



PLEDGE AND PLATE RECOVERY AND GROWTH PLAN (*BASIC*)

APPENDIX

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SAMPLE STATEMENT OF IMPACT

The Impact of the Crisis on our Congregation

COVID-19 is having a profound impact on (Congregation). This time last year, we had received \$x and in the current environment we're anticipating a shortfall of \$y. This anticipated loss in pledge and plate income has impacted us on several levels.

- Our staff has been affected in the following ways...
- We have had to suspend...(ministry, programs, etc)...
- Our financial position has been affected as follows...

While we have the day to day realities of running our congregation remain, our immediate priority is to ensure that we can minister to one another and those most in need in our community, especially in relation to XYZ ministries. This requires increased and sustained charitable support.

Some families have been coming forward to ask how they can help. Our goal is to speak with everyone in the congregation about the impact COVID-19 is having on the congregation's ministry and to explore their potential charitable support, especially pledges over time and gifts via our e-giving platform.

PLEDGE & PLATE RECOVERY AND GROWTH COORDINATOR DESCRIPTION

If possible, appointing someone at the church to be the Pledge & Plate Recovery and Growth Coordinator will help organize and drive activity. The coordinator's main responsibilities would include:

- Accessing and organizing the church's database of congregation-wide contact information – email addresses and phone numbers for registered families.
- Accessing giving information (if available) for registered families and identifying the top supporters and most active members of the congregation.
- Acting as a liaison between CCS and the church if requesting CCS's support in identifying potential top supporters for the church.
- Setting up electronic payment methods for the church, if they do not exist already, such as Vanco and ensuring those payment methods are clearly visible on the church's website and/or Facebook page.
- Gathering content from the Diocese and church leadership to share in bulletins and e-blasts to the congregation.
- Ensuring the availability and access to an email platform such as Flocknote or Constant Contact for communication with the congregation.

VOLUNTEER DESCRIPTION AND RECRUITMENT

Characteristics of a successful volunteer:

- An advocate for the plan.
- Knows the congregation well.
- Has relationships in the community and is empathetic.
- Is willing to lead by example financially, by making their own sacrificial gift or pledge.
- Demonstrates interest and enthusiasm.
- Makes the congregation a priority.
- Committed to reaching out to potential supporters and following-up regularly.
- Inspires others to volunteer and contribute.

Sample Volunteer Recruitment Talking Points

- Stewarding our supporters, now more than ever, is essential for our congregation’s future.
- To be successful, we are asking everyone who is able to join together and do their part.
- You are one of the first people I thought of...
- My hope is that you will join us on a conference call this week...

ELECTRONIC ENGAGEMENT CHECKLIST

Must Have	Helpful to Have	Have If You Can
<input type="checkbox"/> Website (or Facebook page) <input type="checkbox"/> Access to congregant emails <input type="checkbox"/> Ability to generate regular e-blasts <input type="checkbox"/> Ability to receive pledges and pledge payments electronically	<input type="checkbox"/> Easy-to-Access online giving portal (such as Vanco) <input type="checkbox"/> Virtual prayer group / Bible studies / Sunday School <input type="checkbox"/> Ability to livestream services <input type="checkbox"/> Ability to conduct video conferences for vestry and ministry meetings	<input type="checkbox"/> Ability to create and deliver daily or regular video messages to congregation <input type="checkbox"/> Staff member dedicated to hosting church webinars and livestreamed services and posting videos online <input type="checkbox"/> Other social media channels

WEEKLY TRAINING TOPICS

CCS seeks to provide weekly training sessions for church volunteers and leaders. Topics include:

- Identifying and segmenting supporters/givers within your database
- Discussing best practices for leveraging congregation-wide technology in times of crisis and engaging families with virtual tools for communication
- Moving a donor through the cultivation process
- Making the ask

SAMPLE STEWARDSHIP LETTER

Dear Friends,

I am writing to you today, to address some concerns you may have regarding COVID-19 and how our church is responding to the situation. First, I want to assure you that you and your loved ones are in my prayers during these uncertain times. I also want you to know that I, and all the clergy and staff here at **[insert church name]** are available to you when needed.

