

C.A.R.E. A Contact Campaign

An idea for a four or five week contact campaign is a “We C.A.R.E.” campaign. It is simple to conduct and proven to bring positive results. The emphasis of each contact made should be We CARE for you. Avoid talking to people about their attendance (or lack of) in Sunday School, rather talk with them about how the class cares for them.

How it works:

Promote the campaign for at least six weeks in advance. Posters can be made, articles can be written, and leadership meetings can be conducted to make sure everyone understands the emphasis. Be sure to communicate the idea clearly and frequently.

For four (or five) weeks you will be asking members of each Sunday School class to make a variety of contacts to different people. You may need to gather some extra helpers for preschool and children’s classes so that teachers will be able to share the work load with others.

Here are the weeks of emphasis based on the word CARE:

Contact all members – During the first week of the campaign classes will commit to contact every member. This contact can be used to announce the Sunday School is renewing its emphasis on praying for class members. Gather prayer requests of class members and begin to pray for them. The contact might also include information about a special celebration “We CARE” Sunday, if you so desire. Hold classes responsible for 100% in contacting members. Contacts can be made by phone, mail, e-mail, or personal visit.

Absentees receive ministry – The second week of the campaign reminds classes to always follow up quickly on absentees. Classes should contact everyone who was absent no later than Tuesday. During the contact, reassure the class member of your love and concern and see how you can minister to (or pray for) the absentee. Do not place much emphasis on their absence during the contact. Place emphasis on the responsibility of the class to care for its members each week. Contacts should be made by phone or personal visit.

Reach out to others – Classes will be asked to contact prospects during this third week of the campaign. It would be good to invite the prospect to a class party or some function that will help them meet class members. Some classes may need to develop a list of their Ten Most Wanted friends in order to develop a prospect list. Remember that prospects are often as close as the sanctuary since many members do not attend Sunday School.

Everyone is wanted – This week features an all out blitz to contact members and prospects. It could point to the fifth Sunday emphasis (110% Contact Sunday or We CARE Sunday) if you want a special celebration day. The contact made does not solicit attendance as much as it provides information. For example, “We are contacting everyone we know to let them know somebody cares about them. How can we pray for or minister to you?” Another idea, “We are contacting everyone we know to remind them that someone cares for them and to invite them to a special day of celebration this Sunday.”

We CARE Sunday could feature family fun events, special music, special guest speakers, dinner on the grounds or whatever sounds fun. It should also include a commitment from classes to continue to contact and care for people. Since this day should be a higher than normal day in attendance, point out what happens when classes are faithful in caring for members and prospects. If we are faithful to the work, God blesses us with results.