

Campaign News Letter Content

By Gordon D. Venturella

All newsletters will have the same format, layout and color scheme. They are to be mailed to everyone that is being cultivated in the campaign. Extras should be printed and available for Sunday services.

Newsletter #1

- Pastor's Vision (case) statement
- Names, pictures and job descriptions of leadership team
- Campaign calendar Highlight prayer event/small groups
- Gift Profile

Newsletter #2

- Letter from Campaign (Co) Chair
- Prayer Event and small group emphasis if it has not already occurred
- FAQ's
- Diagram/floor plans of construction/worthy cause

Newsletter #3

- Ways to give
- Stewardship Story
- Calendar
- Update on worthy cause
- Gift Profile
- FAQ's
- Benefits of new construction/worthy cause (who will this benefit and how)

Newsletter #4

- Highlight Commitment Sunday and Fellowship Event
- Show picture of sample commitment card
- Stewardship Story
- FAQ's