Few of us have experienced a situation such as this in our lifetime. Scripture reminds us “*that all things work for good for those who love God*” Romans 8:28. Please do not lose hope. Remember, God is still in control. He is the master, and we must depend on Him, and Him alone.

[Our church] has implemented several recommendations to address the current situation.

- Livestreams/video content?
- E-blasts/other regular communications?
- E-Giving options (if new)?
- Information and resources?

Finally, I want to remind you that our congregation relies on your support both spiritually, as well as, financially. We still need to pay our bills, and our staff. So, if you find it in your heart to do so, we welcome your offerings. If you cannot mail your weekly contribution to the church, perhaps you can consider sending your contribution via **[Online Payment Method]** through your financial institute or via our online giving portal: **[insert portal address.]**

Please join me in prayer for the repose of those who have died, for the recovery of those who are sick, for the strength of healthcare workers and caregivers and for an end to this health crisis.

Sincerely yours in Christ,

Insert Pastor Signature

Pastor Name

Pastor

SAMPLE CONGREGATION WIDE EMAIL

March 31, 2020

SAINT MARK'S EPISCOPAL CHURCH —MYSTIC, CONNECTICUT— THE eTALE



VISIT OUR
WEB SITE

CALENDAR OF
EVENTS

LAST SUNDAY'S
SERMON

UPCOMING
SUNDAY

COVID-19 Update: Reframing Social Distancing as "Compassionate Retreat"

Dear Friends,

My sister, Melinda, is a source of inspiration for me and has been since my late teen years when I watched her battle through many and varied assaults of mental illness before emerging on the other side. She is a writer, too, and this fall will have a book published - a fusion of yoga and the rule of St. Benedict. Today on her website she wrote something that I'd like to share with you, a reframing of social distancing. Melinda says this:

Social distancing, while accurate, is not a term I like. Christine Valters Paintner has reframed this as "compassionate retreat." I like this because it suggests an action that comes from a place of love instead of a place of fear. We retreat out of respect for one another. We retreat out of a recognition that if one of us suffers, we all suffer. We retreat not in the sense of an army leaving a battle but in the sense of taking a step away from our usual modes of being and opening to something new.

For some this compassionate retreat is a welcome respite (hello my fellow introverts!), for others a terrifying place of isolation and anxiety. Whatever our circumstances, we are all, as a global community, thrust into the unknown and forced to live more fully in the present.

"Compassionate retreat" reframes our current societal action so that it comes from a place of love instead of a place of fear. This reminds me of something else I saw recently online, a picture of a sign taped to a telephone poll that read:

And then the whole world walked inside and shut their doors and said, "We will stop it all. EVERYTHING. TO protect our weaker ones. Our sicker ones. Our older ones. And nothing, NOTHING in the history of humankind ever felt more like LOVE than this."

While we may not have answers to how long we'll be retreating compassionately, while we may not be able to foretell the lasting effects of this crisis, we do know that love compels us in our current actions - love for the most vulnerable. And love is of God.

St. Paul reminds us that "faith, hope, and love abide. And the greatest of these is love." Love abides - in the midst of fear, anxiety, and isolation, there is love. God invites us to discover what are the ways that we can show our love in this time of crisis. Be it sewing masks, be it homeschooling a child. Be it grocery shopping for a neighbor. Be it simply staying home when you're well past stir-crazy. Please take stock of your current mode of being and see how many ways you are showing love in this moment.

And please see below for information about how we are helping to facilitate that love from St. Mark's. Remember, the church is not closed (though the building is). The church (that is, the people) have been deployed into the world. And we can make a difference there. Please contact me via email (rector@stmarksmystic.org) or phone (860-448-5881) if I can be of any service to you - connecting you to others or just being a listening ear.

