

Updated 01 16 2020

# More Than Words

THE CAMPAIGN FOR SCRIPTURE IMPACT

## Small Group Gatherings Training Manual



**Lutheran Bible  
Translators**





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ZACHARIAS ADVANCEMENT CONSULTING



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A photograph of two men in a room, likely a library or office. One man, wearing a patterned shirt, is seated and looking at a laptop. The other man, wearing a blue polo shirt with a logo, is standing and pointing at the laptop screen. A blue travel mug is on the table. The image has a teal overlay.

# Section I

## Small Group Gatherings



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## I Introduction

### I.1 *More Than Words* Campaign

Lutheran Bible Translators is propelled by a mission that is clear and compelling: “...***to make God’s Word accessible to those who do not yet have it in the language of their hearts.***”

As one of the leading Bible translations agencies in the world, Lutheran Bible Translators is one of ten major Bible translation organizations that serve together within a collective impact alliance with the goal that all people might have access to God’s Word by 2033.

#### Specifically:

**95% of the global population would have access to a full Bible**

**99.9% would have access to a New Testament**

**100% would have access to at least some portion of the Scripture**

The executive leadership of Lutheran Bible Translators recognizes that this cannot be accomplished by staff alone. It is only possible as patrons of the mission reach out to their family, friends and business acquaintances and help them become part of this tremendous movement.

We are living in a momentous time in history where we can impact the world in ways never before possible. **God is calling people to be involved.**

Time after time, we see people express surprise when they learn that there are people still without access to God’s Word in a language that speaks directly to their hearts. Many generous people, when they are invited by a trusted friend to learn about the ministry of Lutheran Bible Translators, are thankful to have an opportunity to participate in an effort that impacts generations to come. Their appreciation grows as they find themselves serving with people who share their values.

**Building relationships to create awareness  
and enhance support of the *More than Words* campaign**

## 1.2 Relational Intelligence

Many nonprofit organizations have long recognized the importance of building a strong major gift program to develop and retain donor relationships.

The most successful organizations have come to understand that building lasting relationships with donors is essential to creating a strong financial base for ministry, fostering community support and increasing participation in all aspects of the organization.

## 1.3 Founded on Bible Principles

The leadership of Lutheran Bible Translators recognizes that this work will only be accomplished with and through the active participation of God's people: whether missionary, staff or volunteer; whether home or abroad.

### 1 Timothy 2:4

*"[God] wants everyone to be saved and to understand the truth."*

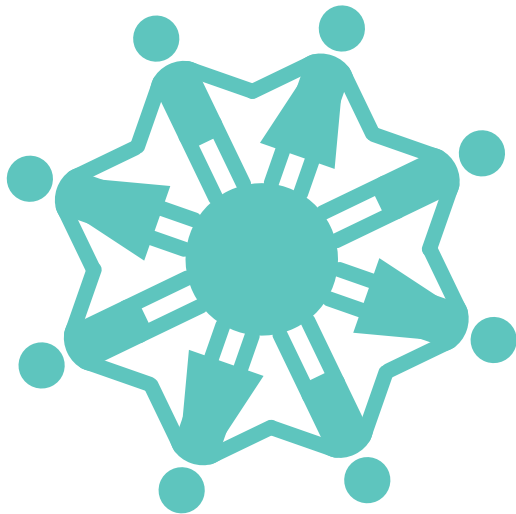
The mission is God's. The call is yours.

### Matthew 28:19-20

*"Therefore, go and make disciples of all the nations, baptizing them in the name of the Father and the Son and the Holy Spirit. Teach these new disciples to obey all the commands I have given you."*

## 2 Why Host a Meeting?

The purpose of these meetings is to take the time to build a strong, diversified, donor-centered advancement program.



This small group gathering model helps staff and volunteers create relationships with donors that will help cultivate major gifts. It will result in a sustainable increase in donations and stronger, long-term relationship with donors. Also, it will result in a deeper understanding of how Lutheran Bible Translators advances the cause of the Gospel around the world.

The purpose of small Group Gatherings is to:

**Increase awareness** of Lutheran Bible Translator's programs, plans, and priorities

**Introduce prospects** to the case for support of the *More Than Words* Campaign

**Plan the next step** based on the level of interest of each participant in supporting the *More Than Words* Campaign



## 3 Who Hosts?

The best hosts include members of the National Leadership Council, top donors, board members, volunteers, and persons who have an interest in advancing the work of this ministry.

Why? People see your motivation as clearly genuine. You are inviting them to participate in something truly significant that you believe is worth true participation.

Invitations and thank you notes should be done on the hosts' stationary, not stationary from Lutheran Bible Translators.

## 4 Meeting Essentials

The events may take the form of a breakfast, luncheon, wine and cheese party, cocktail party, dinner, or dessert and coffee. They may be held in a quiet, private room or home that can accommodate ten to thirty people.

