

SAMPLE: MINISTRY MINUTE RECRUITMENT LETTER

RESOURCE 2.40



This letter goes to the lay leader who is charged with recruiting the Ministry Minute speakers.

Ministry Minute Program Recruitment
Annual Pledge Campaign, Summer

The work of the Ministry Minute Speakers in the Annual Pledge Campaign is central to the Case-for-Support and its communications in the live phase of the campaign. The Ministry Minute speech answers the question: “Why do I love Christ Church and my involvement here? The donor’s question as they listen is “Does the church deserve the money they are asking me to donate in the pledge campaign?” Speakers are NOT speaking about why they give but do keep that in mind. Most speakers have a specific thing they love (a central theme) and that theme is designated at the time of the recruitment or negotiated soon thereafter. Each week for 8 weeks, a Ministry Minute speaker will say a few words (about 3 minutes) at the time of the announcements, addressing each of the congregations which meet on that day.

The following notes will assist in recruiting the volunteers being asked to speak the Ministry Minutes:

1. Names of those who might speak with compassion, authenticity, clarity and brevity are listed by a committee. That list is then redesigned under main topics of case development (visited in hospital, raising kids in faith, giving transformation, outreach, beauty, music, etc.)
2. What are you asking a Ministry Minute Speaker to do exactly?
 - a. Each speaker is designated to speak on a specific Sunday and so it is vital that they choose a Sunday that they will be willing to be in church to speak—and not change this commitment except in an emergency of life or death.
 - b. Each Ministry Minute speaker is asked to draft a written statement (3 minutes / 500 words) or sit with a staff person so that from an interview, a draft can be ghost-written for them. This statement must be authentic and natural, but it is a script so that a speaker does not go on too long (beyond 3 minutes), or speak too fast as is often the case when nervous.
 - c. A summary statement (1-3 sentences / 50 words) is then drafted by staff and checked with the speaker. This summary phrase will appear in the campaign literature with the speaker’s photo. These printed and soft (email) materials will be sent to all members and will be on the website. Speeches will also be on the website and communicated in some campaign materials.

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RESOURCE 2.40 (CONT.)

- a. A digital photo of the speaker or speaker and family is taken or identified for campaign materials (above.)
- b. One session of rehearsal in person or by phone or skype will be set in early September.
- c. Each Ministry Minute Speaker has his/her own Stewardship Commission liaison who also:
 - calls the week before to remind them of their speech and to check on them.
 - calls the night before to confirm that they will be there and where and when to meet them at the door.
 - attends all the services on that day,
 - greets and ushers the speaker after each service to prepare for the next one. Speakers speak at all three services and on front of a camera on the day of their speech).
 - makes sure the speaker knows where to sit, what movements happen at the different services, how microphones work, and what to do between services.

Thank you for recruiting all eight speakers (eight weeks) and two understudies by Mid-August.