



***Imagine what could happen if everybody – churches, businesses, non-profits and government agencies in North Brevard – joined together, for 40 Days...with one purpose....to be generous.***

We don't have to imagine it, because we saw it firsthand in 2015. More than \$200,000 was raised for our community projects – the Salvation Army Transitional Family Housing and the Sandpoint Park Community Splash Pad. We also saw thousands of acts of kindness in our community. As a matter of fact, we're still seeing evidence of the initiative in the community – neighbors helping neighbors, or people randomly helping strangers or gifting them with a free meal. Even in its first year, the initiative was a huge success.

An effort like this doesn't just happen spontaneously. It takes a lot of work by hundreds of volunteers, and it takes money to make sure it is done right. In 2015, we were fortunate to have a few organizations and individuals that saw the potential and backed the idea, but in 2016 we need broad based financial support in order to continue the program. We also need committed volunteers to help steer the course of this powerful, community changing initiative.

## **2016 Outline**

Although we saw much success with fundraising for designated projects, the steering committee feels that in 2016 we need to focus our attention more on the acts of generosity throughout the community, and encourage organizations, families and individuals to identify their own projects and take ownership of fulfilling a need in our community. That will make this campaign less about the total dollars raised for projects, and more about the wide variety and depth of projects, programs, and acts of generosity that take place during the campaign.

Additionally, a focus group is writing a devotional specifically for this effort rather than using an already published document. We also are looking at overall cost reduction with the idea of offering an electronic daily devotional service, rather than mass printing the booklet. Although we will still print devotionals, the main focus will be on signing up people to receive daily e-mails and/or text messages with their devotional message. This will also allow us to easily offer a religious and secular track to encourage widespread participation.

## **Church Involvement**

### **Sponsorship**

This idea was born in the Church is One in North Brevard group, so there is a specific monetary way for our churches to get involved and support the administrative costs of this campaign. We have developed a program according to the input we received from churches, which is slightly different from the corporate solicitation that is also taking place.

#### **\$300 – Entry Level Investment**

Pledge to a six-month commitment of \$50 per month, and have your church listed at the appropriate level as a participating member in this campaign. Additionally, you will receive materials for promotion of the initiative for your use.

#### **\$450 – Mid Level Investment**

Pledge to a six-month commitment of \$75 per month, and have your church listed at the appropriate level as a participating member in this campaign. Additionally, you will receive materials for promotion of the initiative for your use.

## **\$600 – Top Level Investment**

Pledge to a six-month commitment of \$100 per month, and have your church listed at the appropriate level as a participating member in this campaign. Additionally, you will receive materials for promotion of the initiative for your use.

Sponsoring churches will be recognized in various ways, including but not limited to website listings, social media postings, and on printed materials where it is appropriate. All recognition will be done according to the level of financial investment, with Top Level Sponsors being recognized more often than Entry Level Sponsors. Churches may also consider participating as a Corporate Sponsor as an alternative to the above-outlined Church Sponsorship, and in that case, would be recognized as is appropriate for their corporate contribution.

## **Serve on the Steering Committee**

There are many roles waiting to be filled on the leadership team! Some of the areas where we need assistance are website maintenance, social media management, marketing and public relations, sponsorship solicitation, speakers bureau, finance, and more.

## **Spread the word with other churches and organizations**

With a limited budget, the best way to get people involved is through a very effective free advertising method....word of mouth! If you would be willing to help promote the initiative to other organizations and encourage them to get engaged, please consider making a commitment and listing who you are willing to contact.

## **Mentor another church**

If you participated last year and have an understanding of the program, you can serve as a mentor to another church, possibly one just getting involved. The idea is to have a group of church leaders that will work together to develop best practices and ideas to promote the initiative. It will involve regular communication with the leadership of at least one other church to insure their success.

## **Craft the daily messages - devotional**

This year we are drafting our own materials, including the daily devotional. We are looking for writers to work with others to draft the daily messages, which will be compiled into a printed document, but also will serve as the basis of our daily electronic messaging – our preferred line of communication for this year's initiative.

**Questions about participation or sponsorship?** Please contact Brienne Robertson (briennerobertson@hotmail.com) or Trey Gordon (tgordon@hopenb.org).

## Count us in!

Church/Ministry Name \_\_\_\_\_

Pastor \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Website \_\_\_\_\_

### Level of Financial Support

\_\_\_\_\_ \$300 (\$50 per month for six months)

\_\_\_\_\_ \$450 (\$75 per month for six months)

\_\_\_\_\_ \$600 (\$100 per month for six months)

### Additional Ways to Participate

\_\_\_\_\_ **We would like to join the steering committee!** We recognize that this is an enormous undertaking and are willing to help with the organization and implementation of the program.

#### Area(s) of interest

\_\_\_\_ Website maintenance    \_\_\_\_ Social Media Management    \_\_\_\_ Marketing/PR

\_\_\_\_ Speakers Bureau    \_\_\_\_ Sponsorship Solicitation    \_\_\_\_ Finance

\_\_\_\_ School Outreach    \_\_\_\_ Celebration Planning

\_\_\_\_ Other \_\_\_\_\_

\_\_\_\_\_ **We will help promote this initiative!** We will use the power of word of mouth and share this initiative with the following churches and/or agencies.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ **We would like to mentor other churches!** We are willing to help others and make sure this is a huge success this year.

\_\_\_\_\_ **We will help with the devotional!** We understand the importance of this foundation document, and we are willing to help draft the daily messages.

**Please return this form as soon as possible (today would be good) to Roger Hackenberg at [ihavehope@bellsouth.net](mailto:ihavehope@bellsouth.net) or fax to 321-267-3701.**