New Directory and Database

Be on the lookout for an email from our new database service, Breeze Church Management, which our church administrator Madeline Wilson has been hard at work creating in the last few weeks. The email will prompt you to make a unique log-in for yourself. Once you do that, you will have access to our up-to-date member director, plus you can update your own information. Breeze will allow us to start taking online pledge payments soon, once we get it linked with our bank. If you don't get an email from Breeze, let me know and I will make sure your info is correct in the database.

May God bless you and keep you, and may the peace of God that surpasses all understanding be with you always.

Deep peace,



The Rev. Adam Thomas

Rector

P.S. In response to several folks who have asked me to consider some wonderfully innovative ways to distribute palms or Holy Communion in the upcoming Sundays, I wish I could. However, at the direction of the bishops, clergy have been asked not to take any action that will encourage parishioners physically to come to the church or the church parking lot for any reason. With that in mind, I thank you for your suggestions, and conclude that our "compassionate retreat" also covers these things.

St. Mark's Live Stream

Our first foray into live streaming on YouTube worked swimmingly last Sunday. If you missed it, you can watch by clicking [this link](#).

To access our live stream, all you need to do is click [this link](#) or click the image. You can also always find the live stream by going to our website at stmarksmystic.org.

ST. MARK'S
LIVESTREAM
Sundays @ 9 a.m.
Mondays @ 11 a.m.
Wednesdays @ 11 a.m.
CLICK HERE



How You Can Help

Donation of Critical Supplies

Not unlike many hospitals across the country, our local hospitals are starting to run low on basic medical personal protective equipment (PPE) as they begin to treat a growing number of COVID-19 patients. Our health care providers are the front line of defense, but they cannot protect us unless they can protect themselves.

You can donate supplies to local health care providers by filling out the form at this [link](#). PPE needs include: N95 respirators, face masks, face shields, goggles, surgical gowns, and gloves (nitrile or non-latex). Supplies are only being accepted if they are new (not expired) and unopened. If you have masks or other PPE that do not meet the new/unopened criteria, please contact Eric at eric.bookmiller@gmail.com to see if there are others that can benefit from the donation.

Did you know many of the dust masks typically bought at hardware stores are N95 rated? These masks are used by the medical community to protect against coronavirus and have "N95" printed on them. Please check your garages and hobby shops, you may be surprised at what you find!

Shopping for Seniors

Please let us know if you would like someone to shop for you. We have several of parishioners who have expressed a willingness to help out our population of seniors by doing their shopping.

SAMPLE COMMUNICATION SCHEDULE

Proceed to appropriate letter based on most recent outreach

A. First Email / Commencing Communication (IF APPLICABLE)

- Dear Friends in Christ. I pray you are all safe and well. These past few weeks have been difficult for us all, and I hope you are able to keep healthy and maintain the physical distance as we navigate through this crisis together. As a congregation, we are not able to meet in person to worship together, but I hope we can continue to gather as a church and celebrate the fact that we are a wonderful faith community.
- Like you, I don't know how long it will be before we can worship in person again, but I do know we have the tools to build a virtual community that will help us get through this together.
- This email is our first attempt to get a virtual community together. Please share this with your friends who may not be on our email list and let them know that (Congregation) is going virtual, and that we want to be here for all of you. We'll be using (Constant Contact/Flocknote /other email program) to get us started, so please send them to this ([link](#)) to sign up!
- Please be on the lookout for more details in the coming days and thank you for your support.

B. Second Email / Introduce Constant Contact/Flocknote email program

- Greetings!
- Welcome to (Congregation)'s new email communication program. (IF APPLICABLE)
- Just because we are physically separated does not mean we need to be socially separated. I look forward to updating you regularly on what is taking place and the ways we can all continue to build our virtual church community. In addition to these emails, we are working to update our social media communications by posting more frequently on (Facebook/Instagram/Twitter) and we are working toward our ultimate goal of worshipping together each Sunday online.
- Thank you so much to each of you who have emailed (me/us) these past few days and weeks with your prayers and request for prayers. I can't wait to have a more visible, functioning online community so we can support each other the way you have been supporting (me/us).
- Please share this email with your friends and encourage them to sign up for our (Constant Contact/Flocknote) email list if they aren't receiving these communications. It's pretty simple, and the emails look great on mobile devices. Click here to [register](#).

