

YRSC report to BOT – December 2015 (M Money, D Smith – co-chairs)

The majority of the December meeting focused on the 2016 canvass. Below is the draft plan.

Draft Plan for 2016 Canvass

March 12 and 13:

- Steward Training/ Prepare for 1-1 meetings**, consistent / accurate message
- Mail out a postcard letting people know about the 2016 Canvass/ canvass events
- Approach BOT, Committee chairs and possibly a few large donors to kick-start the campaign.

March 19th: Leadership Event – late afternoon

March 20th:

- Canvass Kick-Off Sermon: Rev John
- Explanation from pulpit on how the 2016 canvass will be executed.
- Testimonials at each service
- Lobby Table to sign up for 1-1 / Pledge Cards

March 27th: Easter

- Testimonials at each service
- Lobby Table to sign up for 1-1 / Pledge Cards

April 2. Saturday: Spring Fling w/ theme of Generosity:

April 3.

- Testimonials at each service
- Lobby Table to sign up for 1-1 / Pledge Cards

April 17: Last canvass Sunday

- Testimonials at each service
- Lobby Table Pledge Cards

April 17: Mail out all pledge cards not yet signed. Request return by April 30th.

** Stewards will meet with Pledging Units 1-1, similar to the “visiting Stewards” of 2013. Can meet in sanctuary before, between/ after services on Sundays between March 27th and April 10. (FOUR Sundays). Stewards will receive training on a script/ discussion suggestions. Can choose to meet people at their homes.

NOTES: No Pot-Lucks, but focus the “fun” element within the Spring Fling.

Use same logo as last year. Consistent branding!

Craft a brochure that is clear and concise and consistent with the language of the Stewards.

Banner similar to one used for Volunteer Fair – MJ Cross to f/u with NLDC.