

## CAMPAIGN RESOURCE

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# Where to Begin

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### **What is your calling, your spiritual occupation?**

- » What would you do if money or circumstances were not a problem?
- » What must you do to stand before the Lord without regret, in terms of service assignment?
- » What is God asking you to do in this current season, as His servant? What must you do to obey?
- » Write out your vision and pray. Keep doing this until you can state your vision in a sentence or two.

### **List of names**

1. **Create a list of names**
  - » If you know their names and they know yours, put them on the list – regardless of age, income, and giving history.
  - » You may not ask everyone on the list, but write them down anyway.
2. **Divide your list into three groups: A, B, and C**
  - » Group A: your best relationships and those you feel are most likely to partner with you, if you were to ask them
  - » Group B: acquaintances and causal friends who you're not sure what would happen if you were to ask them
  - » Group C: those you don't have much contact with currently
3. **Create a plan**
  - » Reach everyone on your list, in the most personal and practical way.
  - » Create a schedule to connect with everyone on your list. Using a combination of emails, Facebook, postcards, and phones calls. Connect in a way that's appropriate to the level of relationship.
  - » Reach out to them often.

### **Pray for**

- » Everyone on your list
- » Your calling
- » Wisdom

- » Hearts to be stirred
- » Connection with those hearts

### **Educate yourself about partnership development**

- » Study Partnership Development training notes
- » Read books
- » Search online

### **Start the contact process**

- » Start with your home church, if possible
- » Attend prayer meetings, visit small groups, post strategically on Facebook, go to church functions, attend weddings and parties

### **Start writing your letter**

- » Review PD training session 9 Letter and Postcard
- » Write your letter, comprised of four main parts:
  - i. Mention full-time ministry, that God has called you, your excitement
  - ii. Your need to raise up a team for prayer and financial support
  - iii. Invitation
  - iv. You will be contacting them soon
- » Handwrite a postscript (PS) at the bottom of the letter
- » Send your letters
  - i. Only send as many letters in a week as you can schedule appointments in a week
  - ii. Don't send 40 letters, as you could not possibly have that many appointments in a week
  - iii. Schedule 15–20 appointments in a week (maximum)
  - iv. Send slightly more letters than appointments
  - v. Don't start sending letters until you are ready to have appointments

### **Send your postcards**

- » Hand-written; 2–3 sentences long
- » Convey excitement, calling, partnership or invitation, looking forward to share

## **Make your calls**

- » Call at peak times
- » Confirm you have the right person and that it is a good time to talk
- » Make small talk; listen well
- » Ask if they had a chance to read your letter
  - i. If they have read your letter, move towards the appointment
  - ii. If they have not read the letter, shut down the call, and be proactive and set a time you will call back in 4–5 days
- » Don't tell your story on the phone
- » Be flexible and do what works for them
- » Confirm time and location
- » After the call, update the partner profile and send appointment reminder, if there is time

## **Go to your appointment**

1. Prepare for the appointment
  - » Make sure you have your appointment kit
  - » Make sure you have all of your appointment materials
  - » Make sure you have the appointment location address, directions, and time
  - » Go through your pre-appointment checklist and review notes
2. Go to your appointment (do not be late!)
3. Small talk—be a friend, listen well
4. Sharing—you can use your letter as an outline
5. Answer questions—be flexible, but stay on track and listen well
6. Invitation—look them in the eye, ask if they would partner with you in ministry (do not draw back), and wait for their answer
7. Respond accordingly
8. Have them fill out partner response card, and share giving instructions
9. Fellowship
10. Send thank-you card after your appointment, regardless of the outcome

### **Post-appointment**

- » Follow up with any appointments where a decision was not made
- » Start sending them your newsletter
- » Expand your team
- » Follow up with your team with letters, calls, postcards, and face-to-face visits
- » Pastor your team well

### **Helpful reminders**

- » Practice calls and appointments (see PD training notes for mock examples)
- » Start weeks ahead of time, plan well, and stay organized, as this will assist you with managing the process and help keep you on track