

Sample: Come and See Campaign Planning Overview

Resource 3.2



First week of Advent	Recruit the Come and See Campaign Sub-committee of the Membership Growth Committee.
Third week of Advent	Provide job descriptions. Campaign Design with detailed strategic plan is developed.
Epiphany	Adult Forum Training of the Congregation in the art of Outward-turning, Hospitality & Campaign Overview. Design direct mail and plan. Clergy, Vestry, and Committee Leaders are trained in the Come and See Campaign strategy.
February and March	Mail direct mail program begins to city/town neighborhoods.
March	Send and handout cover letter and pledge forms requesting Come and See Pledges to Raise People. Receive and manage C&S pledge forms.
Lent	Training #2 – How to approach, invite and receive new member prospects. Establish pledge tracking and follow-up/accountability process. Design and print visitor publications, membership forms and liturgy orientation cards. Design Come and See experiences in all public events (liturgies, concerts, education offerings, etc.) a member of your congregation may invite a friend to visit any one of many different expressions of your church's life together. Recruit needed volunteers. Clean, fix, paint physical plant.
Lent	Encourage invitation conversations of parishioners with those on pledge forms.

Sample: Come and See Campaign Planning Overview

Resource 3.2 (cont'd.)

Membership Growth Campaign Goals

Respond to pledges	Send letter thanking them for their invitation and companionship.
Congregation report - eNewsletter	Tell the congregation how they did, metrics, and plan for next year.
Evaluate campaign	Evaluate what went well, not so well, needs to be changed.
Plan next campaign	Begin planning during Annual Giving Pledge Campaign (Fall).