

# Reviving Justice & Reviving Peace Manual



# REVIVING PEACE

A stylized graphic of an olive branch with several green leaves and two small green olives. The branch is positioned over the word "PEACE" in the main title, with the leaves and olives extending upwards and to the right.

Timelines	2
Budget	4
Committee	6
Fundraising	7
Promotion	8
Presenters	9
Volunteers	10
Soups	11

# Timelines

## January (8 months prior)

- Initial conversation with key partners such as JWM, Eden, JCRC, etc
- Recruited event consultant

## February (7 months prior)

- Formed committee and held first meeting to develop event mission statement and basic plan
- Identified key staff and budget resources at local level
- Brainstormed dates for revival

## March (6 months prior)

- Confirmed date and local church (**important milestone**)
- Identified issues and potential presenters
- Reviewed feedback from previous revival (and identified need for concrete ‘action steps’ as a key insight)
- Discussed name of event and brainstormed options
- Discussed structure of day
- Developed form to gather presenter information and request ‘action-step’ recommendations

## April-May (4-5 months prior)

- Pastor and event coordinator started to make asks of presenters
- Finalized name, logo, and theme (**important milestone**)
- Developed agenda (timeslots)
- Initial planning of menu and other logistics
- Initial planning worship, including key conversation about whether to have worship and in what sense it would be Christian, Ecumenical, Interfaith, etc

## June (3 months prior)

- Introduced fundraising plan with giving-levels
- Created registration form (used constant contact) and established online payment options
- Developed promotional materials (**important milestone**)
- Discussed worship options, including guest speakers

## July (2 months prior)

- Developed fundraising plan
- Identified potential donors and began to make personal asks
- Opened early bird registration (**important milestone**)
- Further worship planning
- Finalized presenters
- Communicated with presenters (connecting presenter teams important)
- Developed plan for donor and sponsor reception
- Facebook promotion started

- Email and Snail mail promotions, including promotions by partners and constituencies like the conference

### **August (1 month prior)**

- Intensive fundraising
- Outreach to potential faith community partners for promotion and collaboration
- Outreach to worship participants (testimonials, choirs)
- Hard deadline for presenter bio and workshop information form (**important milestone**)
- Discussed lunch conversation plan
- Review youth plan
- Review catering or volunteer
- Began intentional outreach (i.e. 'you should come' calls)
- Reminded local presenters to engage in promotion
- Plan for children developed and volunteers identified

### **September (month of)**

- Promotion, Promotion, Promotion (radio, facebook, newspaper, and lots of calls and emails)
- **Recommended:** Hold gathering for presenters and donors 3 weeks before event
- Finalize Worship Service and all handouts
- Final fundraising push
- Arrange JWM Sunday morning visits with congregations
- Recruited Volunteers
- Make AV or other equipment arrangements as needed for presenters

### **Week Of**

- Move from "Promotion" to "Turn-Out" effort
- Made Decorations
- Walked Through of Event with Committee
- Attended to last minute details

# Budget

The 2015 PnL does not include JWM staff time, JWM travel costs, nor local church staff time. The event cost \$86/participant.

The 2016 PnL does not include Limper funded presenters travel and honoraria costs. Cost management brought the event to \$55/participant while adding a second day of programming and developing a cushion for future revivals (\$2,000).

<b>Income</b>		Actual '15	In-Kind '15		To Date '16	In-Kind '16
Admissions						
Regular	38	\$1,520.00			34	\$1,100
Early Bird	18	\$540.00			6	\$125.00
Youth	12	\$180.00			4	\$50.00
Other (Sat)	1	\$10.00			2	\$20.00
Walk-ins	13	\$500.00			12	\$324
Free Admissions	57				92	
Sponsorships						
Platinum	2	\$2,000.00			2	\$2,000.00
Gold	2	\$1,040.00				
Silver	10	\$2,310.00			5	\$1,250.00
Bronze	9	\$1,080.00			5	\$580.00
In-Kind Sponsors			\$610.00		4	\$470.00
Donations		\$110.00				
Grants						
JWM		\$2,621.62				\$4,000.00
Plymouth		\$1,000.00	\$529.77			\$1,000.00
<b>Total</b>		\$12,911.62	\$1,139.77		\$10,449.00	\$1,068.40

