

Evangelism Pam
W255

WHEN YOU VISIT

Helps
FOR
CANVASSERS

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NASHVILLE, TENNESSEE

WHEN YOU VISIT

Helps for Canvassers

1. GET READY TO VISIT

At the assignment supper you select the names of about five families. At least one person in each of the families is a member either of your church or Sunday school. At least one of those persons who is a church or Sunday school member failed to return his pledge card on Pledge Day.

You will probably discover that the names you have selected fit one of these general categories: (1) Absentees providentially hindered from returning their cards. This group will present the least difficulty. (2) Indifferent, those who are critical of the church and its financial program. (3) Negligent, those who have good intentions but simply "forgot."

As you and your team member study your names, it is well to classify them in advance, determining why you think they failed to pledge on Pledge Day. Remember that most who didn't pledge were not too interested, or they would have done so. The purpose of your visit is not so much to "sell" the idea of pledging as it is to discover and remedy the basic reason for lack of interest.

2. MAKE AN APPOINTMENT

Telephone each family on your list for an appointment. Suggest a time when the entire family will be home. If your family hesitates, suggest you have only one week to see the names on your list.



3. MAKE A GOOD APPROACH

Your approach will be much simpler if you have an appointment. Always go inside and be seated. Lead off with a friendly conversation not necessarily related to the purpose of your visit. Say something complimentary about the home, the children, the furniture, etc. But do not waste time coming to the point.



4. TELL YOUR STORY CONVINCINGLY

Ask if they enjoyed the campaign literature, attended the loyalty dinner, etc. Give your own personal, sincere, and enthusiastic testimony. Share the blessing you receive in annual pledging and weekly giving.



5. DEAL WITH OBJECTIONS EFFECTIVELY

The last page of this folder will tell you how to answer objections. Tactfully suggest that church members are asked to pledge, Sunday school members invited to pledge.

6. ASK FOR COMMITMENT

Suggest that you have duplicate pledge cards with you if they have misplaced the ones received by mail. If they still have the ones mailed they may use them. As you offer the cards, take time to explain that pledges are on a weekly basis for one year, subject to change by proper notice to the church treasurer. Also mention that pledges should be on an individual rather than a family basis. Tithers may pledge an approximate amount if they are uncertain as to definite income. Non-tithers will use the second alternative of a definite pledge less than the tithe, but specific in amount.



7. CLOSE WITH PRAYER

Regardless of whether a pledge is made, close with a prayer. Mention members of the family by name, particularly the children. Ask for God's blessings on the home, and leave with a smile and friendly handshake. Never argue, apologize, or lose your temper!

8. MAKE FOLLOW-UP CALLS

In rare cases it may be wise to grant the prospect's desire for a back call. But keep such to a minimum, as you only have until the Sunday report snack at 4 p.m. to account for every card.

9. EVALUATE YOUR VISIT

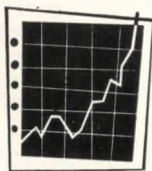
As you drive to the next home, evaluate your previous visit. Discuss strong and weak points. Improve on the next visit. Do not let failure in any one visit discourage you during subsequent contacts.

10. MAKE YOUR REPORT

Turn in completed cards to the tally chairman at any one (or all) of the four report snacks. These will be Tuesday, Thursday, and Friday evenings at 9 p.m., and Sunday afternoon at 4 p.m. Success in this effort depends on seeing the last person. This is to be done regardless of how disinterested he may be, or how difficult his address may be to find.

11. GROW IN SKILFULNESS

Improve with every visit. Make your last one the best. Resolve to serve as a team member again next year when you can carry forward the experience gained this year.



Overcoming Objections

1. "I do not believe in pledging."

Do you think a landlord would accept a tenant who said he would pay rent but not say how much? Or what employee would want to work if he were not pledged a definite salary? Would your local utility company furnish you with electricity and water without a definite commitment to pay on your part?

All the above sounds pretty silly, doesn't it? But what about the person who makes similar statements when asked to pledge toward his church's program?

2. "I am in debt and could not afford to tithe."

Cannot afford to tithe? Have you tried it to see? Those who complain about tithing are those who have never tried it! Every tither is enthusiastic. The uniform testimony is, "I'd rather have nine-tenths with God than ten-tenths without him."

Most of us are in debt. The Bible does not say "All of you who are not in debt, bring the tithe into the storehouse." But it does say, "Bring *ye* all the tithe." To whom is one more indebted, the dealer from whom a car is purchased, or God, who has freely given us all things (Rom. 8:32)? Our debt to God comes first, not last.

3. "I believe in tithing—but there are so many other worthy causes outside my church."

"The tithe . . . is holy unto the Lord . . . the tenth shall be holy unto the Lord" (Lev. 27:30, 32). Charitable work done through the church in the Lord's name, for which Christ receives the

glory is rightly paid for out of the Lord's tithe. But charitable causes outside the church, however worthy, are not usually supported with the tithe when one has the teachings of the Bible clearly in mind. More charitable work should be done by the churches. And it can be when all Christians bring the tithe to the Lord's house.

4. "No one calls on me except for money."

If such is true, then something is wrong with one's church. But it is entirely possible that some members will recall only the visits "for money" and forget the times the pastor or others have called.

Even so, the purpose of this call is not "just for money." Paul said, "I seek not yours, but you" (2 Cor. 12:14). So this visit is primarily to lead the members to a deeper dedication, richer spiritual usefulness, and richer spiritual experiences.

5. "I don't like the way they run things at the church."

This reveals a wrong attitude and relationship to the church. It is not "they." It is "we." If matters are not run right in one's church, it is the responsibility of every member to take his active place and do his part in correcting the errors.

6. "I'll give when I come."

A Junior boy was studying what the Bible teaches about tithing. Finally he asked, "If I don't come, do I still have to pay?" Many grown up "children" still think of giving in terms of paying admission. Giving is never a payment to gain admission—it is always a sharing in the great mission of Christ's program!

This form (FB-9) and other church finance materials may be ordered from: SBC Stewardship Services, 127 Ninth Avenue, N., Nashville, Tennessee.