

How one congregation put together a DLA! Campaign
Rejoice Lutheran Church, Coppell
Spring, 2011

DLA Initiative			
Due Date	Activity	Responsibility	Notes
45 Days before implementation of DLA Initiative	Recruit a team of 4-5 people to help with planning and implementation of DLA Initiative	Team Leader	Time can be condensed if necessary
30 Days before implementation of DLA Initiative	Develop Initiative Calendar with team	Team Leader	
	Recruit people to offer Temple Talk	Team Leader	DLA Leaders from Mission Territory are a possible resource
	Order Materials	Team Leader	
7 Days before DLA Initiative	Mail Letter for Leadership Gift Visit	Pastor	DLA Resource
Week I DLA Initiative			
Sunday	Sermon- Introducing DLA Initiative and Importance to Congregation and the entire Mission Area	Pastor	
Monday	Make Appointments for Leadership Gifts	Pastor	
Tuesday	E-mail DLA Brochure	Office Team	DLA Resource - note: this congregation uses e-mail for all congregation correspondence. If US Mail is used, adjust mailing date so that correspondence arrives on the date the e-mail is sent
Wednesday	E-mail - Mission Briarwood	Office Team	DLA Resource
Thursday	E-mail - Endowment Fund	Office Team	DLA Resource

Due Date	Activity	Responsibility	Notes
Friday	E-mail - Jubilee Center	Office Team	DLA Resource
Week 2 DLA Initiative			
Sunday	Temple Talk	Guest	Personal Testimony - Why I got involved with DLA. DLA Team Leaders may be available
Sunday	DVD/Message	Pastor	DVD is DLA Resource - Message linked DVD with Personal Testimony
Sunday	Hand-out - Giving Guide	Office Team prints - Worship Team distributes	
Monday	Begin Leadership Gift Visits during the next 2 weeks	Pastor/DLA Leadership Gift Team	
Monday	E-mail Q & A	Office Team	
Thursday	E-mail Pledge Card for prayerful consideration	Office Team	DLA Resource - Distribute also at next Sunday's Worship
Week 3 DLA Initiative			
Sunday	Sermon	Pastor	DLA Resource
Sunday	Distribute Pledge Cards - Have Pens Available	Worship Team	DLA Resource
Sunday	In Gathering of Pledges and Dedication	Congregation Leader	Someone from congregation who has captured the Vision
Monday	Leadership Gift Visits continue as needed		
Monday	Gather Pledges for Totaling and Mail directly to Mission Office for Processing	Financial Secretary	
Following Weeks			
	Commitments are processed by Mission Office with Thank You Letter with Directions for future Pledges with envelopes	Mission Office	

Due Date	Activity	Responsibility	Notes
	Summer DLA Bible Study		
Sunday	Bible Study	Pastor/Bible Study Leader	DLA Resource
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Sunday	Bible Study	Pastor/Bible Study Leader	DLA Resource
	<p><i>Because of Spring Time constraints and schedules, the Bible Study was implemented the following summer as a follow-up. It would probably be more effective to utilize the Bible Study during the initiative starting on a date that will work best for the congregation either before the initiative begins to set the stage or as the initiative begins to encourage follow-up</i></p>		