

# Go the Extra Mile

## Saturday, September 17, 2022

### Information & Timeline

**Name of Event:** Go the Extra Mile

**Tagline:** To bring hope to the next generation.

**Hashtag:** #StadiaGotheExtraMile

**Goal:** Provide access to the hope of Jesus through a new church for 1,000 kids. It will take \$350,000 to make this happen but we believe we can accomplish this together.

#### **Narrative:**

- On Saturday, Sept. 17<sup>th</sup>, all of the Stadia team and I will go the Extra Mile to bring the hope of Jesus to children all around the world by helping start new churches. Will you join me?
- You know the next generation needs Jesus and new churches are the best way to share His transforming hope and power with a hurting world.
  - The church is God's plan A in sharing His redemptive hope with every generation.
  - The church is God's plan A to helping grow the next generation in their faith.
  - The church is God's plan A to walk alongside the next generation as they navigate the challenges of life.
  - But today's churches are just not enough.
- Will you join my team and help raise money as we walk (bike, swim or whatever) together so that we can reach our team goal of raising \$\_\_\_\_\_? Or if you can't do that, would you donate \$100 or more to my goal?
- We will not stop till every child has a church.

**Voice:** Doing good together & having fun together (We can't do it alone).

#### **Details:**

- Each Stadia staff member will:
  - Participate in the event.
  - Go first in giving by considering a gift over and above their regular commitment to Stadia.
  - Recruit friends/family to join their team, participate in their event, and raise funds with them.
  - Ask people / small businesses owners to give.
  - Promote the event on their social media and ask other social media relational connections to promote the event.
- Each Stadia staff member will develop a team of five or more friends/family, in addition to themselves, who will: (Please one Stadia staff person per team.)
  - Participate in the event.
  - Give to the event.
  - Ask people / small businesses owners to give.
  - Promote the event on their social media and ask other social media relational connections to promote the event.

Each Stadia staff member will work with their GTEM team to select a GTEM Day activity and then set a financial goal of \$1,000 or more, as well as a mileage goal.

- Examples of activities could be walking, running, swimming, biking, etc.

- Examples of mileage can be from two total miles to whatever you want. (Your team will be participating with you so please think of a mileage that others will want to join in with and can do.)
- Each Stadia staff member will utilize their team’s Stadia Go the Extra Mile page to enlist teammates and to allow sponsors to give online.

**Goal:**

- Stadia
  - Help underwrite the starting of 20 new churches around the world.
  - 1,000 kids being introduced to the Hope of Jesus through those new churches.
  - \$350,000
- Each Stadia staff member will:
  - Full-time
    - Form a GTEM team that raises \$2,000+
    - Recruit 10+ GTEM Team members, who will be challenged to give personally and also raise funds toward that goal.
    - You and your other GTEM Team members will:
      - Ask 10+ people or small businesses to give \$100+
      - Consider giving a personal gift over and above regular/previous commitments to Stadia.
  - Part-time & Bookkeepers
    - Form a GTEM team that raises \$1,000+
    - Recruit 5+ GTEM Team members, who will be challenged to give personally and also raise funds toward that goal.
    - You and your other GTEM Team members will:
      - Ask 5+ people or small businesses to give \$100+
      - Consider giving a personal gift over and above regular/previous commitments to Stadia.