C. Third Email – Give them an update

- Many of you have asked how (I am/we are) doing. Thank you for your concern. Like you and your family, this crisis has brought many changes to (Congregation) and our staff. Following the Governor’s orders, (Congregation) closed the church office on (Date) and staff started working remotely. We have tried hard to keep up with Sunday School, calls to the homebound, virtual meetings with (Vestry, marriage prep, baptism prep, bible studies, etc.), but we know there is so much more to do.
- I worry about our seniors who don’t have email and who so look forward to weekly visits from me or our extraordinary ministers. I think about those who aren’t tuning in to livestreamed services and did not get to hear the Gospel message this Easter season.
- But I am heartened by your prayers and our shared desire to keeping this congregation strong and our faith community stronger during these trying times.
- I know we all feel sorrow at not having the opportunity to worship and pray together. When lead a worship service with just a handful of participants, I feel that sorrow as well. I encourage everyone, including myself, to hope and pray. This is a special time to come close to God.
- Finally, this crisis has taken its toll on everyone in many ways – including financially. This includes (Congregation). Without our ability to pass the plate during worship, our congregation will soon find itself in a dire situation. Most of our members use this time to pay their pledges and make special offerings, and I’m sad to say that our income is way down this past month.
- We are faced with the responsibility of trying to keep up with the expenses of our church, and also paying salaries for staff. I am grateful to those of you who have continued to mail in your pledge payments and I humbly ask that you each please remember (Congregation) by keeping up with your pledges if you can. You can do that by either mailing your donation directly to the office, or by signing up for Online Giving. To give in this way, go to (website link), click on the online giving icon, and follow the simple prompts.
- Thank you for your continued support!

D. Fourth Email – Going Virtual (IF APPLICABLE)

- Dear Friends in Christ. I hope and pray that you are safe and well. I have some encouraging news to share as we build up our virtual community in (Congregation): we have scheduled our first live-streamed worship service for (Date)! This is both exciting and nerve racking for me as I’ve never done such a thing before. In advance of (Date), we’ll conduct a trial run by going live and testing if people can see and hear us well. Please follow us on our (Facebook/YouTube) page if you aren’t already - and be on the lookout for our test date.

- While we remain physically apart, it is important to remember that we can remain spiritually close. I hope you can take this time to dedicate a little more of that time to prayer, and to consider praying together with your family and other members of the (Congregation). Please be on the lookout for invitations to join virtual prayer groups we'll be launching in the coming weeks.
- Don't forget to check out our website, our bulletin, our (Facebook/Twitter) page, and my weekly video message for more updates on what we've got planned. Please also make sure to sign up for our (Constant Contact/Flocknote) so that you can stay up to date with our announcements and communications. If you would like to sign up for our updates, please click [here \(link\)](#).
- Please do not hesitate to contact me with any of your questions or concerns via email at (email address).
- Thank you!

E. Fifth Email – Revenue Update

- Even with the many stories we have heard over the past few weeks about acts of humanity and kindness in the face of the coronavirus pandemic, the constant flow of news has been frightening. However, we cannot let the crisis cast a shadow on our vision of the light of Christ's Resurrection. Just as the darkness of Good Friday was cast away by God's victory over death, so too will our suffering point towards salvation if we unite behind the teachings of Jesus.
- Unfortunately, (Congregation) has not been immune to the effects of the virus. Our pledge collections have fallen significantly below our budget and have been much smaller compared to the weeks surrounding Easter of years past, as our revenue is down by XX%.
- (Congregation) relies on the generosity of our members to remain operational so I ask that you give if you can. You always have and I know you will.
- Pledge payments can be made on (link to website) or you can mail your check to the church office: (Mailing Address)
- In closing, I pray for your health, well-being and peace for you and your family. I look forward to the day we can join once again in the house of God.