<b>Expenses</b>		Actual '15	In-Kind '15			In-Kind '16
Worship						
Honoraria		\$400.00				
Travel		\$600.00				
Printing			\$280.00		\$545.46	
T-Shirts					\$467.63	
Advertising		\$561.23	\$639.77		\$693.00	
Presenters						
Honoraria	10	\$1,500.00	-\$150.00		\$100.00	
Mission Gift					\$1,100.00	
Equipment		\$57.00				
Fundraising						
Decor and Drinks		\$89.93	\$100.00		\$60.00	\$100.00
Catering		\$1,200.50	\$120.00		\$192.39	\$250.00
Soups		\$120.00				
Dessert		\$150.00	\$150.00			
Additional		\$12.00				
Revival						
Breakfast		\$89.45				
Lunch						
Chips and Fruit		\$336.05			\$224.93	\$120.00
Sandwiches		\$527.00			\$433.00	
Other		\$31.72			\$100.99	
Consultant/Staffing		\$7,089.19			\$4,400.00	\$598.40
Bank Fees + Other Charges		\$147.55			\$70.63	
<b>Total</b>		\$12,911.62	\$1,139.77		\$8,388.03	\$1,068.40
<b>Net</b>		\$0.00	\$0.00		\$2,060.97	\$0.00

# Committee

Our committee took responsibility for planning, promoting, and fundraising for the event. We hired the team of Ullsvik and Associates to work with us. They were an integral part of our work.

Committee members played a key role in connecting us with important constituencies. For instance, one committee member helped bring a college student group on board as volunteers. Another acted as a significant fundraiser, recruiting 1/3 of our sponsors.

**Recommendation:** It's very important to recruit a strong committee clear about fundraising, promotion, and turn out as key responsibilities. The more the committee takes on tangible tasks the less time will be required of a paid event coordinator (expense savings opportunity).

**Recommendation:** In the first year, only one member of our committee came from outside of our host congregation. She helped connect us very deeply with her congregation. In the second year, we drew on several local congregations and interfaith partners to broaden the appeal of the event.

# Fundraising

Our committee worked to raise funds the revival by tapping our local network of donors within and beyond our congregation (see budget for donors by level). Donors included other congregations, political leaders, LGBT philanthropists, progressive Christians, and interfaith partners.

We developed a donor ladder. All donors were invited to a donor reception as a thank you, received tickets to the revival, and were thanked in publicity materials.

**Platinum**      **\$1,000**

(5 tickets to reception, 4 tickets Saturday workshops)

**Gold**            **\$520**

(3 tickets to reception, 3 tickets to Saturday workshops)

**Silver**          **\$240**

(2 tickets to reception, 2 tickets to Saturday workshops)

**Bronze**         **\$120**

(1 ticket to night reception, 1 ticket to Saturday workshops)

**Recommendation:** Fundraising can always start earlier! We started in 2-3 months before the event but we could have started even sooner. One possibility would be to hold a donor event such as a cocktail party 6 months before the event to raise funds and awareness about the event. Or hold the donor reception 3 weeks before the event as a dinner.

# Promotion

We began communicating with our congregation 6 months out (save the date) and then used all of the congregation's communication methods to share the news of the revival, including testimonials in worship (one month prior).

We worked with the Interfaith Conference of Greater Milwaukee, the Wisconsin Council of Churches, and the Wisconsin Conference of the UCC to promote the event. We provided template examples of e-blasts for the organizations to send out to their constituencies. We also worked the phones, calling local pastors and friends to personally encourage participation. (started 2 months prior).

We asked our presenters and sponsors to promote the event through their contact lists. See below for an example from the office of Congresswoman Gwen Moore. These promotions mostly came in the final month before the event.

Our facebook event page grew to 1400 invited guests. This was useful as a metric of how far word got out but it was not concretely related to actual turnout (1400 reach versus 150 participants). It would have helped to make every presenter a host of the facebook event page as this would have made linking to them and their organizations easier.

We created quarter-sheet ads and one page flyers to promote the event. We made external and internal signs for the church about the revival (one month prior).

We advertised the revival on NPR and in progressive papers the week beforehand.

**Recommendation:** Build key conference and national staff into the communication grid early. Include them in the release and sharing of promotional materials.



# Presenters

Outreach to presenters started 4-5 months in advance of the revival. Committee members called presenters and then followed up with a letter sent on behalf of the committee. Almost all of our presenters were in place two months before the event. We reached out to presenters throughout the lead up to the event.

We hoped presenters would use their networks to promote the revival. We also wanted them to promote the event on facebook. The presenter promotion of the event varied significantly.

Presenters were asked to provide biographical, workshop, and action-step information that we used to create a pamphlet for the revival. Each attendee received a folder with the pamphlet, worship bulletin, and note page at registration.

**Recommendation:** In hindsight, a gathering of the presenters 2-3 months before the event would have helped. In the gathering we could have emphasized the importance of realistic ‘action steps’ for attendees as well as underscoring the need promote the event.

