

The All Saints Church Kingdom Circle

Launch Strategy

1. Create a static package of materials describing the program. Contents will include:

- Case Statement
- Letter from Father Ed encouraging parishioners to join
- Declaration of Intent Form

2. Announce the ASC Kingdom Circle - Timeline

- a. 4/30: Mail and email a letter from Father Ed introducing the Kingdom Circle
- b. 5/9: Special announcement of the Kingdom Circle during Sunday service
- c. 5/11: Vestry delegate sends e-blast to the parish
- d. 5/14 and 5/21: Include a short note in Friday e-blasts
- e. 5/16: Last “big” mention of the Circle during Sunday service

3. Receive inquiries and responses

- a. Distribute packet to parishioners who ask for more information
- b. Track members and their types of gifts in Realm
- c. Increase planned giving resources on our website
 - i. Declaration of Intent downloadable pdf
 - ii. Link to ECF “Types of Planned Gifts”
 - iii. Sample language for bequests
- d. Host an annual event for members (post-covid)