**Go The Extra Mile Season Timeline**

<b>Phase:</b>	<b>Date(s):</b>	<b>Activity:</b>
Phase 1 – Pray & Prepare  Milestone – Have a list of 20 people to ask to be fundraising teammates	June 6, 1-2 pm ET	<ul style="list-style-type: none"> <li>● Go the Extra Mile All Stadia Team Kick-Off <b>Agenda</b> <ul style="list-style-type: none"> <li>○ Vision – how you can make a ton of difference</li> <li>○ Points of emphasis               <ul style="list-style-type: none"> <li>▪ Team</li> <li>▪ Households &amp; Small Business Owners</li> </ul> </li> <li>○ Goals</li> <li>○ Timeline &amp; Roadmap</li> <li>○ Tools &amp; Training:               <ul style="list-style-type: none"> <li>▪ Introductory Training to Flourish Tools (40 min)                   <ul style="list-style-type: none"> <li>● Mindset</li> <li>● Relationship Mapping</li> </ul> </li> </ul> </li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>• Introduction to “Latent Potential” App &amp; Demo</li> <li>○ Next Steps: <ul style="list-style-type: none"> <li>▪ Summer Post Cards arriving June 17 – June 22. To be sent out by July 8.</li> <li>▪ Pray for the next 25 days at 11:09 am <ul style="list-style-type: none"> <li>• 10 Fundraising Teammates</li> <li>• 1 Small Business to give</li> </ul> </li> </ul> </li> </ul>
	June 6 - July 1	<p>Bite Sized Chunk - Phase 1</p> <ul style="list-style-type: none"> <li>• Determine activity to Go the Extra Mile &amp; determine total number of miles you will go. <ul style="list-style-type: none"> <li>○ Post your activity and the number of miles on Workplace</li> <li>○ Post about what you are going to do on social media</li> </ul> </li> <li>• Create and write down your personal narrative <ul style="list-style-type: none"> <li>○ (insert link to personal narrative script template resource)</li> </ul> </li> <li>• Prayerfully <ul style="list-style-type: none"> <li>○ Create a list of possible fundraising team members to ask to join you in fundraising</li> </ul> </li> </ul>
Phase 2 – Team Asks  Milestone – 200 Fundraising team members with giving pages	July 1 – Aug 8	<p>Bite Sized Chunk - Phase 2</p> <ul style="list-style-type: none"> <li>• Choose your GTEM Training Meeting option <ul style="list-style-type: none"> <li>○ Accept the calendar invite for the one you'll be attending</li> </ul> </li> <li>• Record and upload your narrative BEFORE your GTEM Training Meeting <ul style="list-style-type: none"> <li>○ (insert link to the personal narrative script template resource)</li> </ul> </li> <li>• Attend GTEM Training Meeting</li> <li>• Invite people to join your team as fundraising team members by July 22nd <ul style="list-style-type: none"> <li>○ Your fundraising team members need to attend one of the 30 minute GTEM Training Calls (offered July 25th - August 3rd)</li> </ul> </li> </ul>
	<ul style="list-style-type: none"> <li>• Friday, July 8th @ 11:00 am ET</li> </ul>	<p>Staff Trainings (Required to Attend One)</p> <ul style="list-style-type: none"> <li>• Walk through on the 45 min call <ul style="list-style-type: none"> <li>○ How to set up Classy Fundraising team</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• Monday, July 11th @ 1:00 pm ET</li> <li>• Tuesday, July 12th @ 11:00 am ET</li> <li>• Wednesday, July 13th @ 1:00 pm ET</li> <li>• Friday, July 15th @ 11:00 am ET</li> </ul>	<ul style="list-style-type: none"> <li>○ How to set up Classy individual fundraising page</li> <li>○ How to use the Latent app</li> </ul>
	<p>All Times in ET</p> <ul style="list-style-type: none"> <li>• Monday, July 25th @ 3:00 pm - 3:30 pm, 5:00 pm - 5:30 pm, 8:00 pm - 8:30 pm</li> <li>• Tuesday, July 26th @ 12:30 pm - 1:00 pm, 3:00 pm - 3:30 pm, 5:00 pm - 5:30 pm</li> <li>• Monday, August 1st @ 2:00 pm - 2:30 pm, 5:00 pm - 5:30 pm, 8:00 pm - 8:30 pm</li> <li>• Tuesday, August 2nd @ 12:30 pm - 1:00 pm, 8:00 pm - 8:30 pm</li> <li>• Wednesday, August 3rd @ 12:30 pm - 1:00 pm, 2:00 pm - 2:30 pm</li> </ul>	<p><b>Go The Extra Mile Training</b></p> <ul style="list-style-type: none"> <li>• Walk through on the 30 min call <ul style="list-style-type: none"> <li>○ Vision Casting</li> <li>○ Inspiration</li> <li>○ How to use the Latent app</li> <li>○ What is expected of you as a GTEM Fundraising Team Member</li> <li>○ Timeline</li> </ul> </li> </ul>

