AMERICAN BAPTIST CHURCHES OF THE SOUTH

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A PROCESS FOR MAKING YEAR-END CONTACTS FOR MISSION SUPPORT

The following process has worked for the American Baptist Churches of the South and when customized for your Region, may be helpful to you.

1. Print out a year mission report for each of your churches and use it as a process sheet for recording details of your year-end contacts.

2. Analyze year-to-date support through to identify the contacts you will make and group them into these categories.

   A. Priority contacts because:
   - Giving is significantly behind last year.
   - Remittance timing is inconsistent with previous years.
   - One or more offerings have not been remitted.
   - Giving level is inconsistent with past years.
   - Church resources have changed and could lead to increased giving.
   - Giving is not keeping pace with budget work sheet.

   B. Secondary contacts for all of the above reasons, but where significance or potential is less.

   C. Gratitude contacts to thank churches with significant increases and encourage continued growth.

3. Make calls and record results on process sheets. This is the tedious but most important part and your results may be improved by using some of all of the following ideas:

   A. Set a goal for the number of calls you want to make and the results you hope to achieve.

   B. Choose the contact person carefully (pastor, mission treasurer, Mission Advocate, etc.) Choice should be based on nature of call: e.g. remittance timing is usually best addressed with the Treasurer; requests for more support, with the pastor or advocate.

   C. Try for a live conversation or if you must leave a message, give details and indicate that you will follow up soon. It is also a good idea to leave a return number and two or three specific times when you will be available at that number. (Pastors are reached more often in the morning, Treasurers in the evening.)

   D. Prepare for your call by reviewing data and determining your specific purpose for calling. State that purpose on the process sheet to be sure it is addressed.

   EXAMPLE: UM $49,000 behind last year.
   Last remittance in

CAUTION: When making year-to-date comparisons always check for late Remittances made for one year, but recorded the next.

E. At the end of your conversation, always repeat the action that will be taken… "Thanks for listening. My understanding is that you will talk with the Treasurer and try to determine why there have been no remittances since…"

F. Remember to include the following in every contact:

- gratitude for previous support the church has given;
- your willingness to come and thank the church in person as well as explain how their support was used; and
- date when mission support books close for the year and the importance of making closing remittances by that date.

G. In most cases send a follow up email or letter with the same action statements. In some cases it may also be a good idea to include a remittance form and response envelope. Highlight the lines on the form that relate to your conversation.

4. Keep a support summary (process sheet) to measure results:

Date contacted:
Church:
Expected Result:
Probable Result:
Actual Result:

This summary can also serve as a reminder when follow up is needed. Between January 2nd and the date the books close, it is a good idea to check the sheet daily and to make follow-up calls when "expected" or "probable" results do not materialize.

5. Send thank yous to anyone or any church that cooperated with this process. This is all part of the relationship building that will be useful next year.

6. Miscellaneous:
   - Not all users of this process will get the same results, but all users will get some results.