**Recommendation:** 22 presenters and speakers created a sense of breadth and intersectionality. At the same time it created a significant logistical challenge because many presenters were slow to respond with information requests. This added to the event coordinator hours and significantly delayed publication of the pamphlet. Reducing the number of presenters (such as having workshops run in the morning and afternoon) or carefully managing the presenters would help to contain staff support costs.

**Recommendation:** Our committee planned to provide honoraria to each presenters’ organization. We did not tell presenters about this in advance because the honoraria depended our fundraising. In hindsight, it would have been helpful to tell presenters about the honoraria in advance as a way of communicating in advance our appreciation of their efforts.

**Recommendation:** We knew attendees would want clear action-steps in their workshops and tried to communicate this to presenters. An in-person gathering could have underscored this. Additionally, it would have been good to have a ‘moderator’ or ‘time-keeper’ at each workshop to make clear to the presenter that the time for ‘education’ was over and that she or he needed to move into ‘action-step’ discussion.

# Volunteers

We recruited volunteers (3 - 0 weeks prior) to the event. Reaching out to the nearby University of Wisconsin, Milwaukee, netted a great connection with a dozen students who both volunteered help and attended the program.

	Responsibility	Number of Volunteers
Beforehand	Make Soups	12
	Make Cookies and Treats	12
	Set-Up Rooms	8
Funder-Presenter Reception	Soups	1
	Desserts	1
	Clean-Up	3
Day Of Event	Coffee/Hospitality (7:30 - 10:45)	4
	Registration (7:30 - 9:30) plus 1 staff person for the whole day	5
	Photographers	1-2
	Greeters (8am - 10am)	3
	Docents (at breaks)	6
	Lunch (set-up and clean-up)	15
	Children's Program Volunteers	2
	Clean-Up (3:00pm - 4:00pm)	10

# Soups

We served the following soups along with fruit, chips, and wraps for lunch at the revivals.

## Moroccan Red Lentil Soup

**Serves 8**

2 T. olive oil  
2 large onions, diced  
2 cloves garlic, minced  
2 t. ground coriander  
1 t. ground cumin  
1 t. ground turmeric  
½ t. sweet paprika  
¼ t. ground cinnamon  
1 ½ t. kosher salt  
½ t. pepper  
7 c. vegetable broth  
14 oz can crushed tomatoes  
2 c. dried red lentils, picked over and washed  
Pinch of red pepper flakes  
Juice of 1 lemon  
3 T. chopped parsley  
1 T. chopped cilantro

Heat the olive oil in a large Dutch oven or saucepan over medium-high heat. Add the onions and cook until tender, about 3 minutes. Add the garlic, coriander, cumin, turmeric, paprika, cinnamon, salt, and pepper, and cook for another minute. Add the broth and tomatoes and heat to boiling.

Pour the mixture into a 5- to 6-quart slow cooker. Stir in the lentils, cover the cooker, and cook for 4 to 5 hours on high, or 8 to 10 hours on low, until the lentils are tender.

Stir in the pepper flakes, lemon juice, parsley, and cilantro, cover, and cook on high for 10 minutes. Serve hot.

## **Curried Squash Soup**

**Serves 12**

4 lbs butternut squash, halved and seeded  
1/4 c. butter  
2 c. onion, chopped  
5 t. curry powder  
1/4 t. ground allspice  
4 c. vegetable broth  
1 c. half and half (optional)

Preheat oven to 350. Place squash cut side down on baking sheet. Bake until soft, about 50 minutes. Scoop out squash pulp; discard skin. Melt butter in skillet. Add onion, spices, and saute for 10 minutes. Puree. Add half and half to soup; bring to a boil, stirring occasionally. Reduce heat and simmer for 10 minutes.

Note: This can be made a day ahead. Also, a friend of mine substitutes maple syrup for the cream, giving it more of a pumpkin pie flavor. Another friend adds apple juice (reduce broth) and some peeled, baked (or steamed) apples (add with squash in puree).

## **Roasted Red Pepper and Pumpkin Soup**

**Serves 6-8**

1 15-oz jar roasted red peppers, drained  
1 cup canned pumpkin  
2 c. vegetable broth  
3 tablespoons balsamic vinegar  
1/2 cup cooked corn kernels  
2 tablespoons maple syrup  
2 teaspoons dried basil  
3-5 drops Tabasco sauce  
1 cup plain yogurt  
1/4 cup sherry  
1 red bell pepper, seeded and sliced into rings (optional)

Place first eight ingredients into a pot. Puree. Cook until reduced by one quarter, about 15 minutes. Let cool for 10 minutes. Add yogurt and wine. Puree until frothy. Simmer 5 to 10 minutes (do not boil). Adjust seasonings. Garnish with bell pepper rings if desired.