

Campaign Team Leader Job Descriptions

By Gordon D. Venturella

All team leaders will model sacrificial giving and make a financial commitment to the campaign. They will all be advocates of the vision and supportive of church leadership. All team leaders will attend the major meetings of the campaign.

- 1. Campaign Co-Chairs:** Highly respected in the church and highly committed to the worthy cause. They will convene key meetings, are among the first to share their stewardship story, regularly call and support the other team leaders, and are the primary lay liaison with the consultant. Co-chairs also host the leadership breakfast/dinner toward the end of the campaign.
- 2. Advance Commitments Event Team Leaders:** Will recruit a small team to host the Advance Commitments Dessert for all campaign leaders. Will publicly give their stewardship story at this event. Will also recruit and/or host those with above average giving potential in separate small groups.
- 3. Small Group Event Team Leaders:** Will build an organization or use existing small group structure to invite everyone in the church to a discussion about the campaign. Those attending will be given opportunity to ask questions about the campaign in a small group setting. This team will also conduct as needed informational meetings at the church for those unable to attend a small group. These leaders will recruit a large team of highly dedicated facilitators and hosts.
- 4. Fellowship Even Team Leaders:** This team will organize the celebration event after Commitment Sunday. They will recruit a small team that will have expertise in special event planning. This will include menu, site selection, entertainment and a special children's party.
- 5. Commitment Event Team Leaders:** This team may recruit from other teams to secure a highly committed group of people to follow-up on those not making commitments on Commitment Sunday. Every member of this team must have previously made a commitment to the campaign before they begin their follow-up. This group will also assist the pastoral staff in the actual receiving of commitments on Commitment Sunday and assist, if needed, totaling commitments on that day.
- 6. Prayer Event Team Leaders:** This team will recruit hourly prayer leaders and enlist prayer support for the campaign culminating in a 24-hour prayer event. This team will also distribute and collect prayer cards and make the pastoral leadership aware of any needs within the church during the campaign.
- 7. Communications Team Leaders:** This team will work with professional staff to create all the printed pieces for the campaign as well as any other media, such as video, that may be chosen. They will be the primary liaison with the printer and construction team and serve as the clearinghouse for FAQ's and other information deemed necessary for the success of the campaign. Their work will answer the questions, What are we doing? Why? Why now? What's my part?
- 8. Hospitality Team Leaders:** This team will recruit a large team to telephone the entire church to receive their reservation for the Fellowship Event. They will also assist the Fellowship Event team leaders on the day of the event as hosts.

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- 9. Administrative Team:** This team will consist of the Campaign Administrative Assistant and the Mail Coordinators.

The Administrative Assistant will send follow-up reminders to team leaders for key meetings and events and be a liaison with the consultant. This person will also reserve rooms and make sure refreshments are in place for primary meetings. This person will also make sure all mail lists are current and appropriate for the campaign mailings. They will also be a liaison between the Communications Team and the Mail Coordinators.

The Mail Coordinators will recruit teams to label, sort and mail all printed pieces for the campaign.

- 10. Follow-up Directors:** This team starts the first Sunday of the giving period. They will organize two Recommitment Sundays on the anniversary dates of Commitment Sunday, facilitate new members joining the campaign, and keep everyone informed for the entire 36 month period through quarterly newsletters and other appropriate strategies.