Following a time of refreshments or food, and after participants have some time to mingle, a senior leader from Lutheran Bible Translators will deliver a brief presentation on mission, vision, priorities, and plans as reflected in the campaign's case for support. A video presentation will be shown as circumstances allow.

Hosts are encouraged to limit attendance to the number of people that they can realistically interact with one-on-one. In most cases, several Lutheran Bible Translators representatives will be present to ensure each participant has a personal contact with the organizations.

## 5 Resources in This Document

The following pages provide samples and resources to get you started on organizing a successful Small Group Gathering:

**The Host's Role in Small Group Gatherings**

**Sample Agenda for Small Group Gatherings**

**Sample Confirmation Letter**

**Sample Follow-up Letter from Host to Attendees**

**Sample Telephone Script for Host**

**Sample Potential Guest List from Host**

**Sample To-Do List for Staff/Volunteers**

In cooperation with David Snyder, Campaign Coordinator, please feel free to modify these materials to suit your needs.









# Section 2

Resources



Lutheran Bible  
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## I The Host's Role in Small Group Gatherings

Hosts will be asked to assist in the following ways:

**Meet with staff to review their role and select names of persons they will invite to the small group gathering.**

**Provide a quiet private space, meals or refreshments and seating for 10 — 25 guests.**

**Personally contact potential guests to invite them to the event.**

**Follow-up the phone call or e-vite with a confirmation letter or email (sample provided).**

**Preside at the event using the agenda and script prepared with Lutheran Bible Translators staff.**

**Follow-up after the meeting with a letter of appreciation (sample provided).**

The host will provide initial identification of individuals whom they believe to have a heart for mission and have demonstrated generosity. Lutheran Bible Translators staff can help with the process and may be able to suggest others in the area who may be interested in receiving an invitation.

Following the event, the host will send a note of appreciation to everyone who attended. Shortly thereafter, Lutheran Bible Translators staff will contact each guest to determine his/her interest in learning more. Where interest is indicated, appointments will be made for confidential meetings with a Lutheran Bible Translators representative seeking feedback and involvement by the participant.

## Suggested Contact Schedule for Hosts

Five to six weeks before the event the host will send out invitations to the guest list selected by the host in conjunction with campaign staff. (This can be assisted by the staff, but personal invitations from the host are better received.) RSVPs will be addressed to the host's home who then notifies staff to confirm who will be attending the event.

Three weeks before the event the host sends a confirmation letter or email, restating date, time, place and purpose of the event to the guests.

Within three days of the event a staff member calls the guests on behalf of the host to confirm their attendance at the event.

## Host Guidelines for Small Group Gatherings

During the reception period, the host(s) will meet and greet guests as they arrive and introduce them to the Lutheran Bible Translators representatives and other guests.

At the appropriate time, guests will be asked to take a seat. Once all the guests are seated thank them for coming, briefly review the agenda for the evening and mention that after the meal Mike Rodewald, Executive Director (or another senior leadership representative, will make a brief presentation regarding Lutheran Bible Translators' exciting programs, plans and priorities. If there is a meal, allow time for the guests to receive and eat the main course.

The host then shares their excitement about the work of Lutheran Bible Translators and perhaps a personal testimony. The host will then make a brief introduction of the speaker.

The presentation will likely have moments of conversation and questions embedded in the presentation. After the presentation, time will be allowed for any further questions and comments from the guests.

The host briefly endorses the *More Than Words* case for support and informs guests that they will receive follow-up communication by Lutheran Bible

## 2 Sample Agenda for Small Group Gatherings

*Suggested time for the meeting: 1.5 to 2 hours*

### AGENDA

- ☐ Host presides with greeting of guests and introductions
- ☐ Host asks guests to be seated and welcomes them
- ☐ An opening prayer is offered
- ☐ Breakfast/lunch/appetizers/dinner is enjoyed
- ☐ Host shares excitement for Lutheran Bible Translators and introduces the speaker
- ☐ Presentation by Lutheran Bible Translators speaker
- ☐ Question/Answers/Comments
- ☐ Host endorses the programs and plans of the ministry
- ☐ Host shares how follow-up will occur
- ☐ Host thanks guests for coming and closes the event with prayer



## 3 Sample Confirmation Letter

**Date**

**Name**

**Address**

**City, State, Zip Code**

*(Or send via email)*

Dear \_\_\_\_\_,

Thank you for accepting *(my/our)* invitation to join *(me/us)*, other community leaders and friends for a *(breakfast/lunch/cocktail reception/dinner)* on *(date/time)* at *(location)*.

The highlight of this *(morning/afternoon/evening)* will be a brief presentation by *(name of Lutheran Bible Translators representative and title)* who will be sharing the programs, plans and priorities of Lutheran Bible Translators and the advances being implemented through the *More Than Words* Campaign. We will be asking for your advice, comments, and initial reaction to the presentation.

