

# Easy Steps for Conducting Your Appeal

This is an easy reference guide for conducting a successful and spiritual appeal that fits the needs of your congregation. Congregations have been successful in raising funds by following one of these five plans. Each plan is unique in its approach but they all share three core elements of a successful campaign which are: **recruit, educate and invite!**

## Plan 1

Is a highly personal approach, and has been the most successful appeal strategy to-date. Congregations have raised 100% to 400% of their appeal goals using this plan.

1. Organize a team of four to six leaders
2. Invite them to give personal support
3. Identify other mission-minded members of the congregation
4. Campaign team asks these folks for support
5. Preach about the **Fan into Flame** goals and objectives from the pulpit
6. Publicize the success of the effort through stewardship focused bible studies, newsletters, and bulletin inserts
7. Mail letters and literature to inform the congregation (samples will be provided)
8. Hold Commitment Sunday at worship services during the final weekend(s)

## Plan 2

A group oriented approach via cottage meetings. This plan has proven successful with congregations raising 100% to 125% of their appeal goals.

1. Organize a team of four to six leaders
2. Invite the team to give their personal support
3. Identify mission-minded persons for initial meetings to build a base of support
4. Hold additional cottage meetings to educate the congregation about the wonderful impact that **Fan into Flame** will have and the current success of the effort
5. Preach on the goal of **Fan into Flame** from the pulpit
6. Conduct stewardship or mission-focused bible studies
7. Publicize the **Fan into Flame** goals and objectives with enthusiasm via bulletin inserts and newsletters
8. Mail letters and literature to inform the congregation (samples will be provided)
9. Hold Commitment Sunday at worship services during the final weekend(s)

## Plan 3

Relies strongly on strategic and effective publicity, and has shown varying degrees of success with congregations raising up to 85% of their appeal goals.

1. Organize a team of four to six leaders
2. Invite them to personally support the effort
3. Utilize bulletin inserts, newsletters and pulpit announcements to educate members about **Fan into Flame**
4. Mail letters and literature to educate the congregation about the local and global impact of **Fan into Flame**
5. Preach about the **Fan into Flame** from the pulpit
6. Hold stewardship or mission-focused bible studies
7. Conduct two Commitment Sundays at worship services after an effective publicity effort has been conducted

## Plan 4

Tithe (or give another percentage) of the results of a local congregational campaign that is scheduled or was recently launched.

## Plan 5

Pledge a gift from mission allocated funds or your congregation's operating budget over a three to five year period.

### **For more information contact:**

#### ***Fan into Flame***

1333 S. Kirkwood Road  
St. Louis, MO 63122-7295  
1-800-977-2017  
jason.fox@lcms.org

***"Christ desires  
nothing more than  
that we speak of him,"  
Martin Luther***

