Gifts effort directed to the 20% or so of your giving units who are most capable of supporting the campaign. You can use an every member visit, a phone-a-thon, or cottage meetings (using the same format as outlined in Option 3) to contact those selected and to receive intents. Do follow the schedule and use all the materials with the entire congregation so all are informed about Shelter House. (Each family might still receive an intent form by mail, etc.)

OPTION #7: SPECIAL OFFERINGS

Another option is that of receiving special offerings for the campaign at regular or special church services, Sunday school, women's and men's groups, etc. Offering envelopes in quantity are available free of charge. Among special services to consider are: Thanksgiving, Advent services, Christmas, Lenten services, "fifth Sundays" etc. Approximately 12 such offerings will need to be taken over three years to achieve the same results as other methods.

If you elect the Special Offerings option, do use the materials, Temple Talks, etc., to inform and educate your congregation and do plan to continue the offerings over the 3-year campaign period. Again, use everything but the Intent form.

In order to be effective, offerings will need to be taken over a 3-year period. Please request new, updated materials from Shelter House in the second and third year.

Option #8: Place the Campaign in the Congregational Budget

(This is not a recommended method for most congregations)

A budget allocation for the campaign is yet another option for helping. If you choose this method, then do still use all materials, temple talks, etc. so that your congregation is informed and educated about Shelter House. (Of course, don't use the Intent form.) The best times to use materials are the three or four weeks leading up to your congregation's annual meeting. If you choose this method, be sure to do so without infringing on your congregation's mission support, or your regular annual support of Synod, Shelter House annual fund or other benevolence projects. Place on the budget for four years if possible.

It will be important to remember that this budget support of the campaign will be additional, "above and beyond" missions and synod benevolence support. Regular annual gifts to Shelter House from the congregation must also continue since they provide support for the ongoing operations and programs.

It will be important that the congregation receives annual updates on the campaign while the campaign remains in the budget. Request updates from Shelter House to use prior to annual meetings in years two and three.

Option #9: Combine with Your Stewardship Emphasis or Other Special Drive

It is a proven fact that "giving begets giving." An excellent way in which to help Shelter House and to encourage greater vision and generosity for your congregation's budget is to combine the Campaign with your regular stewardship effort. (Or, if you haven't been conducting an annual stewardship emphasis, use the instructions in this manual to emphasize congregational giving this year along with Shelter House.)

If you combine, use both the Shelter House materials and your stewardship materials and information. Talk about both in your temple talks. Emphasize both. Have goals for both. Then use both the Shelter House intent form and your local pledge card and receive two commitments. Remember: "Giving does beget giving." And, "The primary reason people do not give is that they are not asked."

Option #10: Design Your Own Option

If none of the options presented suits your circumstances or interests, then combine or adapt options or design a plan of your own. The important thing is that your congregation participates in some tangible way so that everyone has ownership in the program. The method is not as important as doing something and doing it enthusiastically, effectively and well. But be sure that what you plan will work; otherwise your efforts will be for naught.

Regardless of the method chosen or developed, the single most important feature of the campaign effort is to be sure that every family is asked to consider a 3 to 4 year commitment to Shelter House.

WHAT WON'T WORK!!!

As you can see, the campaign plan is flexible with many options and choices. The manual and plan have been used successfully in thousands of churches across the country.

In planning the campaign for your congregation, be aware that just as experience has indicated what will work, experience also reveals what doesn't work. Those who follow the manual and plan almost always experience success. Those who deviate markedly from the manual and plan almost always experience difficulty.

Basically, what has not worked for the churches that have tried it, is to shortcut the asking process. For example: **mailing out the intent forms and asking families to bring or send them to the church does not work. Asking them to mail them to ----- does not work. Handing out Intent forms at church and asking people to return them after the service or at a later date does not work!**

Don't try these shortcuts. They simply don't work and are a waste of time, effort, and materials.

As outlined in the COMMITMENT OPPORTUNITY OPTIONS, handing out Intent forms at a service or meeting will work. but only if you allow a quiet time. after sufficient explanation for them to fill out their Intents then and there, and then collect the Intents at the conclusion of this quiet time. Then follow up in person or by phone with those who were not present or did not respond.