

What kind of campaign?

Fundraising	Stewardship
A steamroller to get the money	An intentional intervention
To sell the restoration, renewal and outreach	To engage a conversation about the strategic direction and the restoration, renewal and outreach
Training visitors to be fund raisers	Training visitors to be facilitators/guides
To guilt or manipulate	To build trust & openness
Asking people to give to a need	Educating people of our need to give
It's about getting a pledge	To empower a personal and corporate decision-making process