**Following up responses after a giving campaign**

Thank you for agreeing to follow up responses after the recent giving campaign. Your input will make a real difference to the success of that campaign.

There are several reasons why people don’t return their confidential response form by the date requested after a giving campaign.

* They may be unhappy with the whole idea of being asked to review their giving
* They may have an issue with something which is happening in the church
* They may be in a position where they can’t increase, and feel embarrassed
* They may be unsure how to complete the forms
* They may intend to fill in the form, but haven’t got around to it yet

The clear objective of following up after a giving campaign is to encourage collection of as many responses as possible.

**How does it work?**

* The church family has been reminded and encouraged to return their response forms on more than one occasion since the presentation (or receiving the giving materials if there was no presentation), either during the notices or in the pew sheet, or by email.
* Please make contact with each person on your list. Ideally this would be in person, but phone, email or social media such as WhatsApp or Facebook Messenger could work. Think about timing. When are they likely to be most receptive? (Probably not when busy preparing the meal or putting children to bed, for example.)
* ‘The ask’. This is where you ask people to respond to the request to review their giving.
  + Pray for yourself and the person you are about to approach. You are doing God’s work here and it’s good to keep God involved.
  + Be familiar with the content of the presentation, if there was one, or the materials which were sent out if there wasn’t.
  + Thank the person for their contribution to the life of the church, financially and in other ways.
  + Make it crystal clear that what they give is their business, that the response form is confidential and only the treasurer will know how much they contribute. Then ask them to make their response. (Bring an envelope they can seal their response in, if necessary.)
  + Say thank you again, and return the response, unopened to the treasurer.

**Remember**

* You won’t come as a surprise – everyone will have been told to expect a contact if they haven’t returned their response form.
* This is a really important job, supporting the mission and ministry of the church.
* It can be a good opportunity to engage pastorally and in friendship with another member of your church community.
* What is the worst thing which could happen? Someone may say no.