

ANNUAL PLEDGE CAMPAIGN: MINISTRY MINUTES & PHONE-A-THON



“Ministry Minutes” Program

“Ministry Minutes” is a case-development and pledge encouragement activity. The program takes careful planning, curating, coaching, and editing, but the end result is tremendous for the health of a church.

What is it?: A series of congregation members, recruited for their authenticity and reputation for kindness, who write and speak 500 words on the subject “Why I love this church” at the Sunday liturgies weekly during the campaign. Most campaigns are 8 weeks (and should not be shorter nor much longer), and so there are eight speakers (a different one each week but the same one at all services on a particular Sunday). Each speaker is recruited and coached in the spring and summer, their 500 words are drafted in the late summer, and they are scheduled for a Sunday during the campaign. They are also asked to distill their 500 words into a 50 word summary.

Why? The laity benefit from being asked to do the drafting, thinking, and writing. Over ten years, 80 people have carefully considered why they love their church. This work cultivates their gift and their involvement. It also reminds the listeners why they love their church. This three minutes in each service is an essential component to any campaign.

How?:

- a. Recruit well and early (before the theme design):
- b. Who is authentic?
- c. Who fits with your brand?
- d. Who does what they say they will do?
- e. What people represent the mission?
- f. Have 500-word statements written by recruits.
- g. “Why I love this church.”
- h. Meet with recruits individually to review statements.
- i. Coach brevity, clarity, one message, authenticity.
- j. Coach fearlessness, prayer, prep, familiarity.



Notes:



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- a. If they are verbose, too theological, or too spiritual then coach them. Tell them the truth.
- b. Each statement needs to be under 500 words and needs to be finalized after a few drafts. Get comfortable with drafts and revisions. Do not settle until it is perfect!
- c. Highlight the one or two phrases from each statement that you want to use in campaign communications. Does one lend itself to a campaign theme?
- d. Thank the speakers after the campaign.
- e. Meet with the speaker in the week prior to their scheduled presentation so that they can practice at the podium with your critique.
- f. Make sure each speaker has a minder who calls the night before, greets them at the door, and helps them to get through all services.