F. Sixth Email – Ask for Support

- These are uncertain times we're facing. Uncertain as a church, as neighbors, and as the world. But we rest upon our Lord's unending love and perfect plan; as we celebrated the resurrection of Jesus Christ, we also celebrate the truth of his presence and peace.
- You and your family have been in my prayers. I pray for your health and safety at this time, as well as for our local and national leaders, frontline responders, and those patients suffering and/or recovering from of COVID19. Both the (Congregation) staff and I are here to support you and provide assistance to you and your loved ones where we can.
- As I'm sure you can understand, the past ## weeks have been very hard on our church's finances. The lack of a weekend collection has severely impacted (Congregation)'s revenue and we have been dipping into our reserves to keep up with our expenses. We have also had to make some difficult cuts to hours and wages.
- I am concerned for our staff and former staff – who are so dedicated to (Congregation) and their faith but who – like you – are concerned for their own economic security.
- (Congregation) relies on your support, both spiritually and financially. While Sunday Worship and activities at the church have been suspended for the time-being, we are still reliant on your faithful stewardship to maintain our operations. This is a very uncertain time for many of us, however, the drop in income will have a significant effect on our congregation's activities, ability to pay essential bills, and staff size.
- I am grateful to those families who have offered special gifts and/or have continued to make pledge payments during these past few weeks by mailing in their payments or by giving electronically. I know that some of you have are facing severe financial difficulties, and I hope you know that we are all praying for you in your time of need.
- While the plate cannot be passed on Sundays, I ask you to please consider one of our alternative options of giving:
 - i. Donate online using this link [Insert online link URL]
 - ii. Mailing your envelope/weekly contribution: [Mailing Address]
 - iii. Dropping it off using our mail slot: [Instructions, if available]
- We also would like to encourage you to sign up for our Constant Contact/Flocknote so that you can stay up-to-date with our announcements and communications. If you would like to sign up for our updates, please click [here \(link\)](#).
- Few of us have experienced a situation such as what is happening with COVID-19 in our lifetime. Scripture reminds us “that all things work for good for those who love God” Romans 8:28. Please do not lose hope. Remember, God is still in control and will give you peace.

SAMPLE BULLETIN MESSAGES

Because you may not have the email and mailing address of everyone attending services, an offering letter won't reach everyone. That's why we've included a few offering messages to include within your church bulletins online.

Sample Covid-19 church bulletin message electronic giving template 1:

In our church and across New Jersey, we have not been able to worship together.

However, we cannot let the crisis cast a shadow on our vision of the light of Christ's Resurrection. Just as the darkness of Good Friday was cast away by God's victory over death, so too will our suffering point towards salvation if we unite behind the teachings of Jesus.

Unfortunately, our congregation has not been immune to the effects of the virus. Our weekly collections have fallen significantly below our weekly budget and have been much smaller compared to the weeks surrounding Easter in years past, as our revenue is down by XX%.

(Congregation) relies on the generosity of our members to remain operational so I ask that you please maintain your pledge commitments if you can.

Members of (Congregation) have always been generous and I know you will give as you are able. Donations can be made on [link to website] or you can mail your check to the church office: (Mailing Address).

Thank you!

Sample Covid-19 church bulletin message electronic giving template 2:

As I'm sure you can understand, the past ## weeks have been very hard on (Congregation)'s finances. The lack of a weekend collection has severely impacted (Congregation)'s revenue and we have been dipping into our reserves to keep up with our expenses. We have also had to make some difficult cuts to hours and wages. I am concerned for our staff and former staff – who are so dedicated to the parish and their faith but who – like you – are concerned for their own economic security.

(Congregation) relies on your support, both spiritually and financially. While Sunday services and community activity have been suspended, we are still reliant on your faithful stewardship to maintain our operations. This is a very uncertain time for many of us, however, the lack of a weekend collection will have a significant effect on our activities, our ability to pay essential bills, and our ability to maintain operational staffing levels.