	Aug 8	<ul style="list-style-type: none"> <li>• Deadline for fundraising team members giving pages to created. <ul style="list-style-type: none"> <li>○ Fundraising team members will be sent GTEM kits on Aug 9<sup>th</sup>.</li> </ul> </li> </ul>
Phase 3 – The big push  Milestone – \$350,000 raised	Aug 8	<ul style="list-style-type: none"> <li>• GTEM Workday <ul style="list-style-type: none"> <li>○ Additional Training</li> </ul> </li> </ul>
	Aug 8 - Sept 17	<p>Bite Sized Chunk - Phase 3</p> <ul style="list-style-type: none"> <li>• Start inviting people and small businesses to donate to your GTEM <ul style="list-style-type: none"> <li>○ Click <a href="#">HERE</a> for helpful resources</li> </ul> </li> <li>• Encourage your GTEM Fundraising Team Members <ul style="list-style-type: none"> <li>○ (Link to Setting Your GTEM Fundraising Team Members Up for a Win Checklist resource)</li> </ul> </li> <li>• Post on social media <ul style="list-style-type: none"> <li>○ Invite people to donate to your GTEM</li> <li>○ Report on your team's fundraising progress</li> <li>○ Hype up the event</li> <li>○ Click <a href="#">HERE</a> for helpful resources</li> </ul> </li> <li>• Execute your GTEM event - 9/17</li> </ul>
	Sept 12	<ul style="list-style-type: none"> <li>• GTEM Prayer Rally</li> </ul>
	Sept 17	<p>GTEM Day</p> <ul style="list-style-type: none"> <li>• Have fun &amp; post lots on social media asking for sponsorship</li> </ul>
Phase 4 –Thank you	Sept 18 – 23	<p>Bite Sized Chunk - Phase 4</p> <ul style="list-style-type: none"> <li>• Choose a thank you resource <ul style="list-style-type: none"> <li>○ Click <a href="#">HERE</a> for helpful resources</li> </ul> </li> <li>• Send all thank you's to givers and GTEM Fundraising Team Members by September 23<sup>rd</sup></li> <li>• Make a celebration post communicating GTEM results <ul style="list-style-type: none"> <li>○ Click <a href="#">HERE</a> for helpful resources</li> </ul> </li> </ul>
	Oct 10	<ul style="list-style-type: none"> <li>• GTEM Celebration</li> </ul>

**Fun prizes for:**

- Department with the Most Fundraising Team Members Collectively – GTEM Championship Belt
- Staff Prizes –
  - Most Fundraising Team Members – \$250 Marriott or Air B&B gift card
  - Most Money Raised by Team – \$250 Marriott or Air B&B gift card

- Most household / small business Investors by a Team - \$250 Marriott or Air B&B gift card
- Social Media Star - \$100 UberEATS gift card
- Do Whatever It Takes Award - \$100 UberEATS gift card
- Staff Prize Competition Categories –
  - Bookkeeping team and PT (Karen, Mapi, Alyssa, Wendy, Josh, Frances, Heather, Sarah G, Becky G, Tashea, Sara J, Belinda, Kelly, Kaitlyn, Marco, Kris, Layna)
  - FT President, VP, Chief of Staff team (Greg, Craig, Brent, Janie, Matt/Becky, Jeff/Lisa, Angela, Justin)
  - FT Directors (Andrea, John, Toney, Laura, Doug, Crockett, Tim, Josie, Ashley Stegeman)
  - FT Administrators, Coordinators, Project Managers, Managers, Catalysts (Heidy, Ashley Stewart, Kristin, Alex, Mo, Lauren, Emma, Bryce, Emily, Amber, Sam, Michael, Julie, Nick, Katelynn, Zack)

**Who to ask to join your team and for their financial investment: Households & Small Business Owners**

- For Staff members who don't participate in our Boost fundraising program.
  - Any friends or family members
  - Small business owners
  - People that you go to church with.
  - Neighbors
  - Social media friends
  - And anyone else you can think of
- For Staff members who participate in our Boost fundraising program.
  - Any boost opportunity that is a current giver.
  - Any boost opportunity that hasn't yet given.
  - Any friends or family members
  - Small business owners
  - People that you go to church with.
  - Neighbors
  - Social media friends