DURING YOUR CAMPAIGN

Weekly Run Sheet

Looking forward to the week of: _____

Mail Letters: • How many? ___ • To which group? ___ • What day will they be in the mail? ___

Mail Post Cards: • How many? ___ • To which group? ___ • What day will they be in the mail? ___

Make Phone Calls:

- Start your next call list (the group you sent postcards to last week).
- Call those you haven't gotten a hold of the last 3 weeks.

Send reminders for the appointments you are having in the next 5-7 days.

Appointments in the next 7 days:

- How many one-on-one appointments? ____ • How many relationship building with B & C group? ___
- Send a simple reminder (email, voicemail, text, etc.) for appointments within 48 hours of your appointment.
- Restock your appointment kit
  - ▫ Partnership Response Cards ▫ Budget Sheet ▫ Giving Instructions ▫ Thank You Cards
  - ▫ Self-addressed stamped envelopes ▫ Materials about your ministry ▫ Partner Profiles
  - ▫ Small Gift (Optional) ▫ Breath Mints ▫ Pens ▫ Current Newsletter

Excited Friends

- Review your Excited Friends list. • Determine who you need to contact this week
- Contact and follow up accordingly.

Small Groups

- Contact your small group hosts for this week. Go over last minute details.
- Make preparations according to PD Training Manual "Multiple Strategies" section.
- Look at your calendar and your "PD Campaign Strategy per Location" brainstorm. Who can host a small group for you? Contact them and send them the "Small Group Hosting" instructions.

Churches

- What speaking engagements do you have this week at which local churches?
- Gather contact info, including mailing addresses, for the churches you're going to speak at.
- Send appreciative reminders for upcoming church speaking engagements.
- If you haven't already, send thank you notes to previous church speaking engagements.
- Contact pastors and leaders for future speaking engagements.
- Prepare church packets: to drop off during regular business hours at 5-7 churches or ministries. Address them accordingly
  - ▫ Cover Letter ▫ Ask Letter ▫ Spiritual Resume ▫ Ministry Literature
- Follow up with the packets dropped off last week.

Follow Up

- When necessary, follow up with last week's appointments.
- Send thank you cards to any of last week's appointments that you have forgotten.
- Review follow up dates with appointments that ended with "undecided." Review call back phone dates.
- Review second appointments dates. Contact accordingly.

Relationship Building with Non-Partners

- Review your B and C groups, pastors, and leaders. Note that anyone you meet as a result of church engagement, small groups, or excited friends, becomes part of your B or C group.
- Schedule 4-6 hours this week for relationship building. Connect with these contacts via postcard, phone call, social media, text, or face-to face. Aim for 3-4 one-on-one appointments for relationship building this week.
- Review your social events calendar this week. Plan to attend social functions such as weddings, cookouts, picnics, city-wide church events etc.
- Review your home church events calendar and plan to attend social functions such as church pot-lucks, church work days, etc.
- Do not schedule more than two events per week. New ask one-on-one appointments take priority.