I am grateful to those families who have continued to maintain their pledges during these past few weeks by mailing in their gifts or by giving electronically.

While the plate cannot be passed on Sundays, I ask you to please consider one of our alternative options of giving:

- Donate online using this link [Insert online link URL]
- Mailing your envelope/weekly contribution: [Mailing Address]
- Dropping it off using our mail slot: [Instructions, if available]

I know that some of you have are facing severe financial difficulties, and I hope you know that we are all praying for you in your time of need.

Below are additional sample bulletin messages offered by Vanco.

Bulletin Message 1 – Online Giving

Make offerings online this month! Throughout the year, many of you already support the congregation with your time, talent and financial contributions, but greater participation, especially during this difficult time, is always welcome. While the plate cannot be passed on Sundays, we encourage you to consider our electronic giving program. We accept donations made from your bank account and credit card or debit cards. It takes just a few minutes to set up a recurring giving plan. To learn more, visit the church website [INSERT WEBSITE] to locate the donation link. We thank you for supporting our mission!

Bulletin Message 2 –A Special Message for Visitors

During this trying time, we extend a warm welcome not only to our current congregation members, but also to their families and friends and our visitors. If you are not making regular contributions, we hope that that you will consider making a gift to the support of our congregation. Your donations now and throughout the year are needed and greatly appreciated. Consider our eGiving options. The church offers convenient eGiving options that allow you to make a one-time gift or establish scheduled, recurring gifts, including [INCLUDE ALL eGIVING OPTIONS AVAILABLE AT YOUR CHURCH]. We highly recommend eGiving for visitors and others who wish to express their support during this time.



Did you know we offer electronic giving? You can contribute anywhere, anytime right from your computer, smartphone or tablet.

- Give online by visiting our website at and clicking "Donate" -
- Download our free GivePlus mobile app from the App Store or Google Play.

Get started today! Download our mobile app or visit our online donations page to set up your online contribution.

Vanco



Giving online is fast, easy and secure. Never worry about bringing your checkbook or cash again – you can set up recurring payments, so your donations continue even when you forget.

1. Visit our website at
2. Locate the Give Online button.
3. Donate!

To learn more about giving online, visit our website or contact the church office.

Vanco

SAMPLE ELECTRONIC COMMUNICATIONS

COVID-19 eGiving email template to send to members:

Dear [church name] member—We're getting in touch today as our habits change amid the COVID-19 spread.

This is a difficult time as we are unable to convene church services, but our work supporting members and our community will not stop because of this public health challenge.

We know that supporting [church name] is important to you. This is a friendly reminder that [church name] uses [Vanco eGiving tools / or insert whatever e-Giving tools you have], so you can continue to support our work using [eGiving tools your church has].

[church name] is a strong community. We will weather this together, even if we're not all in services. We appreciate your giving, and we do important work with members' generosity. As we alter the way we operate, please consider making a gift via eGiving.

Thank you,
[Name]

COVID-19 parish social media electronic giving templates:

- The ministry and mission of (Congregation) continue especially in these trying times. Your support is more critical now than ever. If you are still able to make your gifts to the church, please use our eGiving tools. [Link to parish website with eGiving tools listed.]
- (Congregation) is unable to host Sunday services because of the public health concern. But you can still make a donation to support the critical works of our church and to ensure the congregation can remain sustainable during the shutdown. Use these eGiving tools. [Link to parish website with eGiving tools listed.]
- (Congregation) is a resilient community! Our important work continues through this public health emergency. We hope to soon be able to worship together as a community, but until then we need your support. You can continue to support our community with eGiving. Give today: [Link to parish website with eGiving tools listed.]

ASKING FOR SUPPORT

Preparation

Attend trainings and equip yourself with the appropriate talking points (such as the impact statement) and an understanding of the various vehicles potential givers can use to support the church.

