



# "Add Your Spark to Our Flame"



## JPD Chalice Lighters Tool Box Resources for Recruitment Drive 2006-07

### ***Suggested Step-By-Step Plan*** (Adapted from River Road Unitarian Church)

Now that you have learned about the success of the JPD Chalice Lighter program and the need for more Chalice Lighters, here is a suggested step-by-step plan for a successful Chalice Lighter recruitment drive in your congregation. You will have to modify these suggestions as appropriate to the size and culture of your congregation.

**Step 1: Ambassador Team and Team Enrollment.** Ask one or more members in your congregation to work with you as a team, for the fun of it. If your congregation is mid-size or large you may want to recruit several volunteers for the four Sundays building up to and including CL Sunday. Be sure you and your partner or spouse (if you are married or partnered) and other members of your ambassador team and their spouses or partners (if they are partnered or married) are all Chalice Lighters. You probably don't want to ask others to do something you are not willing to do yourself.

**Step 2: Your Congregational Goal.** Read the information in the 2006 Chalice Lighters Recruitment Drive packet. To help your ambassador team set an ambitious and achievable recruitment drive goal, we suggest you take a look at the participation level of congregations in your size grouping. Find your congregation in the group. How about setting as your goal to have the highest % of CL members in your size group, or to increase your CL membership by 50%? If all 65 congregations in JPD reach 33% participation or higher, we will reach our 2006-07 goal of over 4,200 Chalice Lighters.

**Step 3. Your Minister's and Board President's Support.** As soon as possible, talk with your minister and board president about the bi-annual Chalice Lighters Recruitment Drive culminating in a CL Sunday and the importance of a goal for your congregation. Have dates for the drive and a percentage target in mind. Be sure to recruit your minister and board president and their partners or spouses (if they are married or partnered) as Chalice Lighters if they are not already. Most congregations have their recruitment drive culminate in the third Sunday in October (October 15 this year). Congregations with their Annual Stewardship Campaign in the fall choose winter or spring for their Chalice Lighters Recruitment Drive.

### ***In the 4 weeks prior to your Chalice Lighters Sunday***

**Step 4. Update Chalice Lighter Stickers on Name Tags.** Use the CL stickers in the CL Ambassador's Tool Kit to put stickers on name badges of current Chalice Lighters. As you are checking to be sure all CL's have stickers on their badges, you should note those that have stickers on their badges but are not on the list. These people are worthy of a phone call to give them a chance to re-new their commitment to CLs. If they want to renew their commitment, volunteer to send in a new application for them and ask at what level they want to contribute (be clear it is the amount for 3 times a year). It is also a chance to get useful feedback for the Growth & Extension Committee if they do not want to renew. If you need more stickers contact Sally Tweedie at sdDevon@aol.com or 610-964-8408.

**Step 5. Board (and/or Program Council) Support.** Ask for 5 to 10 minutes on your board (and/or program council) agenda. After you have gained the support of your board president and minister, attend the board (and/or program council) meeting and explain Chalice Lighters, the success of the program and the need for more participation. Ask for their endorsement of your suggested congregational goal. Explain that in addition to endorsing the goal, you would like the board (and/or program council) to model their leadership and commitment by having 100% participation of themselves and their spouses/partners (if they are married or partnered) as Chalice Lighters. Mail the brochure to absent board (and/or program council) members with a note asking them to become CLs if they are not already in order to model their leadership by having 100% participation. Follow the note with a phone call. Your congregational leaders are most likely to support this valuable program and their strong support will inspire you and others to recruit additional CLs. If you are to reach the 33%+ goal, it will be much easier if you have almost 100% participation from the leaders of your congregation and their significant others.

**Step 6. Support from committees, task forces and/or other groups.** Ask for 5 to 10 minutes on the agenda of committees, task forces, covenant groups and/or other groups in your congregation where you or another member of your ambassador team has a relationship. This should start with your denominational connections (affairs) committee. Attend the meeting and explain Chalice Lighters, the success of the program and the need for more participation. Inform them of the strong support of the minister(s), board chair and board and your congregational goal. Pass out brochures and ask them to complete them on the spot so you can take them when you leave.

**Step 7. Assemble the thermometer-type “% goal” poster.** The parts of the poster will be available in your CL tool kit. Assemble using colored paper on heavy poster board. Attach your list of current Chalice Lighters to let members know who is supporting this valuable program. Prominently display the poster and list.

**Step 8. Enrolling people at Coffee Hour.** Depending on the size of your congregation recruit from two to six or more helpers to: 1) stand near the poster; 2) pass out brochures and sign people up; and 3) to roam and ask people without Chalice Lighter stickers on their name tags if they would like you to enroll them as a Chalice Lighter. For efficiency purposes your volunteers should write down the names of the people saying “yes”, stick a chalice sticker on their name tag and complete the recruitment forms after coffee hour. Add the new names to the Chalice Lighter list and update the percent thermometer. Make sure you have extra stickers available.

**Step 9. Use your newsletter.** Try to plan far enough ahead so that you can place an article in your congregation's August, September and October newsletters for a fall drive. See sample articles in the CL Tool Kit.

**Step 10. Use your Order of Service.** Try to plan far enough ahead so that you can have announcements in the Sunday Order of Service for the four Sundays preceding Chalice Lighter Sunday. See sample announcements in the CL packet. Make sure these are distributed to church school teachers too.

**Step 11. Chalice Lighter Sunday.** Plan for a successful Chalice Lighters Sunday as the last step in the month long CL enrollment drive. Here are some suggestions for this Sunday:

- Ask your minister to speak on the topic of Sharing Unitarian Universalism.
- Ask your minister for 5 minutes during the service for someone from a neighboring congregation that received a CL grant (see list in this packet) to speak about its impact or someone from the Growth & Extension Committee to speak about CL. If you want a speaker from the committee, ask Sally Tweedie via e-mail at [sdDevon@aol.com](mailto:sdDevon@aol.com).
- Have the following short version of a CL application put in the order of service (you can do the complete form for them later):  
“I will send \$20, \$40, \$60, or Other \$\_\_\_\_ (circle one), 3 times per year when I receive a call letter to fund the grants that were given by the Growth & Extension Committee. Please print name\_\_\_\_\_  
If you want to fund the full year in advance as a convenience, check here\_\_\_\_.  
email address:\_\_\_\_\_(if you prefer email communication). Please attach no money now.  
This form may be dropped in the offering or the indicated bag at the rear of the sanctuary, or handed in at the Chalice Lighter table during coffee hour.”
- Have an adequate number of volunteers to staff the Chalice Lighters table with the percent thermometer and list of participants and to roam and ask people without Chalice Lighter stickers on their name tags if they would like you to enroll them as a Chalice Lighter.

## Follow-up

**Step 12. Report to Congregation.** Write up a report for your newsletter with the results of your Chalice Lighters recruitment drive. Use the report to also acknowledge and thank all those who helped.

**Step 13. Send Forms to JPD.** Please bundle the completed enrollment forms and mail them to JPD Chalice Lighters, c/o JPD Office 100 W. 10<sup>th</sup> Street, Suite 1008 Wilmington, DE 19801. No checks at this time, please. Ask people to wait for the call.

**Many thanks to you, your minister, and your congregation.**

Sally and Del Tweedie (Main Line) co-administrators of JPD Chalice Lighters;  
Rev. Sandra Fees (Berks County) and Nancy Green (Arlington), Co-chairs of JPD Growth & Extension Committee; and members of the JPD Growth & Extension Committee:  
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