

GROUND ZERO

Support-Raising Itinerary

Ground Zero's Staff Support-Raising Itinerary will be comprised of four phases: Support-Raising Training (Sunday, April 28), Support-Raising Window (May, June, July, August), Relocation to Myrtle Beach (Week of August 26) and Employee Orientation (September 3).

Phase 1: Support-Raising Training, Sunday, April 28

During this period you will:

- Understand the process taken to raise your personal financial support, including the need to acquire partners providing the agreed upon monthly financial support.
- Assemble your personal CFRAN list (Christians, Friends, Relatives, Associates, and Neighbors) with 100 viable, defined contacts, including names, addresses, phone numbers, and email addresses. Your CFRAN list will become your call sheet
- Write your ministry announcement letter
- Assemble your prayer team
- Prepare your ministry presentation (see details on reverse)
- Practice and polish your ministry presentation for GZ staff
- Schedule your weekly accountability phone call with the GZ President
- Mail your ministry announcement letter

Phase 2: Support-Raising, May, June, July, August

During this period you will take these steps to raise your monthly financial support prior to moving to Myrtle Beach.

- Communicate weekly with your prayer team
- Schedule 3-5 face-to-face meetings with prospects per week
- Share progress and updates with the GZ President during your weekly accountability phone call
- Write monthly update letter and submit to GZ during first week of each month

Phase 3: Relocation to Myrtle Beach, August 26

Phase 4: Orientation: September 3

- Become oriented to the ministry, learning about all aspects of operations; receive business cards, staff email
- Set up office space

GZ will provide:

- A copy of *The Circle Maker* by Mark Batterson
- Ground Zero Materials, Pledge cards and return envelopes
- Coaching and support
- Financial Administration

More on Your Presentation to Prospects ...

- Presentation length is to be 15-20 minutes, with the Ask comprising 5-10 minutes
- Plan to share the need: why ministry to teenagers is so crucial
- Plan to share why God has called you to ministry to teenagers
- Plan to share what got you connected to Ground Zero and why you feel particularly called to this ministry
- Plan a clear Ask. A significant part of the Ask is transitioning as you share your call to ministry to teenagers and GZ, the part you'll play in the process of GZ's ministry to teenagers, and what prospects can do to be part of this opportunity
- If you have been a public speaker, you can use your customary preparation format (whether an outline or detailed written notes.) If you have little public speaking experience, you'll be encouraged to share a detailed outline format with GZ staff.

Your Monthly Update Letter ...

- Will be one page
- Tells a brief ministry story about how you have seen God work over the last month through Ground Zero or through your journey to ministry with Ground Zero
- Explains where you are financially; lists your financial needs
- Makes an Ask