There will not be any solicitation made for gifts at this event. Instead, we welcome your feedback and expression of interest in the *More Than Words* Campaign on behalf of the millions of people who do not yet have scripture in their language.

*(Name of Lutheran Bible Translators representative)* and I look forward to being with you on this occasion!

**Sincerely,**

**Host**

## 4 Sample Follow-up Letter from Host to Attendees

**Date**

**Name**

**Address**

**City, State, Zip Code**

*(Or send via email)*

Dear \_\_\_\_\_,

*(Name of Lutheran Bible Translators representative)* and I want to thank you for attending the recent *More Than Words* Small Group Gathering. It was good to see you at the event and I hope you enjoyed it as much as *(I/we)* did.

In follow-up, a representative of Lutheran Bible Translators will contact you in the coming days to answer any questions and determine your interest in this effort. I hope you will be open to talking with them and, perhaps, a visit.

Your interest in the Lutheran Bible Translators is greatly appreciated by all of us who share a concern for sharing the Gospel message with those who don't yet have access to it in their heart language.

**Sincerely,**

**Host**

## 5 Sample Telephone Script for Host

Hello, \_\_\_\_\_ (spouse) and I would like to invite you and \_\_\_\_\_ (spouse/partner) to breakfast/lunch/reception/dinner at \_\_\_\_\_ (location) on \_\_\_\_\_ (date/time). We are inviting several key community leaders, and friends on behalf of Lutheran Bible Translators to attend this event. Did you receive your invitation?

Again, the purpose of the meeting is to share with you the mission, vision, and plans of Lutheran Bible Translators and how this work is being advanced and transformed by the *More Than Words* effort. Dr. Mike Rodewald will be making a brief presentation and responding to your questions, comments and suggestions. There will be no solicitation at this event.

Will you be able to join us?

**If no**

I am sorry you will miss our event, but there will be several others.

When would you be able to attend?

\_\_\_\_\_ (host/s) is having an event on \_\_\_\_\_ (date). Could you attend their event?

I will let them know you will be attending. You will be contacted to confirm your attendance.

Thank you.

6 Sample Potential Guest List from Host

Contact Information	Call Date	Attending? Y/N  If no, interest in another date?	Date to send confirmation notice	Date to send follow-up thank you
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Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

## 7 Sample To-Do List for Staff/Volunteers

### Host Selection, Guest List, and Invitations

Identify Event Hosts. Provide initial training on how to conduct a successful event. Provide initial training on developing a guest list.

Lutheran Bible Translators staff develops a secondary list from the LBT database, as appropriate.

Merge the Event Host's list with the one developed from the LBT database. Update contact information where indicated.

Set deadline with host for confirmation of guest attendance.

Take notes on who is coming, who is not, and why.

Lutheran Bible Translators staff will make confirmation calls to the RSVP guest list within three days of the gathering as a courtesy reminder.

### Event Logistics

By phone or in person, Event Host and Lutheran Bible Translators staff member meet to:

*Review the event plan and assignments.*

*Select location, room, menu, and timeline.*

*Discuss the event agenda and preliminary script*

*Answer any questions.*

Lutheran Bible Translators will ship in advance (or bring along with them the day of the event) printed presentation materials, case statements, name tags, newsletters, guest list with check off for attendance, final host script, and any other promotional take-aways.



## Day of the Event

Lutheran Bible Translators staff member and event host arrive at the event site ahead of time to assist in room preparation and final arrangements.

Consider room layout: balance of tables, lighting, podium/microphone (if needed), seating, wait staff (if needed), time of serving, name tag table, ministry information or display location, noise levels, no empty chairs, etc.

Review guest list, script and agenda with host and make any necessary adjustments.

## During the Event

Relate, listen, qualify, watch your time, and take attendance.

Make the event positive, pleasant, and stress-free!

## Debrief the Event

Host and Lutheran Bible Translators staff member meet after the event to debrief and establish follow-up plan with those who attended based on the following:

*Perceived cultivatable interest*

*Perceived financial capacity (or ability to influence others)*

*Perceived generosity*

## Send Thank-You Letters

Host sends thank-you note to guests

Lutheran Bible Translators sends general thank you letters to guests.

## Follow-up Visits with Guests

Lutheran Bible Translators staff member calls each guest to schedule follow-up meetings.

Staff member conducts follow-up meeting and records information gathered regarding:

*Prospect's comments and questions regarding the event*

*Level of interest in Lutheran Bible Translators and the More Than Words campaign*

*Prospect's comments that provide insights on his/her family, occupation, relationships with others, and their philanthropic interests.*

*Prospect's interest in hosting their own small group gathering*

*Next steps in the prospect engagement process*



















## **Lutheran Bible Translators**

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