Develop a positive attitude

Because we are asking for charitable gifts, many volunteers do not solicit as effectively as they might if they were making a major presentation for business purposes. They often do not ask for the gift and leave it to the potential donor to “be inspired” and offer a gift – hopefully at the exact level that is needed for success.

Ultimately, the ability to successfully conduct a request is based largely on your ability to recognize the importance of this effort and also your commitment to the plan. Keep in mind that this is your church, and you are asking people who already faithfully support the congregation’s mission. The cause you represent is strong, worthwhile, relevant, and urgent.

Know the case

Before making the first phone call to your assigned congregants, review all materials – especially this plan and understand the financial risks the church currently faces. You should be familiar enough with congregation’s needs and plan for sustainability during this crisis to answer simple questions raised.

Make your own gift first

The most important step before asking anyone to consider a pledge is to make your own financial gift to the cause. Your belief as an advocate for the church and its needs demonstrated through a pledge, will make it easier for you to ask someone else to support the effort.

Asking for support

- “In order for the church to continue serving the community during this difficult time, we need generous support from dedicated congregants.”
- “Volunteers like myself are approaching those who care deeply about (Congregation) and may be able to consider a special gift to sustain the church during these difficult times.”
- “So far, we have been successful in raising \$_____ in special commitments from only a handful of supporters.”
- “As we continue to build momentum, additional support is needed.”
- “These gifts will not only enable the church to keep its lights on, pay its staff, and continue serving the needs of the community but will also inspire others to consider extraordinary levels of support as well.”
- “[Prospect Name(s)], you have been a generous supporter, and you understand our needs.”
- “While I do not know what your other financial obligations are, I ask that you prayerfully consider making a gift of \$_____ that can be spread out over a few months if needed.”

Anticipating likely responses:

Prospect Response	Your Answer
I would like to make this commitment.	<ul style="list-style-type: none"> • Accept the gift with thanks and gratitude. • Assist them in filling out the pledge form to document the commitment and the fulfillment schedule.
We need more time to consider your request.	<p><i>This is a POSITIVE reaction to the request – it is critical to schedule a date/time to conduct a follow-up conversation to confirm their decision.</i></p> <ul style="list-style-type: none"> • Thank you so much for your consideration – please know that I didn’t anticipate that you would be able to provide a formal decision today. • Are there any other questions that I can answer that would help you to make this decision? • Could we look at our calendars to schedule a time to have a follow-up conversation about this request?
We will support the campaign, but not at the level you have requested.	<p><i>Attempt to defer an immediate decision so that they may have time to consider the best gift they can make.</i></p> <ul style="list-style-type: none"> • Thank you for that generous pledge – please know that I did not anticipate a decision today. I know that my request has given you a lot to consider. • Highlight that most commitments can be fulfilled over a longer period. Being flexible in offering longer pledge payment schedules can mean larger gifts in the long run. • Establish a specific date to follow up with them about their decision (aim for a week from the ask date to maintain the urgency of the ask).
How did you arrive at this amount?	<ul style="list-style-type: none"> • We do not know what your financial obligations are but: <ul style="list-style-type: none"> ○ We do know that support at this level will have a significant impact on our congregation. ○ In order to achieve our goal, many other gifts at this level are needed – we were hoping that you would be able to be one of these supporters.
I am over-committed as it is. I will continue to maintain my current level of giving but cannot make a larger gift.	<ul style="list-style-type: none"> • Thank you for your continued support – it is essential to (Congregation)’s ongoing operations. • We anticipate losing XX% of our funds this quarter due to the COVID-19 crisis. We’re asking if you could increase your pledge support at this time, perhaps over a few months, it will ensure that we are able to fulfill urgent priorities. • I did not expect a decision today and would like to ask if you would consider what you can do to support us during this difficult time and speak with me again next week.
No	<ul style="list-style-type: none"> • Thank you for considering the request – I did not expect a decision today. • To reiterate, we are asking people to support this us at this time because: <ul style="list-style-type: none"> ○ <i>State financial impact of the crisis and the ministries and programs that are affected as a result</i>