**Lead Gifts Planning Assistance**

If pastors and congregational leaders want the local WELS Christian giving counselor (CGC) to connect with some of their families prior to implementing the MLC Sunday worship presentations, they may request such assistance. The CGC will present the campaign to those families and ask if they will consider committing or offering a lead gift prior to the *Equipping Christian Witnesses (ECW)* Sunday(s). The primary purpose of lead gifts is to encourage other members of the congregation to consider supporting *ECW*.

**Steps for Lead Gifts Planning Assistance**

**After the congregation decides to make use of the CGC for lead gifts assistance…**

**Step 1:** Pastor (and church leaders) identify families to be visited

* 1. Families being visited should be active members of the church—regular in church attendance and Lord’s Supper.
  2. They are in support, for the most part, of Christian education.
  3. These families have exhibited regular, cheerful, generous giving to the Lord’s work.
  4. These families will be asked to pray and consider a gift to the MLC *Equipping Christian Witnesses* campaign.

**Step 2:** The Christian giving counselor willattempt to visitthe families

1. If the three-Sunday worship format is utilized, contact will be made after the all-member letter is sent.
2. Optional: The families may want the pastor or a church leader to accompany the CGC, if schedules allow.

**Step 3:** Visits will be made during the congregation worship period prior to week 3 worship (if using the multi-Sunday plan) or before the ECW Sunday (if using the one-Sunday plan).

**Step 4:**  The CGC will provide a confidential report to the pastor/church leaders regarding which families were visited.