

PLC Crisis Response + Giving Campaign

Part of what drives our church is our desire to lead our community to a growing and meaningful relationship with Jesus Christ. Certainly we accomplish this through our regular gatherings, yet we are convinced that what we do outside the four walls of our buildings and beyond the expanse of our digital footprint is a responsibility of our faith and an opportunity of our resources.

We live in a broken world where calamities seem to be on the rise and our approach at Purpose Life Church is to be ready, willing and able to respond to crises; in culture, in regions and across the planet.

The Good Samaritan Approach - Don't just walk by

In the story of the Good Samaritan, we read that it was the person who stopped to tend to the needs of the hurting is who Jesus referred to as "a good neighbor." In responding to crises, we want to be good neighbors and when situations allow, we prefer to provide direct, on-the-ground support to individuals, families and communities. In instances where this isn't possible we look to provide support through "trusted partners" or relief partner

How we provide support

Listed in order of preference

1. Provide direct support (on the ground) to individuals and families
2. Work through a trusted "local" church or agency
3. Work through a trusted relief partner (Ex: Convoy of Hope, Operation Compassion)
4. Operate as referral-only

How to initiate a Crisis Response Giving Campaign

In instances where we are partnering or providing direct aid/support, a giving campaign is one of the tools that we use to activate our plife community to be able to practice ongoing, "targeted" impact-generosity. Implementing a new giving-campaign has many different layers and is usually initiated at the suggestion of a staff member.

The process for submitting

1. Lead team members makes request to Executive team
2. Executive team (currently pastors and deacons) decide and provide approval (where appropriate includes Mission liaison)
3. If approved: Executive team shares request to Business Team. A campaign coordinator is selected and the lead team now goes in to action (office, graphics, communication, sunday mc's, social/web)
4. Office team creates and provides giving-links and works with social and campaign coordinator to develop a script + talking points. Communication-calendar is established and script and calendar is shared with "Sunday" and "Service Experience" teams
5. Business Office works with Office team to ensure that a stewardship process is in place

****Simultaneously business office, pastors and missions liason is finalizing partner agency and transfer of funds**