

Your role today

Thank you so much for being part of the team! Today you will be vital in encouraging people to connect practically with the vision of CAP. Your main aim is to find those who are interested in becoming a 'Life changer' (a Life changer is someone who gives a monthly gift to CAP by Direct Debit) and help them to fill out a Life changer form.

How do you do that?

1. Ask each person you speak to after the service if they want their free copy of Nevertheless (CAP's story). If they do, hand them a form on the A5 clipboard for them to fill out their contact details. This will sign them up to inspiring CAP stories via email and mail. They don't need to become a Life changer to get this book.
2. Then, as they are completing the form, ask them if they would join 29,000 other people by becoming a Life changer and making a regular gift to CAP. Wait for their response. We never want people to feel pressured, but we do want to clarify if they are interested in giving to CAP.
3. If their answer is yes or maybe, get them to fill out the form – fully if possible but at the very least with a tick in the Life changer box. If they don't have their bank details – no problem. Just make sure we have their contact details and we will call them later that week to set up their gift
4. Look over the form as they hand it back and make sure it is filled out correctly

Consent

Because of GDPR – we need the consent boxes ticked (see overleaf) to stay in touch with people. Check every form to ensure these are filled in as partially or fully 'Yes'

FAQs

Someone asks if they can take the form away and think about it – what do I do?

Of course they can take one away – but would they mind filling out a form now as well? This means that if they do sign up, we already know who they are and how they found out about CAP, saving us time and resource. It will also enable us to call them in a few days and answer any questions they may have.

Does it matter if a Life changer form isn't fully completed?

The more details we get on the original form, the less resource it takes us to follow it up, and the more resource we can spend serving the poorest. At minimum, aim for forms with telephone and email contact details and consent.

Do I have to stay stood by the stand?

No! When people stop coming to you, start going to them. Who doesn't love a free book?

What if they want to know more about opening a CAP centre in their church?

You don't need to have all the answers! Just write a note across the top of the interested person's form and someone from Head Office will follow it up