

ANNUAL PLEDGE CAMPAIGN: COMMUNICATIONS & CASE DEVELOPMENT

The Campaign Communications Plan

Jesus came to Earth as the Word, not the idea.

Words are important.

One of the chief weaknesses of campaigns to raise money (pledges) or people (membership) is the weakness of communications strategy, design, and implementation. The church is used to assuming people will pledge or join simply because they always have. That is no longer true.

Other agencies doing effective and powerful work in the world are able to communicate why people should make philanthropic investments and why people should join communities of mission. The ability to communicate effectively will support any ability a church may have to raise money or people. Too often, churches communicate in case-development and their self descriptions are only aspirational hopes rather than the actual, truthful, measurable effectiveness they are able to prove in a particular place and time as a church.

A communications plan, whether for a small church or a large church, is essential to support financial development and membership growth.



Notes:



FEARLESS TIP: For other material on pledge campaign materials: see *Fearless Church Fundraising*, Pages 121-131.

COMMUNICATIONS AND STEWARDSHIP CAMPAIGN MANAGEMENT



Notes:

1. Craft your campaign theme/slogan.
 - a. Listen to God's mission in which you are involved.
 - b. Listen to people talk about your church's ministry, mission, and impact.
 - c. Pray about the ability to hear a call to a theme.
 - d. Look for the vision.
 - e. Look for images.
 - f. Host conversations.
 - i. Brainstorm
 - ii. Focus group
 - g. What are you known for in the community?
 - h. What do you want to be known for in the community?
 - i. How does this intersect with what Jesus asks us to accomplish? (God's Mission)
 - i. "We do a great job at_____."
 - ii. "We can accomplish this thing that other area non-profits cannot do."
 - iii. Make this a story about why you exist and why that existence should be funded.

2. Discernment of your campaign theme:
 - a. Schedule coffees, small group focus groups, brainstorming sessions, crock pot conversations, ect.
 - b. Look for a quote from a hymn, a song, an ad, a ministry minute speaker, etc.
 - c. Look at your life together right now. What is about to happen and how do you want that happening to be funded?

3. Crafting the final decision about your case.
 - a. Keep it simple and to one message.
 - i. A Call to Love
 - ii. Love, Care, Give
 - iii. Cream of My Heart
 - iv. Living Out the Image of God: Creator, Lover, and Giver
 - v. Sowing Seeds of Hope
 - vi. More Than Enough (pile of cookies)
 - Vii. Story to Story

CAMPAIGN COMMUNICATIONS



Communications and Stewardship Campaign Management (cont.)

4. Use your message content: Communicate!
 - a. Know your people.
 - b. Keep an eye out for talent, and recruit, and thank and thank and thank.
 - c. Cultivate volunteers the way you cultivate major gifts—relationships.
 - d. Your brand is not your logo! Your brand is the combination of who people say you are and who you know you are. Do you deserve the money you think you want to raise?



Notes: