Youth For Christ Mission

The preeminent goal at Youth For Christ USA (YFC) is to engage one million lost 11-19 year olds in the United States in authentic, Christ-sharing relationships with YFC leaders. Youth For Christ is positioned to support, grow, and celebrate every rural, suburban, and urban YFC ministry site across our nation.

MISSION STATEMENT

YFC reaches young people everywhere, working together with the local church and other like-minded partners to raise up lifelong followers of Jesus who lead by their godliness in lifestyle, devotion to the Word of God and prayer, passion for sharing the love of Christ, and commitment to social involvement.

Every day at thousands of community centers, high schools, middle schools, juvenile institutions, coffee shops, and local hangouts, YFC staff and volunteers meet with young people who need Jesus.

Our focus as a movement is to place volunteer mentors in authentic, Christ-sharing relationships with lost teens across the nation and around the world.

“The Spirit of the Lord is upon me, because he has anointed me to proclaim good news to the poor. He has sent me to proclaim liberty to the captives and recovering of sight to the blind, to set at liberty those who are to proclaim the year of the Lord’s favor.”

As the Youth For Christ movement expands, our need for valued partners will increase exponentially. Reaching one million kids requires strategic planning of the way we communicate and acquire relationships that result in financial partnership, advocacy, and volunteerism.

For many years, we have grown YFC’s giving partner and volunteer base through approaches that encourage addition. STS/BTS/Champions, as part of our comprehensive development model, encourages us to grow through multiplication! STS/BTS/Champions is about increased acquisition—removing all limitations on adding partners in our ministry. As part of the greater development model, this acquisition plan feeds Core Giving, Major Giving, Planned Giving, and Foundation-related activities. In addition, STS/BTS/Champions is a key source for acquiring more volunteers to support our mission.
We believe the solution is through the STS/BTS/Champions model, which is designed to develop long-term sustainable funding, as well as building new and growing relationships with partners, advocates, and volunteers.

Here’s how it works. See The Story (STS) events are one-hour ministry site tours intended to build awareness of our mission and fill the pipeline with prospective giving partners and volunteers. All prospective partners are invited to Be The Story (BTS), which is an annual or semi-annual fundraising event where we actively engage people and ask them to become financial partners in our mission. At a Be The Story event, those who engage financially at an established threshold are called YFC Champions. Through the YFC Champions appreciation event, we celebrate these committed partners, along with other key stakeholders.

Several key factors need to be addressed and effectively adopted for us to scale towards the future of reaching one million kids:

- **Mission Funding Focus**
- **Effective Acquisition Strategies for Financial Partners & Volunteers**
- **Strong and Comprehensive Development Plans**
- **Framework for Success**

**MISSION FUNDING FOCUS**

Our movement must move towards an unbounded mission funding strategy. As we scale towards the future, we must increase the number of partners involved and also maintain a high level of personal engagement with partners. A mission funding focus means all staff will collaborate by fulfilling assigned goals, contributing towards one ministry budget that strategically resources expansion in ministry.

By using the STS/BTS/Champions model faithfully over time, you will cultivate more and larger giving partners and build the legacy of a self-sustaining, mission-based, individual giving program. In addition, you will cultivate leads for volunteerism. These leads, if stewarded well, will increase your volunteer base. Volunteers will become funding advocates and champions for your mission funding focus.
EFFECTIVE ACQUISITION STRATEGIES
FOR FINANCIAL PARTNERS & VOLUNTEERS

The “missionary model” is effective in inviting friends and family into a great partnership. Yet, our capacity for growth in this circle is somewhat finite. To move towards scaling for a greater number of partners, we must employ a strong recruitment and acquisition solution that will create unending possibilities for growth.

This is accomplished by personalizing our mission and inviting people into participation with the work of God through Youth For Christ.

The STS/BTS/Champions model is a system to develop long-term sustainable funding through building new and growing relationships with committed giving partners, volunteers, and other advocates. Success in this model is measured based on the generation of new giving partners and leads for volunteerism. It is important to emphasize that the intended results of this model are growth of your giving partner base and generating more volunteer leads.

STRONG AND COMPREHENSIVE DEVELOPMENT PLANS

In tandem with a strong acquisition model, every Youth For Christ ministry site must embody the strongest biblical development strategy. The YFC development model optimally includes STS/BTS/Champions, which feeds into Core Giving, Major Giving, Planned Giving, and other Foundation activities. Altogether, this produces an excellent and highly relational plan with defined “calls to action.”

For Youth For Christ, a thoughtful, holistic development model involves the Find, Win, Keep, and Lift strategy. The STS/BTS/Champions model plays its part. See The Story is a way to “find” more prospective giving partners. Be The Story creates a solid approach to “win” prospective partners into becoming committed YFC Champions who give financially. The YFC Champions appreciation event supports “keeping” and potentially “lifting” giving partners into new levels of engagement.
FRAMEWORK FOR SUCCESS

The STS/BTS/Champions model provides a framework for all giving partner and volunteer development throughout the year. It deepens relationships with volunteers and individual giving partners by connecting them more closely to our mission, and it creates a pool of volunteer and giving partner prospects. Most activities are positioned around engagement, eliminating event-centric fundraising, and one-time gifts, and allowing the organization to do more to raise up lifelong YFC Champions.

We are confident that this model, when infused with the Spirit of God, provides exciting possibilities for funding the movement of Youth For Christ everywhere. Through our collaborative efforts, thousands of teenagers who didn’t know Christ a year ago will spend eternity with him.

Every hour of effort, every dollar raised, and every volunteer added helps young people know they are God’s masterpiece.

This is a holistic model, not an ala carte menu from which to pick and choose. Follow the system step by step – without deviating – and you will be successful. It’s a proven model. It works!

“GO THEREFORE AND MAKE DISCIPLES OF ALL NATIONS, BAPTIZING THEM IN THE NAME OF THE FATHER AND OF THE SON AND OF THE HOLY SPIRIT, TEACHING THEM TO OBSERVE ALL THAT I HAVE COMMANDED YOU. AND BEHOLD, I AM WITH YOU ALWAYS, TO THE END OF THE AGE.”

— Matthew 28:19-20
Developing YFC Champions

Youth For Christ is fueled by a movement of empowered giving partners and volunteers. The STS/BTS/Champions model allows you to build an ongoing pipeline of giving partners and volunteers, exponentially growing your circle of influence. This approach moves us from a limited number of prospects, as there are only so many people we know. This model is about blowing the lid off our limitations by creating a viral effect of “people inviting people.”

Through the STS/BTS/Champions model, you will invite your network, ask them to be ambassadors for our mission, and then ask them to invite their network. People who are introduced to the mission and have a heart for this work will now be in the cycle designed to raise up YFC Champions. A YFC Champion is someone who is committed to the mission of Youth For Christ by giving and/or volunteering at a significant level. YFC Champions are key ambassadors, inviting more people within their networks to attend upcoming STS/BTS events.

YFC Champions are a crucial part of this model. Cultivating and caring for your YFC Champions is critical. In this playbook, you will learn about an appreciation strategy called the YFC Champions event, which is a crucial ingredient in the STS/BTS model.

Current YFC Champions are ambassadors - they are the hands and feet of the mission as they help develop new YFC Champions.
This comprehensive STS/BTS/Champions “playbook” includes strategies, processes, checklists, scripts, best practices, goals and objectives, staff and volunteer training plans, analytics/metrics, and more. Be thinking about the responsible team member you will assign to each key role -- which may be the executive director, community engagement coordinator, volunteer, or advisory board member. Whether you have a staff of 20 or 2, this model works. Get creative about who plays each role, and remember, the “roles” are critical!

A suite of marketing resources complements this manual via the YFC Storefront, along with training at Youth For Christ’s Online Learning platform. These resources are referenced in the playbook and a complete list can be found in the resource and training sections.

This work is a derivative of the Benevon Curriculum for Sustainable Funding, used by permission. YFC USA has been given authorization to take the Benevon model and adapt the language to our specific context. The Benevon model creates a framework for what follows throughout this document.
Getting Started Strategy and Planning

The Executive Director, Community Engagement Coordinator, and all additional team members can start the process by watching the 50-minute Benevon video: http://www.benevon.com/fundraising-training-video

Here are the essential steps to getting started:

- Make the Commitment
- Consider Staffing Needs
- Build Your Team
- Schedule Game Plan Meeting

MAKE THE COMMITMENT

We understand that you have an existing development and marketing plan in place, and adopting this strategy will take some time. This acquisition strategy requires you to change your mindset and paradigm; it’s a cultural shift. Anytime you’re building something new and changing the culture, it has to be a commitment and it takes continual effort. Success comes when you make the commitment and follow it all the way through. We encourage you to trust this process!

To be successful, you will need to evaluate all your current fundraising approaches and events to determine any adjustments that need to be made. With the STS/BTS/Champions model, we are focused on the acquisition of new volunteers and giving partners - holistic outcomes that are not necessarily quantifiable based on dollars and cents. Your fundraising approach moving forward needs to fit this acquisition/development mindset, seeking long-term, deep engagement with giving partners. The return on investment, long term, will be generating YFC Champions and sustainable financial growth.

In short, we encourage you to shift ALL annual activities and re-direct your efforts to supporting this new strategy. If you adopt this model of fundraising, you will never again be looking for a one-time giving partner.

Most Important: This model is a recipe. If you leave out key ingredients, your final product will not be as successful.

We’re asking you to invest in this model and transition to it over a three-year period. The first year will require hard work; in fact, it will take five years to realize the full impact and potential of this model because you will be asking for five-year pledges. Success will come from trusting the entire process, reviewing it annually, and re-committing to it, even when it’s difficult.

Here’s the commitment we’re asking you to make as you begin to adopt this model:

- At minimum, host one STS event per month
- At minimum, host one BTS event per year

“Commit your work to the Lord, and your plans will be established.”

— Proverbs 16:3

CONSIDER STAFFING NEEDS

It is essential to identify the right player to lead this effort. While the chapter’s Executive Director will directly participate in the STS/BTS model, he/she cannot be the team leader; you must find another staff person, board member, or volunteer to lead this process and facilitate the playbook.
A key part of the strategy is to ensure that you have sufficient staff resources and to identify a primary team member responsible for facilitating the model.

We have created a Community Engagement Coordinator (CEC) role and have included the job description as a downloadable resource. You have the flexibility to decide whether to assign a full-time or part-time CEC and whether to hire new staff or deploy existing staff; however, it is crucial to dedicate this resource to ensure success with the STS/BTS model in advancing our mission. The CEC role cannot simply be an "add on" to other duties. It must take top priority.

BUILD YOUR TEAM

It is crucial to have full board and staff buy-in to embrace this new culture and strategy to raise YFC Champions and recruit new giving partners, mentors, and volunteers. Every staff member will be involved, but if you start off as being staff-driven, you will remain staff-driven.

Volunteers are critical to keeping the model going for the long haul because they expand your circle of prospects. The majority of this invitation strategy is "word of mouth" by peers. So, volunteers invite friends, who invite friends, who invite friends.

Ideally, half of your team members should be volunteers.

Everyone on your board, staff, and volunteer organization has an important role to play, whether in an official or unofficial capacity; they are all ambassadors of your organization. Start thinking and praying about who, outside of your team, can be a champion on this project for a year.

We recommend that you build a community engagement team of 5 to 7 people with the following composition:

- 2 to 3 staff members
- 1 board member
- 2 to 3 volunteers

The ideal team member meets all of these criteria; no fundraising experience is necessary.

• True passion for the mission
• Commits to building sustainable funding for the organization
• Recognizes the essential role they play in the community outreach effort
• Commits to be a part of the team for at least one year, or two event cycles, generally giving 1-3 hours per week

“There are different kinds of gifts. But they are all given to believers by the same Spirit. There are different ways to serve. But they all come from the same Lord. There are different ways the Spirit works. But the same God is working in all these ways and in all people.”

— I Corinthians 12:4-6

SCHEDULE GAME PLAN MEETING

Ready to get started?

It’s time to mobilize your community engagement team! The “game plan” meeting includes inviting and securing commitments from both staff and volunteers; starting to plan the key details, including date, time, and place for your STS events; and initiating a prayer strategy.

Here is a sample “game plan” meeting agenda:

- Start with prayer
- Share the vision of this model using the Playbook, pages 3-12
- Discuss networks of people to potentially invite
- Set a goal and build a plan for scheduling 6 months of tour venues
- Make any assignments and require team to review remainder of Playbook prior to next team meeting. (Make sure team members have access to the Playbook)
- Schedule next meeting
See The Story (STS) Tour

OVERVIEW

It is so easy to bring friends and family into the mission of Youth For Christ by showcasing the ministry in a highly relational way. See The Story tours provide a stirring way for you to casually invite people to “come and see.” What they experience through a See The Story tour will transform them, changing the way they see the world and the work of God in the lives of kids ages 11-19. Showing people our ministry through a tour is compelling and helps them grasp tangible ways they can get involved.

Pro Tip: Attending a See The Story Tour must be a required experience for all board members, staff, and active volunteers. It will galvanize your team and everyone you introduce into the mission!

Our first priority is to extend natural, relational invitations. Our goal is to find people who connect with the mission of Youth For Christ and encourage them to share their excitement by inviting more people to join our work. We want the people who are guests at a tour to become future YFC Champions next year.

Each STS tour follows a very specific agenda that allows you to succinctly paint the picture of the need and inspire guests to support our ministry. The tour includes vision, personal testimony, and three tour stops, each of which includes a myth, fact, gap, and story. Each tour stop is guided by a “bucket”—a theme that conveys the breadth of your work.

The STS tour agenda is designed in a very intentional way, with specific timing for each component. Each component allows you to impart the need and inspire guests to become partners and YFC Champions. We want guests to take away a visual or word picture that compels them to get involved. We want people to be excited about jumping on board!

TOUR AGENDA & COMPONENTS

Here are the non-negotiable and essential core elements of an STS tour:

- **Welcome and opening talk (3 mins) [linked to training] Visionary talk (8 mins)**
- **Three tour stops (12 mins per stop, totaling 36 mins)**
- **Closing talk (3 mins)**

Registration cards collected, contact details recorded in database, & follow-up calls made within 48 hours

Detailed video training and resources supporting these elements are available on Youth For Christ’s Online Learning platform and YFC Storefront. We have prepared marketing and event checklists for you along with a dynamic suite of materials that can be customized to your Chapter or Affiliate location.

KEY ROLES

As with every other event related to the STS/BTS/Champions model, roles are crucial. Consider the following roles when building an effective See The Story event.

- **Planning and Follow-up Team** - Led by the Community Engagement Coordinator, this team drives the planning of the See The Story event, marketing, logistics, rsvp management, operation of any program needs (AV, greeting, etc.), as well as follow-up with all guests.

- **Tour Guide** - This leader guides attendees through the tour. Either a staff member, board member, or volunteer; the tour guide welcomes guests, shares a compelling story explaining why they are involved, guides guests through each tour stop, and closes out the STS tour. The tour guide ensures the agenda is followed in a timely fashion.

- **Visionary Leader** – Either the Executive Director, a board member, or ministry leader offering a brief visionary talk, following the STS visionary talk 5 minute formula.

- **Tour Stop Presenters** - Ministry leaders, volunteers, or kids involved in each tour stop. They can share the myth, fact, gap, or share a brief meaningful story.
STS: Marketing Strategy

BUILD A SCHEDULE

It is important to stay ahead in securing your tour locations. At a minimum, seek to schedule tours six months in advance to build a long-term promotion plan. A common mistake is to not schedule enough tours into the future. If tours aren’t scheduled, there is no way for people to have a “next step” opportunity to invite others to see the ministry. Without a schedule of future tours, the See The Story model will fail.

Work with your team to determine a variety of tour locations. Try to represent all the ministries of your Chapter or Affiliate location. Build a frequency of tours that works for you, but recognize this crucial rule - the more tours you host, the more opportunities to invite people. Without a regular schedule of tours, the momentum of this model dries up fast.

Pro Tip: Sometimes we don’t have access to a ministry location. Get creative and host tours at off-site locations. Tours can be hosted in homes, churches, or a variety of other creative venues. You can run a “tour in a box,” bringing ministry stories to any location. Remember, it is not the location that matters; it is the stories shared. This model can work anywhere. Just remember, the tour agenda stays the same.

WHO TO INVITE: SOURCES FOR EXTENDING INVITATIONS

There are many potential sources for inviting people to See The Story Tours. Consider the following suggested sources for extending invitations:

- YFC Champions inviting their network to attend a tour
- Personal “word of mouth” invitations. People who are new to YFC and not yet in your database
- Networks of current, active volunteers
- Your current database of contacts who have yet to attend a tour
- Churches
- Neighborhood and community organizations
- Local colleges

Pro Tip: Personal “word of mouth” invitations have significant impact! In fact, peer-to-peer invitations are 60 times more effective than organization-to-peer communication.

HOW TO INVITE: PRE-EVENT MARKETING

In addition to the primary strategy of extending personal invitations to STS tours, it is ideal to leverage a variety of marketing strategies to promote tours as well. For example, you should add the event to your social media pages and post the tour schedule on your website.

Here are key marketing promotional tips:

- Keep a simple, predictable communication schedule, called a marketing calendar, to plan when and how you will communicate.
- Always have current printed marketing resources available for distribution.
- Ensure your web site content is up to date.
- Use social media channels like Facebook and Instagram to promote regularly. Remember to add new events and remove outdated events.
- Strategically send emails about upcoming tours to your database of local contacts, as well as to past STS/BTS/Champions attendees.
- Use YFC StoreFront resources to build web, email, and social media graphics.
Train Your Team to Craft Effective Stories

Each component of an STS Tour includes a personal story. Having well-crafted, concise, and compelling personal stories that have movement, clear points, and make a strong connection to the mission will directly impact the quality of your STS tour.

QUESTIONS TO CONSIDER WHEN CRAFTING STS TOUR STORIES:

- Does the story move you when you hear it?
- Does the story capture the emotional essence of your work?
- Does the story have a flow that moves from the person’s life before, through an intervention, and to a different life now?
- Do you hear words and phrases that evoke emotion (link to document)?
- Are there word pictures that will stick with listeners?
- What is it about the unique mission of YFC that inspires you and keeps you engaged?

Have all your team members take time to craft their “YFC 2-Minute Story.” Make sure their stories accomplish the following:

- Share a poignant moment
- Make a point
- Use descriptive and vibrant words
- Avoid jargon
- Don’t be afraid to be vulnerable
- Keep it under 2 minutes

Pro Tip: Avoid YFC language that only we “on the inside” understand. Remember your audience. Speak in a language they will understand. Don’t assume tour attendees understand our mission. Ideally the audience will know very little about YFC.

Pro Tip: Consider creative ways of telling stories. The first-person perspective is the best way to tell a great story. If you can’t achieve this, in place of a live story you could utilize a video, audio recording, or even a letter written by a kid in the ministry. While people listen, show a photograph of that person or a prop that represents an element of their story.

Once you’ve trained and equipped your team with great stories, it’s time to build an agenda that captures the hearts and minds of those who experience a tour. The first step is building a Welcome and Opening Talk that sets the tone and puts everyone at ease.
Building a Compelling One-Hour STS Tour Agenda

As you consider building a one-hour STS tour, think about each ingredient as part of a recipe. All ingredients increase the likelihood of a compelling tour experience. Leaving out even one ingredient in the STS tour agenda can be detrimental. Likewise, adding extra ingredients will spoil the recipe! Follow these critical steps to ensure your tour is effective. For example, if you exceed the one-hour goal for a tour, you spoil the recipe!

All STS training and resources, including the STS Agenda, are available at YFC Storefront and Youth For Christ’s Online Learning platform.

WELCOME AND OPENING TALK (3 MINS)

The Welcome and Opening Talk is typically given by a board member or an active volunteer who is excited about the mission. It contains a brief personal story that connects the person to the mission.

SCRIPT FOR OPENING AND WELCOME TALK: (3 MINS)

“Thank you for coming, we’re delighted you could join us! This tour is the best way we have found to help people learn more about the mission of YFC. We hope that you will become more knowledgeable and inspired about our work, as inspired as we are every day.”

What inspires me to be involved with this mission is: (TELL YOUR 2 MIN STORY!)

(VISIONARY TALK (8 MINS)

An executive director or high-level leader typically leads the visionary talk. Here are the ingredients:

- 40% of the talk includes the leader’s story and personal connection to what YFC is doing.
- 20% of the talk is an opportunity to include YFC’s accomplishments.
- 40% of the talk includes vision, gap (need), & urgency to respond to the gap.

VISIONARY TALK SCRIPT

“Thanks for being a part of this tour!” Description of our organization (1 min)

- How does this specific ministry fit into the bigger organization?

Your personal story (3 min)

- Why I’m here- My story with an emotional connection to what YFC is doing
- What keeps you working for YFC? What keeps you inspired and engaged?

Successes (1 min)

- Striking stats; facts and figures (numbers of people reached, lives impacted)
- Our accomplishments

Vision for the future (3 min)

- Where do you want to be 5 to 10 years from now?
- What programs and services will you be offering?
- What will the impact be on the broader community?
- What is the gap between our vision and our current situation?
- Imagine if this gap filled
TRANSITION TO FIRST TOUR STOP

“Please enjoy your tour. My prayer is that you will get an even better sense for how our work here is changing the lives of young people.”

THREE TOUR STOPS (12 MINS PER STOP, TOTALING 36 MINS)

Each tour stop is guided by a bucket – a broad area of impact used to orient people to the mission, guiding the content of each tour stop. Each bucket consists of four elements – a story, a myth, a fact, and a gap. You can vary the order and combination of these elements, meaning you can use the story to start the tour and then summarize with a myth, fact, and gap. Or, you can flip the structure and start with a myth, fact, and gap. Also, you can weave the myth, fact, and gap into the story narrative. Any of these combinations work and will keep your audience alert and attentive.

The story should be personal, sharing about a life that has been impacted. This is an opportunity to use one of the well-crafted stories you have prepared prior to the tour. It could be a kid sharing her or his story or a volunteer sharing about their experience.

Pro Tip: Stories should be no longer than 5 mins. Leave room for questions.

Along with the story and a time for questions, share the myth, fact, and gap – communicated either by the story teller or another facilitator.

• A myth is something that is wrongly assumed about kids, your community, an issue, etc. The myth is often a widespread misconception or stereotype.
• Next a fact is introduced. The fact clears up misconceptions of the myth.
• Next, a gap is introduced, referring to the space between where we are now and where we want to be. Typically, this is in reference to tangible needs (other than money) the ministry has. Help guests envision themselves contributing to bridging the gap.

SAMPLE MYTH, FACT, AND GAP:

“Many people would say incarcerated kids are a menace to society and a drain on public resources. But as you have heard from Jim’s story, he’s a kid with dreams who is excited about opening up his own barber shop one day, using his gifts and abilities to go back and help his community. The challenge is that there are many more kids like Jim who need a mentor to help them see a path beyond the struggles they’ve faced growing up in a tough environment. We need more mentors to help kids like Jim.”
USE THIS TOUR STOP PLANNING GRID TO BUILD THE BUCKETS FOR EACH TOUR STOP:

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<th>Tour Stop/Bucket #1:</th>
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<tr>
<td>Myth:</td>
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<td>(What is wrongly assumed about our kids/neighborhood/issue?)</td>
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<td>Fact:</td>
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<td>(What is the truth about this myth?)</td>
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<td>Gap:</td>
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<td>(What is needed to close the gap between where we are now and where we plan/need to be? Can tour guests envision themselves filling this gap?)</td>
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<td>Story/Testimony (5 min):</td>
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<td>Story/Testimony (5 min):</td>
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CLOSING TALK (3 MINS)

Similar to the Opening and Welcome Talk, the Closing Talk is typically given by a board member or an active volunteer who is very excited about the mission. It also contains a brief personal story that connects the person to the mission.

CLOSING TALK SCRIPT

“Thank you again for joining us today. We can see that some of you have been truly moved and inspired, as we are, by our mission.

What inspired me to be involved with YFC was: (TELL YOUR 2 MIN STORY!)

One of us will be calling you in the next couple days to answer any questions you might have and get feedback from your tour experience.

Please take the Wish List & a card with future scheduled tours. You can share them with anyone you feel would benefit from learning more about YFC. Thank you again for coming – have a great rest of your day!”

Pro Tip: Before attendees leave the tour, make sure to give them a Wish List Sheet (available on YFC Storefront) as well as information about upcoming tours. These resources offer a “call to action” for guests. In particular, invite guests to be ambassadors for See The Story by inviting friends and family.

Pro Tip: Your ambassador strategy will drive the whole model. Ambassadors are people who are passionate about your work and will happily invite others to attend STS tours. They are the inviters. Always be intentional in the way you challenge all tour guests to think about becoming an ambassador who invites others to an upcoming tour. Make it easy for them to invite others by clearly communicating when and where the next tour is being held.

REGISTRATION CARDS COLLECTED AND CONTACTS RECORDED IN DATABASE

The most important part of the See The Story tour process is capturing information about your guests. This critical information must be collected on every guest. You will use the guest contact information to make the required follow-up after the tour event. It is recommended to have guests fill out registration cards at the beginning of the tour as they arrive. Make sure to collect cards after guests fill them out.

POST-EVENT TEAM HUDDLE

The post-event team huddle happens immediately afterwards to review the event and make follow-up assignments. The team develops a plan to ensure follow up calls are made within the next 48 hours. Items to discuss in post-event huddle:

• Are there any important observations or comments heard from guests?
• How well did the speakers follow the timeline?
• Was the venue conducive to an effective tour?
• What went well and what would you change next time?

Be sure these comments are noted so changes can be made for the next tour.
Five Step Follow-up Call

Pro Tip: The Key to Success – Call 100% of STS attendees

Prioritize calling all attendees within 48 hours. Use the Five Step Follow-up plan to guide the follow-up dialogue.

SELECTING THE IDEAL PERSON TO MAKE THE FOLLOW-UP CALLS

Coordinating follow-up is the responsibility of the Community Engagement Coordinator (CEC) or individual responsible for running the See The Story program in your Chapter or Affiliate. This person will be an ongoing key contact for a guest, guiding the cultivation process leading up to Be The Story and beyond. Make sure the individual doing the follow-up is recognizable to the person they are calling. This means the person following up should be present as part of the tour. This allows the guest to “connect” with the person who is calling them. (See Community Engagement Coordinator job description for details [Link])

Pro Tip: Whoever does follow-up MUST enjoy building relationships—and talking on the telephone!

The ideal person for the follow-up call must:

- Adhere to Five Step Follow-up Plan (See below or download script [link].)
- Attend the STS tour and have a public-facing role as a speaker or greeter
- Enjoy talking to people on the phone
- Encourage STS attendees to invite others to future STS events
- Be in communication with the executive director and KRM’s to get responses to partner questions or ideas in a timely manner
- Possess the maturity and ability to interact with all types of people
- Enjoy developing relationships with people over time
- Be detail-oriented and committed to tracking every conversation in a database

THE FIVE-STEP FOLLOW-UP CALL GUIDELINES

1) Thank you for coming.

2) What did you think?

- Of the stories you heard?
- What area of our work most interested you? Was it (bucket #1, #2, or #3)?
- What new thoughts or ideas did you come away with?
- Do you have a personal connection to our work? Tell me about it.
- Did you leave with any questions I can answer for you?
- What advice do you have for us?

3) Be quiet and listen.

- Take notes on what they say.
- Enter notes into database.

4) Is there any way you can see yourself becoming involved with us?

- Invite others to STS tours.
- Have a list of things people could do, such as volunteer opportunities, making reminder calls for STS tours, or volunteering (i.e. mentoring).
- Host a STS tour or share a virtual STS tour.
- Become an ambassador - hosting an event, getting the word out.
- Activity related to their bucket area of interest (e.g., meet with staff or tour the facility, invite to a small event).
5) Is there anyone else you can think of that we should invite to a STS?

- Who else in your daily life? Other groups you participate in, etc.?
- Maybe a family member, someone you work with, or a friend?
- Someone you know who has a personal connection or a real passion for our work.
- Example: “You mentioned you work in the healthcare field. Is there anyone else from your work – or from your book club, for that matter – who you think should know about our work?”

Pro Tip: Always be on the lookout for possible BTS Table Captains. You’ll learn more about table Captains in the Be The Story training.

When following up with your guests after See The Story, be sure to avoid these common mistakes:

- Having the calls made by someone who wasn’t at the STS and didn’t have a speaking role. The purpose of the follow-up call is to deepen or continue the relationship after the STS tour. That will not work if it’s a cold call from a stranger.
- Making calls more than 2 days after STS. People just won’t remember what they saw or heard if you wait too long! Momentum will be lost and timing is crucial.
- Not allowing enough time for the calls. You should plan on fifteen minutes per call. If you are rushing to get off the phone, you can’t be present and get the most out of the call.
- Asking for money. You should be asking your STS guests if they want to get involved or further engaged with your organization, but you should not ask for money on a follow-up call, just like you shouldn’t ask for money at the STS!
- Not capturing good notes in your database and scheduling the next contact. Even if you have a great call, if you don’t document the conversation and set a next action step, it’s like it never happened!

After gathering follow-up information, complete the following:

- Enter all contact information from Registration Cards into your database for continued follow-up.
- Most likely you will already have some contact information on the guest if they rsvp’d through your registration platform. In this case, please update and cross-check the contact information on the registration card with whatever you currently have in your database.
- Make sure to enroll attendees in your ongoing communication through print communication, emails, as well as other ongoing updates.
- After entering all contact information, always make notes in your database about follow-up activities. For example, after the Five Step Follow-Up Call, document your call, as well as any other notes about the contact experience in your database.
- After any conversation with an attendee, always determine a “next step.” In your database set a task or “to do” that reflects your next action step. For example, establish a future time to call again, share contact with a ministry leader, pass along volunteer opportunity information, answer questions about giving to your YFC Chapter or Affiliate, etc.
STS Planning Checklist

BEFORE THE EVENT, CONSIDER THIS CHECKLIST OF CRITICAL ITEMS THAT ENSURE YOUR TOUR WILL BE A SUCCESS.

Before the Event | Pre-Event Marketing
- Establish a marketing calendar with timeline and schedule of events
- Decide who to invite
- Order and send invites at least 3 weeks in advance with a reminder 2 weeks before and 1 week before
- Place new dates on website: both on home page and in registration form
- Create RSVP strategy
- Create social media posts to promote STS events
- Work with staff, ambassadors, and volunteers to identify invitees
- Order needed materials: YFC Booklets, Wish List, Touch Cards
- Utilize YFC Storefront for STS marketing materials [link]
- Utilize touch cards with dates of future tours for invites
- Call people to invite them personally

Event and Venue Logistics
- Choose date/time/location (make sure location is easy to find)
- If applicable, consider inexpensive, efficient food options (snacks or a box-lunch… something quick and easy that is not a distraction from the one-hour tour agenda)
- Order food
- Buy all needed supplies for event

Technology and Audio/Visual Equipment
- If required, determine A/V equipment needs and make sure location has this available
- Create music playlist to download on computer to play during mix/mingle, if applicable.
- Make sure any YFC video resources are downloaded and work properly.
- Leverage technology to support tours, especially when capturing attendee information.

Program
- Build See The Story agenda and share with STS team (Use See The Story Agenda worksheet)

Speakers and Guests
- Schedule any guest speakers and meet with them prior to the event to make sure their stories have been crafted
- Send RSVP follow up (“we received your RSVP”) to guests and add any additional helpful information with contact information
- Add directions and other crucial information to RSVP follow up
- Order registration cards and name badges

Team Assignments
- Clearly assign roles for the event
- Ensure that everybody rehearses their role

Before the Event | Day Before Event
- Follow up with venue and food option to make sure everything is set
Day of Event | On-Site Checklist, Before Event

- Set up tables/arrange chairs
  
  Check to make sure there is enough space to add people if needed
- Set up registration table with reg. cards and name tags
- Place candy dishes with candy, YFC booklets, and other resources on all tables
- Set up computer and check sound and video, if applicable
- Set food out on tables, if applicable
- Everyone in place for doors to open
- Follow agenda and STICK TO THE TIME (Use See The Story Agenda [Link])

Day of Event | On-Site Checklist, After Event

- Thank volunteers and team members
- Complete all clean up requested by facility
- Pack up everything that was brought to event
- Be sure to turn off any lights, A/C, lock doors as requested
- Thank the facility

Day of Event | Post Event Team Meeting

- Immediately after See The Story Event, host a post-event team huddle. The post-event team huddle happens immediately afterwards to review the event and make follow-up assignments.

After the Event | Follow-Up Calls and Team Assignments

- Use STS registration cards for follow-up calls, making notes on back of cards
- Record all follow-up activity notes in database
- Send volunteer prospect information to appropriate ministry team(s) for follow-up
- Send prospective major giving partner information to development team for follow-up and ongoing stewardship
- Provide information to people interested in giving, volunteering, etc. based on their needs
- Review notes from all activities with team to ensure that all guests received a complete follow-up experience, with next steps established
Be The Story (BTS) Fundraising Event Overview

Be The Story (BTS) is an annual or semi-annual fundraising model where we actively engage prospective giving partners, volunteers, and YFC Champions, and ask them to become partners in our mission. Each one-hour BTS “ask” event follows a very specific approach, as outlined below. This event often works best as a breakfast or lunch.

This event is distinct from all other events. In order to be successful using this recipe, you must follow the ingredients exactly, down to the exact wording of scripts. The free one-hour BTS event has a particular formula; there is nothing haphazard about it. The program elements are sequenced towards a critical “ask.” At the point of the financial ask, guests are sufficiently educated and inspired in such a natural and respectful manner that they can choose freely whether or not they would like to contribute financially, becoming a YFC Champion who makes a multi-year giving commitment.

Far from being a high-pressure, obligatory giving event, the Be The Story event provides people with an unforgettable, succinct presentation of the extraordinary work of Youth For Christ. Your guests will be thanking you for inviting them.

The success of the event relies primarily on the personal, word-of-mouth invitation each guest receives from a friend who has agreed to be a Table Captain. While you may supplement these personal invitations with printed invitations to people on your mailing list, the majority of the guests should be coming, ideally, because a friend invited them and/or they have attended a STS tour.

It is essential that each Table Captain understand how the event works and feels comfortable that his or her guests will not be pressured in any way to give.

Table Captain training will go over the suggested wording to be used by each Table Captain as they invite guests. Most importantly, Table Captains must be clear that people will be asked to give money at the end of the event; however, there is no obligation to give and no minimum contribution expected.

Your projected fundraising numbers for the event should presume that no more than 50% of the guests will make a financial contribution that day. The other 50% may choose to come to a See The Story (STS) tour after the event to learn more before making their gift, or they may choose to not give at all. In other words, the event organizers need to count on only half the people giving. (Only 10% will make a multi-year pledge and another 20-40% will make a 1x gift. The ideal gift is a multi-year commitment.)

For many of the guests who have been to an STS event, the BTS event will be the first time they have been asked to give to YFC. For long-time supporters, the event will be a reaffirmation of their wise investment and an opportunity to give again. Remember, this event is part of your cycle for building lifelong YFC Champions who will provide sustainable funding for your organization’s mission.

The BTS event is like a “third date.” The goal is to invite as many people as possible to attend a “first date” STS tour before the event - to see first-hand what we do - followed by the “second date” phone call after the tour. The “third date” is Be The Story, where they are asked for a specific, deeper commitment.
Planning a Successful Be The Story

KEY ROLES

As with every other event related to the STS/BTS/Champions model, roles are crucial. Consider the following roles when building an effective BTS event team.

- **Planning/Program Team** - Led by the Community Engagement Coordinator, this team drives the planning of the BTS event -- Table Captain training, marketing, RSVP management, development insight, video production, logistics, and operation of any program needs, etc.

- **Table Captains** - The success of the BTS event relies primarily on the personal, word-of-mouth invitation each guest receives from a friend who has agreed to be a Table Captain. The Table Captain team seeks to help fill tables with guests, whom they also encourage to attend a STS tour prior to the BTS event. These people are good conversationalists who make guests feel welcome.

- **Emcee** - This leader drives the program and ensures the agenda is followed in a timely fashion.

- **Visionary Leader** - Typically this is the Executive Director or key leader offering an inspiring, visionary message.

- **Closer** - A key stakeholder in your ministry, a current YFC Champion, who is willing to follow a “community challenge” script. The closer is a critical part of the program who adheres strictly to the script, ensuring the best outcome.

- **Ministry Leaders and Kids** - Ministry leaders and young adults involved in your ministry provide a live testimony element that is a compelling description of how your ministry makes an impact.

- **Follow-Up Team** - A team of staff and volunteers specifically trained to handle pledge cards, database input, assignments for follow-up, and follow-up calls.

**TABLE CAPTAIN RECRUITMENT & TRAINING**

Building a great Be The Story begins with your Table Captain strategy. Table Captains need to be recruited much earlier for Be The Story than for traditional fundraising events -- about 5 months ahead of time. This allows sufficient time for these key team members to be trained to understand the model and to invite potential guests to STS tours prior to the BTS event.

**Pro Tip:** Remember, a key to success in the Be The Story model has to do with the number of people attending tours prior to the BTS event.

The Table Captain job description should be shared with each new table captain as part of the orientation process. All of the table captains will receive physical and digital materials to support their efforts.

All BTS training and resources, including Table Captain materials, are available at YFC Storefront and Youth For Christ’s Online Learning platform.

Scheduling multiple training options for Table Captains is crucial. Host early morning breakfasts, video meetings, luncheons, evening desserts... whatever it takes to engage as many of your Table Captains in Be The Story training. Training your table Captains ensures a higher likelihood that they will personally invite enough people to fill a table at your event.

Communicate regularly with your Table Captain team, offering coaching and updates on progress as you seek to fill a room with guests. Your personal engagement will make all the difference, making the experience meaningful for Table Captains.

**Pro Tip:** How many Table Captains do you need?

Every table captain represents 7 guests, on average

- 100 guests = 14 table captains
- 200 guests = 28 table captains
“Each person should give what he has decided in his heart to give, not reluctantly or under compulsion, for God loves a cheerful giver.”

— 2 Corinthians 9:7 (NIRV)

PREPARING YOUR DATABASE

The common mistake is failing to prepare for how you will track information about Be The Story attendees in your database. Well in advance, make a plan as to how you will track RSVPs, attendance, and pledges. This information is critical for the long term follow up strategy beyond the Be The Story event. Questions to consider:

• How will you track commitments made? How will you ensure ongoing communication with Be The Story guests?
• How will you track ongoing follow-up and engagement with BTS attendees (who attended and may or may not have made a commitment?)

LEADERSHIP GIFTS

Securing leadership gifts from individuals or a group of donors is a key element of a successful BTS event. Leverage your Executive Director and development team in the process of securing leadership gifts for the BTS event. The target amount of leadership gifts depends on the top amount you’re asking in the way of 3-year pledges. For example, your leadership gift needs to equal or be greater than the biggest number on the pledge card $25K/year for 5 yrs = $125K. The pledge card is a customizable resource available on YFC Storefront.

It’s essential and powerful to announce from the stage a leadership gift amount that has already been raised. This announcement creates momentum for more people to make commitments.

IMPORTANT TIPS FOR SECURING LEADERSHIP GIFTS

• Solicit ahead of time so you already have one-time and multi-year gifts in the pipeline.
• If you have secured some sizable gifts, people will feel safer to jump into the pool.
• People need intellectual and tangible reasons to follow their heart. A leadership gift achieves this.
• Anyone who is a current champion or current donor who wants to be a multi-year donor can give toward the leadership gift.
• Optimally, the leadership gift equals the top pledge on the pledge card.
• Person who does the ask at the end of the BTS event says, “The good news is that we’ve already had a donor (or group of donors) who have committed $ ____________.”
• Plan to ask different people every year.

SETTING PLEDGE GOALS

Once you know how many guests will attend, you can project how much you can raise at your Be The Story event. The formulas below will help you determine the giving levels to present on your pledge sheet. Use the customizable pledge card on Storefront [link] to build your pledge card once goals are established.
If you have unrestricted leadership gifts of less than $10K, use this pledge combination for your BTS event:

- $1,000 per year for 5 years
- $5,000 per year for 5 years
- $10,000 for 5 years
- <Blank> amount for <blank> years – guest fills in the blanks
- Or one-time gift today (variable options available for anyone in the room)

If you have unrestricted leadership gifts of more than $10K:

- $1,000 per year for 5 years
- $10,000 per year for 5 years
- $25,000 per year for 5 years
- <Blank> amount for <blank> years – guest fills in the blanks
- Or one-time gift today (variable options available for anyone in the room)

The Formula

- Each person in the room represents $500
- If 200 people are in the room: 200 people x $500 = $100K
- This metric is not just cash that day – it’s multi-year pledges
- On average, only 10% in the room will make a significant gift
- Thus, roughly speaking, 20 people (10%) in a room of 200 will account for much of the $100K raised

**Pro Tip:** A common and costly mistake is to deviate from the pledge goal formula above. Trust the process and follow the recipe. Use the customizable pledge card available on Storefront [link] to experience the best results!

**Pro Tip:** If 200 people are in the room, but they haven’t been on a tour before attending a BTS event, then predictive metrics aren’t reliable. The only way to ensure a high degree of success is to shoot for a goal of 20-25% of people attending BTS having been on a STS tour.

**VENUE CONSIDERATIONS**

The venue is a key element to the metrics. What is the venue’s capacity? Early in your planning process consider the number of guests you are planning for to ensure enough space is secured. Also, review the venue to make sure there is adequate and convenient parking. Accessibility/convenience during the breakfast or lunch hour, especially during the work week, is critical. Consider a cold, pre-served plated meal for efficiency of the event. Keep the event to an hour.
Agenda for Be The Story

Pro Tip: The Key to Success — Stay on script. Stay on time. Whoever leads the Community Challenge MUST follow the script word-for-word.

Background music: as guests arrive
Welcome and Thank You (3 minutes)

- Be intentional about who you ask to be your emcee; it should be a non-staff member, perhaps the board chair, a peer to guests and someone who has a heart for your mission
- Thank you to board members, table captains, visiting dignitaries
- Shares personal connection
- Recognition of event sponsor

Opening Emotional Hook (3 minutes)

- Invocation
- Short video or audio capturing the attention of the audience

Eat & Socialize (10-12 minutes)

- Cold pre-set meal; food is simple, not fancy; it’s not the focus
- Token of appreciation
- Centerpiece vignettes

Visionary Leader (CEO/Executive Director) (8-10 minutes)

- The staff member giving the visionary talk should focus on their heart for the mission, successes in the ministry, and the vision and urgency of the need. Talk should consist of:
  - Personal connection (40%)
  - Current accomplishments (20%)
  - Vision, gap, & urgency (40%)

- Explain the goal and the gap preventing it from being met. Describe the chasm between what the need is and how it’s funded.
- Example: “We’re working with 90 young women per year, but we know in our state there are 1,000 – we’re the only ones in this space.”

Pro Tip: Rehearsing the Visionary Talk is crucial.

BTS Seven-Minute Video (7 minutes maximum)

- Purpose: To evoke emotion by telling 3 stories of 3 people impacted by 3 separate YFC ministry efforts.
- The video is a key piece to the BTS event. It communicates the vision of the mission and evokes emotion, allowing the audience to form a personal connection with your mission.
- This video shows that the work we do has a powerful, transformative impact on the lives of real people.
- These three stories are held together by one major theme.
- Consider the creative use of b-roll and music to make this a powerful piece.
- Allow plenty of time for interviews and production of this video.
- The best use of video is to tell your story through personal testimonials.
Testimonials (3 minutes each; 2 different perspectives)

- Area of Service #1
- Area of Service #2
- 3 minutes each
- Facts and inspiration, credibility; may use interview format

Community Challenge (7-9 minutes)

- Personal connection to mission
- Someone credible walks the audience through the pledge card (includes time for guests to fill out the card and pass in to the table captain)
- No background music
- Important: Follow word-for-word the “Community Challenge Script”

Wrap up (1 minute)

- Emcee thanks guests again for their support
- Background music plays as soon as event officially ends
Pro Tip: Practice the closing script with your designated “closer.” Be The Story events fail or succeed based on the closer’s ability to follow the script. Role play with the closer. Do not assume they know what they are doing.

(CREATE A TRANSITION BY ACKNOWLEDGING PREVIOUS TESTIMONIES)

- Hi, I'm ____ and I’d like to tell you a story of how God opened my eyes and changed my heart, inspiring me to want to be a part of God’s work in this city... [insert two-three sentence story explaining why you are involved].
- When you came here today, most of you did not know exactly what we were going to ask you for in terms of your financial support. You probably came to this fundraiser because a friend invited you, or because you’re already familiar with YFC, but now you’ve heard the full YFC story and met some of the team. What we really need most today is financial support for day-to-day operations to build a strong foundation now and provide a stable future for YFC.
- Today it’s my privilege to invite you to partner with us....

(WALK PEOPLE THROUGH THE PLEDGE CARD)

- Table captains, would you pass out the pledge sheets?

(BRIEF PAUSE. (30 SECS)... THEN GET ATTENTION BACK)

- Starting at the top of the sheet, in the 1st box, we’re inviting you to become a CHAMPION for youth and families. The 1st pledge level is $1,000 per year for 5 years. $1,000 (or $83/month) will significantly help support mentoring students, like you saw in the video.
- The 2nd pledge level is $2,500 per year for 5 years. $2,500 per year can cover bringing in and training new JJM mentors. So many kids who we can’t mentor now because of limited resources will have the chance to have a mentor. This is a deep, exponential investment in the future of our community.
- The 3rd pledge level is $5,000 per year for 5 years. A gift at this level will fully support... (need content here)....
• If you are joining the CHAMPIONS for Youth & Families of Youth For Christ today at 1 of these 3 levels, our special thanks to God & to you for your generous support!

• If you’d like to join with us today but prefer to start at a different level, join us as a PARTNER on the pledge sheet, and just fill in how much you would like to give and for how many years.

• Finally, perhaps you would like to consider a gift of stock or something else. Or you simply have some great ideas for us. If so, please check the last box on the page that says, “Please contact me.”

• We truly appreciate whatever level of support you have decided. And whatever your gift amount, it will help us if you can make the first payment on your pledge today. I’ll give you some time now to finish filling out the sheets. We’d also ask that EVERYONE please fill in the contact information at the bottom of the page because we’d like to get your feedback about our program today. When you are finished, please pass your envelope back to your Table Captain.

(PAUSE)

• I know that some of you are still writing, but, we want you to know that whatever gift you have chosen to make today - we sincerely thank each and every one of you on behalf of YFC & the Youth & Families we serve. And we thank you for the other significant investment you’ve given today, the gift of your valuable time & prayers to learn more about what God is doing at YFC. When you leave here, please spread the word - that’s another big part of what it means to “Be the Story.”

• Let’s welcome back ______ to wrap up.

Pro Tip: Find a complete sample financial ask script on YFC Storefront [link]. This script will help you craft an effective ask and have a successful BTS event.
Follow-up Calls & Team Assignments and Scripts

**Pro Tip:** The Key to Success — Call 100% of BTS Givers / Attendees

**POST-BTS FOLLOW-UP**

You must build a team and plan for ongoing engagement with those who make a commitment to give and serve. A team approach is crucial for follow-up. Your follow-up team should include key leaders, including the CEC and Executive Director. Other team members trained in the scripts are extremely helpful.

**Immediately After the Be The Story Event.**

- Document all activity and follow-up in your database (CRM). Accurate, current, and clear information will lead to effective follow-up and a strong return on investment.
- Designate someone to build a gift/pledge report of total gifts and pledges generated by a pre-designated leader. Cash and checks secured for deposit, tagged as BTS campaign.
- Within 24 hours, call Table Captains: “Thank you, what did you think? Please call and thank your guests. Would you like to be more involved? Is there anyone you think would love to come to a tour?”
- Within 24 hours, call people who pledged for multiple years: “Thank you for your gift. What did you think? Would you like to be more involved? Is there anyone you think would love to come to a tour?”
- Within 24 hours, call people who made comments on the pledge card: “Thank you for your thoughts. What did you think? Would you like to be more involved? Is there anyone you think would love to come to a tour?”
- Within 24 hours, call people who made significant gifts (decide cut-off): “Thank you for your gift. What did you think? Would you like to be more involved? Is there anyone you think would love to come to a tour?”
- Within 24 hours, call people who RSVP’d but didn’t make it: “Missed you, would love to have you come to a tour.”
- Within 2 days, email to all who came but didn’t give: “Thanks for coming. Here are tour dates if you’d like to join us.”
- Plan a communication campaign for pledge commitment fulfilment.
- Thank you cards to all volunteers and Table Captains.
Post-BTS Communication

Within two weeks, send the following content in a letter to all BTS participants who made a commitment. You will need two weeks to ensure all data from BTS event and commitment information is properly recorded in your database. Here is some suggested text you should prepare well in advance of the Be The Story event:

Thank you for your commitment to help support the mission of [Location] Youth For Christ. Your investment with [Location] allows many young people to hear and respond to the Gospel.

[Insert specific story explaining how giving makes an impact on your ministry. 5-8 sentences preferably.]

If you would like to learn more about how your gifts are impacting kids ages 11-19 in our area, we have various opportunities to do so. For example, you can do the following: 1.) Join us for a See The Story tour of our various ministries, 2.) volunteer, or 3.) Receive ministry updates. Just go to our website at [enter web address] to explore these and other opportunities.

We’re grateful that God allows us to serve kids in such meaningful ways. And we thank God for you as well, for you are a valued part of our mission. Thank you for allowing God to use you through [Location] Youth For Christ.

In Him,

[Executive Director’s Signature]

Date of Commitment: [date]

Pledge Amount: [Amount]

Last Payment Date: [Date]

Balance for Pledge: [Amount]

If you would like to change or update this, please contact us at [Phone #].
Post-BTS Extended Follow-up

Build a solid plan regarding how you will keep in touch with Be The Story guests. Personal engagement is crucial and effective along with enrolling Be The Story attendees in ongoing communication -- print, email, and other methods.

A focused strategy:

• Make sure every BTS attendee is assigned to someone for ongoing follow-up.
• Ensure all BTS guests receive ongoing communication.
• Send volunteer prospect information to appropriate ministry team(s) for follow-up.
• Send prospective major giving partner information to development team for follow-up and ongoing stewardship.
• Provide clear information to people interested in giving, volunteering, etc. based on their needs.
• Review notes from all activities with team to ensure that all guests received a complete follow-up experience with next steps established.
• Set a weekly rhythm of making a few contacts. One hour a week will likely give you the time to make productive contacts.
• After any conversation with an attendee always determine a “next step”.
• In your database platform set a task or “to do” that reflects your next action step - i.e. Call again in one month, answer a question about someone’s giving history, share contact with a ministry leader, pass along volunteer opportunity information, answer questions about giving to your YFC Chapter or Affiliate, email a link to upcoming tours, recruit as a Table Captain, etc.
BTS Planning Checklist (12 Month Plan)

9-12 months before the event

☐ Choose your exact date and book your location/venue
☐ Work this timeline backwards from that date

6 months before the event

☐ Corporate sponsor request letters sent (optional)
☐ Menu priced and selected
☐ Audio/visual company booked, if necessary
☐ Video prepared
☐ Begin recruiting table captains

90 days before the event

☐ All Table Captains confirmed
☐ Assign each Table Captain a “friendly reminder person” who calls them every 1-2 weeks to support them in filling their table
☐ As each Table Captain signs on, give or send them a welcome packet, which includes:
  ☐ Table Captain welcome letter
  ☐ Sample script for inviting their guests
  ☐ Table Captain job description
  ☐ Guest list form (with deadline)
  ☐ Form to list those unable to attend (to receive information or be invited to an STS tour)
  ☐ “Save-the-date” postcards

3 weeks before the event

☐ All guest lists are due. Ask the table captains to send even if they are only partially filled
☐ Begin inputting the names, addresses, and phone numbers of each guest into your database; this will give you an idea of where you stand. Don’t be surprised at the number of table captains who have put this off until the last minute

2 weeks before the event

☐ You should have 80% of the guest list completed. Focus on the remaining Table Captains to help them fill spots at their tables. If necessary, responsible staff may need to assess feasibility of whether or not a Table Captain can fulfill her or his role. Encourage and collaborate with Table Captains who are struggling to help them create a “win” by filling their table.
☐ Make your seating plan for the event. Assign table numbers to each Table Captain. Choose who sits at the front tables, sides, back, etc. Leave some empty seats at the back tables, if possible, for latecomers, surprise guests, and event volunteers to come in and enjoy the event after they’ve finished their duties.

1 week before the event

☐ Have your “friendly reminder people” call their Table Captains to ask them to personally reconfirm each guest
☐ Get realistic about your guest count. If necessary, combine two Table Captains into one table. Expand other tables to 12-14 people
4-6 days before the event

- Give final meal count to hotel or caterer
- Schedule and host a pre-event meeting with key staff, stakeholders, and board members to strategically discuss guest list, seating chart, and other important details. Not necessary to have all Table Captains at this meeting

Day before the event

- Print out the nametags with table numbers. Alphabetize so they can be easily displayed for guests to pick up
- Send reminder emails to all guests who RSVP’d
- Follow up with venue and caterer to make sure everything is set
- Confirm that the speakers are ready to go
- Set up room, table numbers on each table, centerpieces, programs, and other decorations
- Decide which tables to set for more than 10 guests
- Have Table Captain packets (envelopes with their name and table number) assembled and ready to be given to each Table Captain as he/she arrives; each packet includes:
  - Pledge cards in individual envelopes
  - Pens
  - Table Captain instruction sheet listing instructions for day of event (from final Table Captain bulletin)
  - Spread out nametags on nametag tables with large alphabetical signs posted above them
  - Set up “Questions and Concerns” table for latecomers or last-minute newcomers. The table is managed by 2-3 high-level volunteers whose job is to get those people sorted out and into a seat as quickly as possible
  - Set up any other informational tables you may to have in the lobby: displays about your program, t-shirt sales, etc.

Night before the event (if it’s a breakfast event) or morning of the event (if it’s a lunch event)

- Set up room
- Prepare Table Captain packets

Day of Event | Take With Me Checklist

- Table chart
- Banners
- YFC table cloth
- Registration cards
- Box for registration cards
- Pens for registration cards
- RSVP list
- Name tags and/or lanyards for staff and guests
- Markers for name tags
- A/V cables (computer adaptor for VGA, VGA cable, audio cable for sound system)
- Computer/charger with music for before and downloaded YFC video
- Possibly projector, screen, sound system, microphone (if location doesn’t have them)
- Waters for guests
- Napkins
- Purchased food and plates/utensils, as needed
- Table cloths (if needed)
- Instructions from location facility on how to leave room, use equipment, etc.
- YFC marketing resources
- YFC prayer card packs
- Master guest list for greeters
- Touch cards for future tours (for guests to share with friends)
- Thank you cards for speakers (people appreciate hand-written thank you notes)
Day of Event | On-Site Checklist, Before Event

- Set up tables/arrange chairs
- Check to make sure there is enough space to add people if needed
- Set up registration table with reg. cards and name tags
- Table numbers on each table, centerpieces, programs, and other decorations
- Have Table Captain packets (envelopes with their name and table number) assembled and ready to be given to each Table Captain as he/she arrives; each packet includes:
  - Pledge cards in one large envelope per table
  - Pens
  - Table Captain instruction sheet listing instructions for day of event (from final Table Captain bulletin)
- Spread out nametags on tables with large alphabetical signs posted above them
- Set up “Questions and Concerns” table for latecomers or last-minute newcomers. The table is managed by 2-3 high-level volunteers whose job is to get those people sorted out and into a seat as quickly as possible
- Set up any other informational tables you may want to have in the lobby: displays about your program, t-shirt sales, etc.
- Sound check/run-through rehearsal of all presenters one hour prior to start time
- Check sound and video
- Turn A/C down or on (depending on facility)
- Turn on/off any extra lighting
- Set food out on tables
- Everyone in place for doors to open 15 minutes prior to start time
- Greeter in place to welcome guests
- Follow agenda and STICK TO THE TIME (timeliness is a Godly character - keep to your word)

Day of Event | On-Site Checklist, After Event

- Thank volunteers and team members
- Take out trash and complete all clean up requested by facility
- Pack up everything that was brought to event
  - Thank the facility

Day of Event | Post Event Team Meeting

- Immediately after the Be The Story event, host a post-event team huddle. The post-event team huddle happens immediately afterwards to review the event and make follow-up assignments.
After the Event | Follow-Up Calls and Team Assignments

- Use registration cards for follow-up calls, making notes on back of cards
- Record all follow-up activity notes in database
- Send volunteer prospect information to appropriate ministry team(s) for follow-up
- Send prospective major giving partner information to development team for follow-up and ongoing stewardship
- Provide information to people interested in giving, volunteering, etc. based on their needs
- Review notes from all activities with team to ensure that all guests received a complete follow-up experience, with next steps established

After the Event | Post-Event Team Debrief

- Schedule a post-event team debrief within two days of the STS tour, while the event is still fresh in people’s minds. Make sure all key team members attend this key session to share, debrief, and plan next steps.
- Post-Event Team Meeting Agenda:
  - Celebrate the event and acknowledge the team
  - Evaluate the event for strengths, areas of improvement, and action steps to implement
  - Who attended the event?
  - Where did they come from?
  - What trends were identified?
  - What new opportunities surfaced?
  - What lessons were discovered?
  - What improvement will be added to the next STS?
  - How will you track tour attendees utilizing your chapter’s database/CRM technology?
- Make team assignments
- Assign follow-up calls
- Send registration cards to YFC admin
- Review open loops and next steps
- Record notes from this meeting and assign a team member to hold the team accountable to ensure the agreed upon changes are carried out
YFC Champions Overview

All YFC Champions training and resources are available at [YFC Storefront](#) and [Youth For Christ’s Online Learning platform](#).

YFC Champions is a donor appreciation event designed to cultivate relationships with your partners who have committed significantly, either financially or with their time and talents. These events are centered around a meal and designed to reconnect donors to the mission of your Chapter or Affiliate and to celebrate what God has done.

The ideal outcome is that you will have YFC Champions whose passion for the mission is reinvigorated. These YFC Champions are also likely to become ambassadors who will commit to introducing others to your organization and inviting people to future See The Story tours. The YFC Champions event can be a breakfast, lunch, or dinner. You can host one big event or multiple smaller events. The key is to create an environment for appreciation and engagement.

**Pro Tip:** There is a temptation to skip the YFC Champions event or replace it with another ask event. Resist the urge and follow the recipe. Your YFC Champions will consistently appreciate the structure of a true YFC Champions event. YFC Champions is a strategic appreciation event design to “keep” and potentially “lift” your current giving partners. The event is strategically placed toward the end of the calendar year to create “top of mind” awareness, helping your giving partners think strategically and long-term about their ongoing support of your ministry. Again, resist the urge to ask for money. The event must be a “non-ask” appreciation event.

**Pro Tip:** Just because YFC Champions is a non-financial-ask event doesn’t mean there isn’t a call to action. A good call to action could be inviting guests to attend an upcoming tour or asking Champions to consider serving as a Table Captain. Also, at the event table hosts should listen for cues from conversations at their table that drive additional customized follow-up and next steps.
WHAT CONSTITUTES A YFC CHAMPION?

Each Chapter/Affiliate needs to determine the threshold for what constitutes a YFC Champion. We recommend considering the lowest commitment level at a Be The Story event as the recommended threshold: i.e. $1,000 annually. In addition, invite board members, active volunteers who show an extraordinary level of commitment, and other key stakeholders to attend this event. The Executive Director and team need to think strategically about this event, recognizing it as an effective way to “lift” current partners into new levels of commitment.

Results of a YFC Champions Event

- Partners feel deeply connected/endeared to YFC
- Contributors become lifelong partners who have a heart for the mission
- Lasting relationships and partner connections are created
- Understanding and awareness of the Youth For Christ mission and kids is elevated
- Partners feel cared for and appreciated

KEY ROLES

As with every other event related to the STS/BTS/Champions model, roles are crucial. Consider the following roles when building an effective YFC Champions event.

- **Planning/Program Team** - Led by the Community Engagement Coordinator, this team drives the planning of the YFC Champions event, development strategy, marketing, logistics, rsvp management, and operation of any program needs (A/V, greeting, etc.)
- **Ministry Leader/Emcee** - This leader drives the program and ensures the agenda is followed in a timely fashion.
- **Visionary Leader** - Typically this is the Executive Director offering a state of the union report on ministry progress for the year.
- **Table Hosts** - Table hosts are typically staff, development leaders, board members, and other high-level leaders who are keenly aware of the YFC Champions event strategy. Good conversationalists, facilitating dialogue at their designated table.
- **Kids** - It is of added benefit to have a young adult associated with your ministry sitting at each table. They will create meaningful awareness regarding the effectiveness of your ministry. Young adults involved in your ministry will also participate in the live testimony element.
**Key Ingredients of a YFC Champions Event**

**EXPRESSION OF GRATITUDE THROUGH A MEAL AND MEANINGFUL GIFTS**

This is a different dining experience from BTS. Think quality and the expression of appreciation. Would you feel appreciated if someone gifted you with this dining experience?

Consider meaningful table gifts that guests can take with them as memento “of their connection to Youth For Christ. The YFC Store [Link] has customizable and appropriate YFC Champions gift ideas that will meet your budget.

**STATE OF THE MISSION BY A VISIONARY LEADER**

This is an opportunity to report in celebration about what God has accomplished through YFC and to look ahead at how we are positioned to accomplish our mission. Focus on the work of God, celebrating how we have participated in his work through Youth For Christ. Use data that supports the impact. This can be communicated through the visionary leader’s talk and printed material at the table. YFC Storefront provides customizable marketing resources to support your “state of the ministry” report.

**STORY OF A CHAMPION**

Interview style works best for this part. A YFC Champion telling their story about why it is important to be significantly committed to YFC will inspire others, remind them of why they are involved, and likely renew their passion.

**STORIES OF INDIVIDUAL KIDS WHO HAVE BEEN IMPACTED**

This can be done effectively through a mix of video and live testimonies. A live, rehearsed interview with multiple kids works best. An interview is an effective way to tell these stories.

**Pro Tip:** Consider having one kid sit at each table for your event, allowing YFC Champions the chance to converse and interact with them.
TABLE CONVERSATIONS DURING MEAL

Strategically placed Table Hosts are a critical ingredient to the Champions Event. Strategically placing hosts at tables will ensure a great experience. While interacting with guests, hosts are trained to engage in conversation around these topics/questions: (Don’t worry about covering everything, just what naturally surfaces in the course of the conversation)

- Find out about their family.
- How did they end up at this event with YFC?
- What do they know about YFC and its mission?
- What other organizations are they involved with?
- Did they express an interest or did you sense a desire that they wanted to get more connected with YFC?
- Who are they connected with at YFC?
- Find out about their occupation/work

PROMOTE UPCOMING SEE THE STORY OPPORTUNITIES

Upcoming See The Story tour information should be verbally communicated as well as in print on the event program and on Touch Cards. Champions can leave knowing these tour opportunities and challenged to invite others.

PRE AND POST-EVENT MEETINGS

Prior to the event, 2-3 days in advance, hold a meeting with key leaders to review a strategic seating arrangement and communicate information about the guests who will be present. Use this meeting to confirm who will host each table. Think about strategic and relational connections.

Immediately following the event, gather key leaders and table hosts for a post-event meeting to compare notes on what was heard from guests at their table. Determine next steps. Have a designated person take notes and document next steps. This person is also tasked with recording all notes and “next steps” in a database. At the post-event meeting, immediately assign follow-up steps to key leaders and table hosts. As is the case with all STS/BTS/Champions activities, 100% follow-up is required.
Agenda & Time Schedule for YFC Champions Event

Day of Event

- Guests arrive and casually interact with one another. Beverages and hors d’oeuvres available (15-20 mins)
- Guests move to assigned seats, short video plays during transition (2 mins)
- Ministry leader - Welcome, instructions about meal, thank you to Champions, and prayer (3 min)
- Dinner (30-40 mins)
- Serve dessert and Ministry Leader interviews a YFC Champion (5 mins)
- Video (4 mins)
- Live Testimony – Ministry Leader interviews students (8-10 mins)
- Ministry Leader introduces Visionary Speaker
- Visionary Speaker, State of the Mission (8-10 mins)
- Ministry Leader - Wrap up, closing prayer, and benediction (3 mins)

Post-Event Meeting Follow-Up (Table Hosts and key leaders are crucial for Champions Event follow-up.)

- Make assignments for follow-up at Post-Event Meeting. 100% follow-up with all guests. Be strategic in who should follow-up.
- Within 48 hours, Table Hosts and Key Leaders call the guests: “Thank you, what did you think? Would you like to be more involved? Is there anyone you think would benefit from a See The Story tour?”
- Within 48 hours, email to all who came: “Thanks for coming. Here are See The Story tour dates if you’d like to join us.”
- Within 72 hours, call people who RSVP’d but didn’t make it: “Missed you, would love to have you come to a See The Tour.”
- Send thank you cards to all volunteers and Table Hosts.
- Document all follow-up activities in your database and assign “next step” follow-up tasks.
YFC Champions Event Checklist

PRE-EVENT PLANNING & PREPARATION

9-12 months

☐ Appoint Project Manager.
☐ Develop and approve budget.

6 months

☐ Kick off meeting with key leaders.
☐ Select venue and catering.
☐ Review, sign venue contracts, and send deposit, tax exempt form, and certificate of insurance.
☐ Schedule team check-in calls.

3-5 months

☐ Determine RSVP strategy and technology
☐ Determine content and design for all print items: Champions invitations, See the Story invitations, programs, nametags, place cards, signage.
☐ Secure printing and print invitations.
☐ Prepare email invitations.
☐ Determine invitation list.
☐ Guest thank you gifts selected & ordered.
☐ Room and table decorations selected.
☐ Recruit team members and testimonies.
☐ Recruit greeters.
☐ Recruit table hosts.
☐ Select and order menu.

2 months

☐ Send email and print invitations.
☐ Add RSVP page to website with a triggered email thanking guests for registering.
☐ Determine program agenda.
☐ Prepare team members and testimonies.
☐ Determine and select videos.
☐ Send programs, brochures, nametags, and place cards to printer.
☐ Select ambient music.
☑ Design program slides and build
☐ Keynote presentation.
☐ Walk-through of venue.
☐ Submit preliminary guest list for review.
☐ Finalize program agenda.
☐ Finalize A/V needs.
☐ Schedule pre-event meeting (optimally 2-3 days prior to event) for key leaders to review guest list and seating chart.

2 weeks

☐ Give estimated headcount to venue and caterer.
☐ Prepare table hosts and build table seating strategy.
☐ Divide up and make personal calls to those who haven’t RSVP’d.
☐ 2 weeks out reminder emails to all guests who RSVP’d.

1 week

☐ Give final headcount to venue and caterer.
☐ Send reminder emails to all guests who RSVP’d with specific directions.
☐ Name tags and table place cards printed.
DAY BEFORE, DAY OF EVENT, AND AFTER EVENT

Day Before

- Set-up room and A/V.
- Set up greeting table.
- Program walk-through and rehearsal prior to event.
- Follow up with venue and caterer to make sure everything is set.
- Confirm that the speakers are ready to go.
- Spread out nametags on table alphabetical order. Seating place cards strategically placed.
- Set up “Questions and Concerns” table for latecomers or last-minute newcomers. The table is managed by 2-3 high-level volunteers whose job is to get those people sorted out and into a seat as quickly as possible.
- Table numbers on each table, centerpieces, programs, and other decorations.
- Sound check/run-through rehearsal of all presenters one hour prior to start time.
- Check sound and video.
- Greeters in place for doors to open 15 minutes prior to start time.
- Follow agenda and STICK TO THE TIME (timeliness is a Godly character – keep to your word).

Day of Event | Take With Me Checklist

- Table chart/RSVP List
- Banners
- Name tags and/or lanyards for staff and guests
- A/V cables (computer adaptor for VGA, VGA cable, audio cable for sound system)
- Computer/charger with music for before and downloaded YFC video
- Possibly projector, screen, sound system, microphone (if location doesn’t have them)
- Instructions from location facility on how to leave room, use equipment, etc.
- YFC marketing resources
- Touch cards for future tours (for guests to share with friends)
- Thank you cards for speakers (people appreciate hand-written thank you notes)
- Copies of program agenda

Day of Event | On-Site Checklist, After Event

- Thank volunteers and team members
- Pack up everything that was brought to event
- Thank the facility

Day of Event | Post-Event Team Meeting

- Immediately after a YFC Champions Event, Table Host and Key Leader huddle.

After the Event | Follow-Up Calls and Team Assignments

- Follow-up calls to guests
- Add and record RSVP’s to database
- Record debrief meeting in database
STS/BTS/YFC Champions Resources

[Note: All Resources linked to Storefront]

GETTING STARTED STRATEGY AND PLANNING
Downloadable Getting Started Resources
[Zip File on Storefront]

• CEC job description
• Digital Marketing Resources and Instructions
• YFC STS/BTS Style Sheet

SEE THE STORY (STS)
STS Customizable Resources in Storefront

• Name Tags
• Name Badges
• Registration Card
• STS Touch Cards
• Thank You Notes
• STS Flyer
• Ways to Get Involved Wish List
• Table Center Pieces
• Master Booklet
• Social Media Downloads
• Logos

Downloadable STS Training Resources
[Zip File on Storefront]

• Tour Agenda
• STS: Planning Checklist
• STS Tour Stop Worksheet
• My YFC 2 Minute Story Worksheet
• Components of a Compelling Story
• STS Digital Promotion Guide
• 5 Step Follow-Up Call
BE THE STORY (BTS)
BTS Customizable Resources in Storefront

- Name Tags
- Name Badges
- Table Captain Training
- Table Captain Guest List
- BTS Pledge Card
- BTS Admit One Tickets
- Thank You Cards
- BTS Touch Cards
- Master Booklet
- Table Center Pieces
- Social Media Downloads
- Logos

Downloadable BTS Training Resources
[Zip File on Storefront]

- Planning Checklist
- BTS: Agenda & Schedule of Events
- The Community Challenge Script

YFC CHAMPIONS
Champions Customizable Resources in Storefront

- Place Cards
- Table Numbers
- Thank You Cards
- Name Badges
- Champions Print Invite
- Champions Invite Envelope
- Event Program
- PowerPoint Slide Deck

Downloadable Champions Training Resources
[Zip File on Storefront]

- Champions Program Agenda
- Champions: Planning Checklist
- Table Host Questions
STS/BTS/Champions
On-Demand Training Modules

Each Training Module is accessible at Youth For Christ's Online Learning platform https://yfc.learnsocially.com/classes/1606/lessons/7929?locale=en

Module 1: Why This Model? https://yfc.learnsocially.com/classes/1606/lessons/7929?locale=en


GLOSSARY OF TERMS

**Ambassador**

Someone who has been to a See The Story Tour and is a passionate advocate for Youth For Christ, inviting others to attend See The Story tours and/or involved in carrying out a compelling tour experience.

**Be The Story**

Our YFC fundraising event where guests who have attended See The Story tours in the prior year and who have expressed interest in staying involved with the organization are further inspired and educated about the mission and invited to be multi-year financial partners. The event includes personal testimonials, a seven-minute video, visionary leader talk, and a community challenge.

**Bless and Release**

Letting go of the people you follow up with who are not interested in becoming more involved in any way. They are simply thanked for attending. This includes those who do not respond to follow-up calls.

**Buckets**

Three general areas of impact that your ministry makes. These are used to guide the content of See The Story tour stops. The Visionary Leader talk will also identify these overarching areas of engagement for volunteer opportunities.

**Community Challenge**

7-9 minute talk at Be The Story where a credible, straightforward person who is connected to the organization makes a connection to the ministry and walks Be The Story guests through the commitment card, closely following the script.

**Community Engagement Coordinator (CEC)**

The job title of the point person and team leader running the STS, BTS, YFC Champions model.

**Cultivation**

The process that begins with the follow-up call and continues with Be The Story. The more quality personal contacts we have with someone, the more likely they will become a YFC Champion. It is key to give people opportunities for involvement in the YFC mission.

**Emotional Hook**

Expressing the heart of your work through compelling and well-crafted personal stories in a way that draws others in and connects them to a story.

**Five Step Follow-Up Call**

A five-point conversation with every See The Story tour guest that creates dialog in the cultivation process. It is done within 2 business days (48 hours) of attending a See The Story tour. This call is made by a team member (likely the CEC) who was present at See The Story. The goal is to generate new ambassadors.

**Myth, Fact, Gap**

An important component of the STS tour stop that changes guest’s understanding of kids and their communities. Myth is what is wrongly assumed about our kids/neighborhood/Issue. The Fact is the truth about this myth. The Gap is sharing about what is needed to close the gap between where we are now and where we plan/need to be.

**Registration Cards**

The process of collecting the contact information (with their permission) from STS attendees in order to contact them within the next 2 business days (48 hours) to go through the Five-Step Follow-Up Call.
See The Story Tour

The first and most important step of the model. This is a one-hour engaging and inspiring introductory tour of the mission. The goal is to both educate and inspire people about YFC.

Table Captain

Someone who fills a table at Be The Story through personal, word-of-mouth invitation. The majority of the guests at Be The Story will be present because of an invite from a Table Captain. Table Captain will help those at their table feel welcome and model the filling out of the commitment card. It is essential that each Table Captain understand how the event works. They must feel confident that their guests will not be pressured to give in a compulsory way.

Tour in a Box

A See The Story that is held away from a ministry site, using creative ways to allow the guests to have an engaging and inspiring experience.

Visionary Leader Talk

This is a talk given by an Executive Director or other high-level leader at STS, BTS, and YFC Champions, which communicates the following: a personal story and connection to the mission (40%), three key YFC accomplishments (20%), vision for the future, and critical needs of the organization (40%).

YFC Champion

A key partner who is passionate and engaged at a high level as a financial partner or with their time and talents. Each Chapter or Affiliate needs to determine the threshold for what constitutes a YFC Champion. YFC Champions are also likely to become ambassadors who will commit to introducing others to your organization and inviting people to future See The Story tours.

YFC Champions Event

An appreciation event for YFC Champions. It is free and there is no ask. It celebrates what God has done through YFC Champions.