

You've booked a talk, what's next?

You should always do the following 3 things before you sit down to prepare your talk

- Research the church
- Connect with the local Debt Centre Manager (if applicable)
- Call the church leader

Research the church

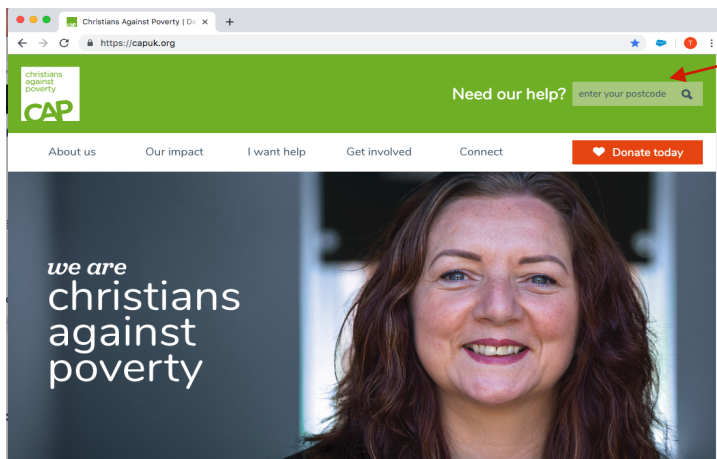
About the Church

Most churches have an online presence and a quick Google search will usually bring up their website. If you can't find a website try to search for a Facebook page or Twitter account. A brief browse of the church online will begin to familiarise you with the church.

Things to look out for on the website: *Vision/Mission, Ministries, Leadership, Community*

About Local CAP Services

By inputting the church postcode on the CAP website you can find out what services are local to the church. It's helpful to know what is available in their area, but also to see what is lacking.



Insert church postcode here

Connect with the local Debt Centre

If CAP Debt Help or other services are available locally, reach out to the Centre Manager via phone/email to let them know you are speaking at the church. If there are multiple services, including a Debt Centre, contact only the Debt Centre Manager initially. This is a courtesy for them, as they may also be seeking to connect with that church locally, and they may also be able to assist you with local stats/stories.

If the Centre Manager wishes to attend the talk, be mindful of their strengths and priorities for connecting with people afterwards. If they are happy and confident asking for Life Changers then great. If they would prefer to focus on other things (e.g. local prayer team) then leave them to connect with people and follow up afterwards with a Life Changer ask.

Call the church leader

This call is to introduce yourself, build a relationship with the church leader, gather additional context to craft your talk and remind them that your talk includes a regular giving ask.

Introduce yourself

Hello it's from CAP. I'll be coming to share with the church on I

wanted to give you a call just to introduce myself and make sure you've got all the information you need regarding the talk. Is now a good time to speak?

If it's not a good time, arrange another time to call.

I have the details of the talk from the staff at Head Office. Could I just confirm these are correct?

Go over the confirmation email details

That's great, thank you. I'd love to hear a bit more about your church.

Here are some question suggestions. The purpose of the conversation is to build a relationship with the church leader. These are just suggestions and not a definitive list of questions you must ask, allow the conversation to flow naturally and add any of your own questions that come to mind. Just make sure to cover the Life changer ask (see below)

About the Church

- Could you tell me a bit about your church?
- What outreach/community work are you involved in?
- Could you tell me a bit about the local community?
- What are some of the challenges you face as a church?
- What's the typical age range on a Sunday morning?
- How would you describe the style of worship at your church?
- What language do you use to talk about evangelism/people finding faith?
- What is a good time for me to arrive?
- Do you have a table I can use for the resources after the service?

Expectations from the talk

- What are your hopes/expectations for the CAP talk?
- Is there anything specific you wanted me to talk about?
 - o Please note: if the church leader expresses they are expecting a **scriptural talk** please manage their expectations by explaining that although a CAP talk is not a 'traditional expositional sermon' it is still Bible based, exploring God's heart for the poor in scripture but also explaining the work of CAP and stories of changed lives.

- **My talk includes an opportunity for those who are interested to get involved in the work of CAP practically, prayerfully or financially through a regular monthly gift. Did you have any questions about this? (see below for answers!)**

Service Launches (if necessary)

- Are you hoping to inspire new volunteers for your Life Skills/Job Club etc...
- Are you happy for me to pray for the team as they begin this new ministry?

What if the church leader has questions about the Life changer ask?

It's important to find out more when a church leader asks for a 'low key ask' . They could mean a huge range of things. E.g. 6 months ago the church could have had a talk (from CAP or another organisation) where the speaker spent the last 10 minutes of their slot repeatedly and forcefully asking people to give. A CAP ask, around 2 minutes long, including options to pray or just find out more – will feel very gentle in comparison!

You can use the following framework to effectively navigate these requests as they arise, discover exactly what the church leader is wanting/concerned about, and ensure the best outcome for the church and for CAP.

Listen, Clarify, Empathise, Resolve

Listen

Make sure you give them space to tell you what their concerns are, and the reason behind them.

Clarify

Find out what exactly what they are happy with, and what they don't want. It's possible they are happy with a normal ask, but just don't know what we usually do! Or perhaps they are happy with you giving the full ask, but don't want the forms on the seats. Some examples of clarifying questions...

- What concerns you specifically?
- Could you tell me more about that?
- What would a 'heavy/over the top ask look like?

Empathise

Show that you see their concern as valid, understand why they are raising it and want to serve them as a church.

Resolve

Tell the church leader how you intend to proceed in light of what they've said. Generally this will be talking them through your standard ask. There are some things we do as standard which are always worth mentioning.

- We explicitly tell people to only give if they can do so over and above their church giving
- We only take 2-3 minutes on it, and it's in the context of people also being able to respond practically or through prayer if they would like to

Occasionally it may be better to offer a light/no ask (see below).

Light ask/no ask

Only change the ask to a 'light ask' or 'no ask' if it's clear after this conversation that our standard ask would not be well received. In this situation, focus on promoting the book as this will help you generate conversations and you can then ask people face to face after the service. If it's a 'no ask' talk then make sure to seek permission from the church leader to ask people who speak to you after the service. These alternative asks are available online.