



Topic: *Combat the Bystander Effect: Coaching Your Staff to Make an Effective Ask At An Event or Small Group*

Guest Speaker: Jenn Fortner
July 25, 2017 1:00 pm



Aaron Babyar

Moderator

SRS Director

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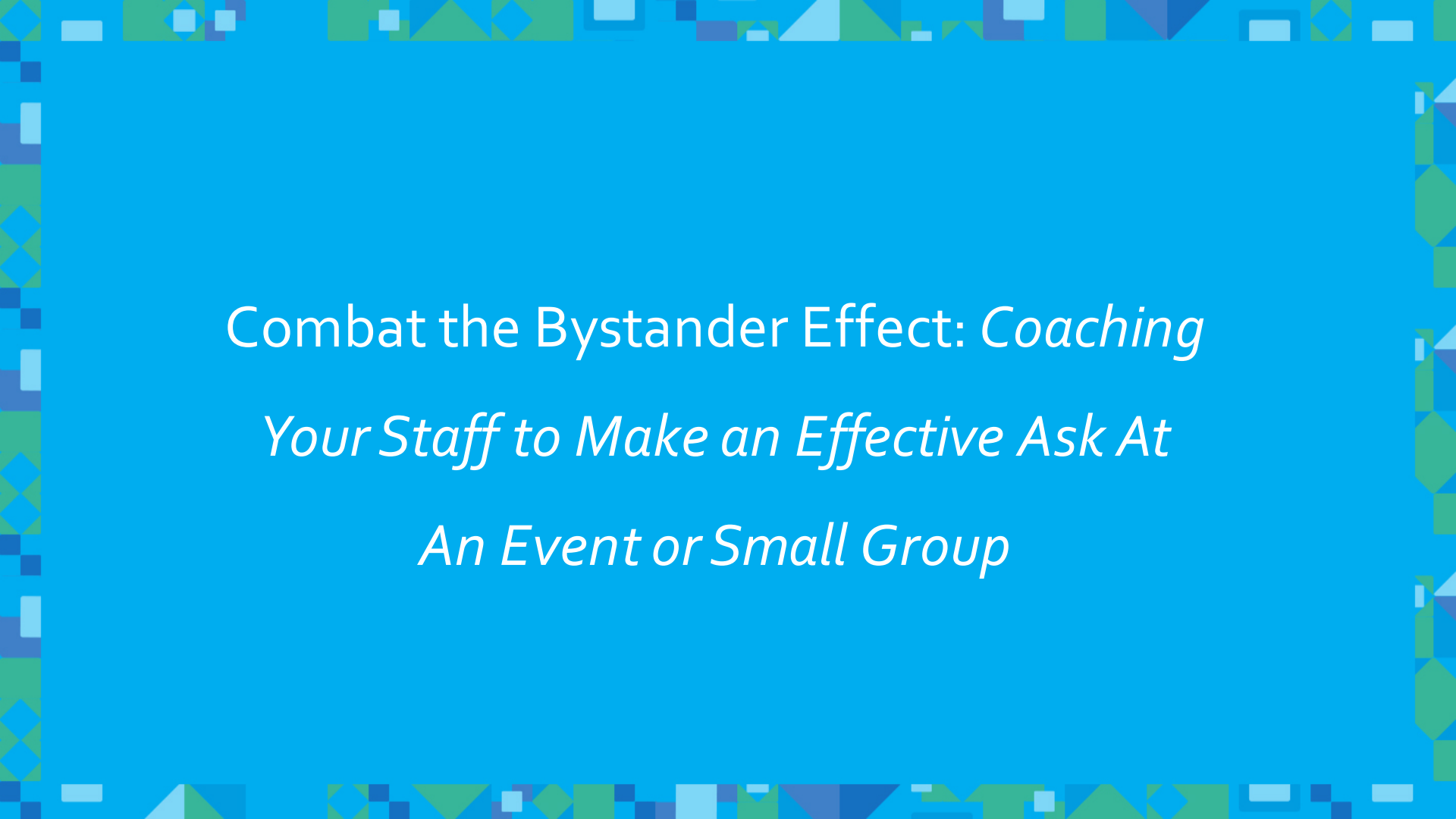
During the presentation, please submit your questions for the upcoming Q&A time.



Jenn Fortner

Guest Speaker

Creator of Financial Partnership Development
Eurasia Community

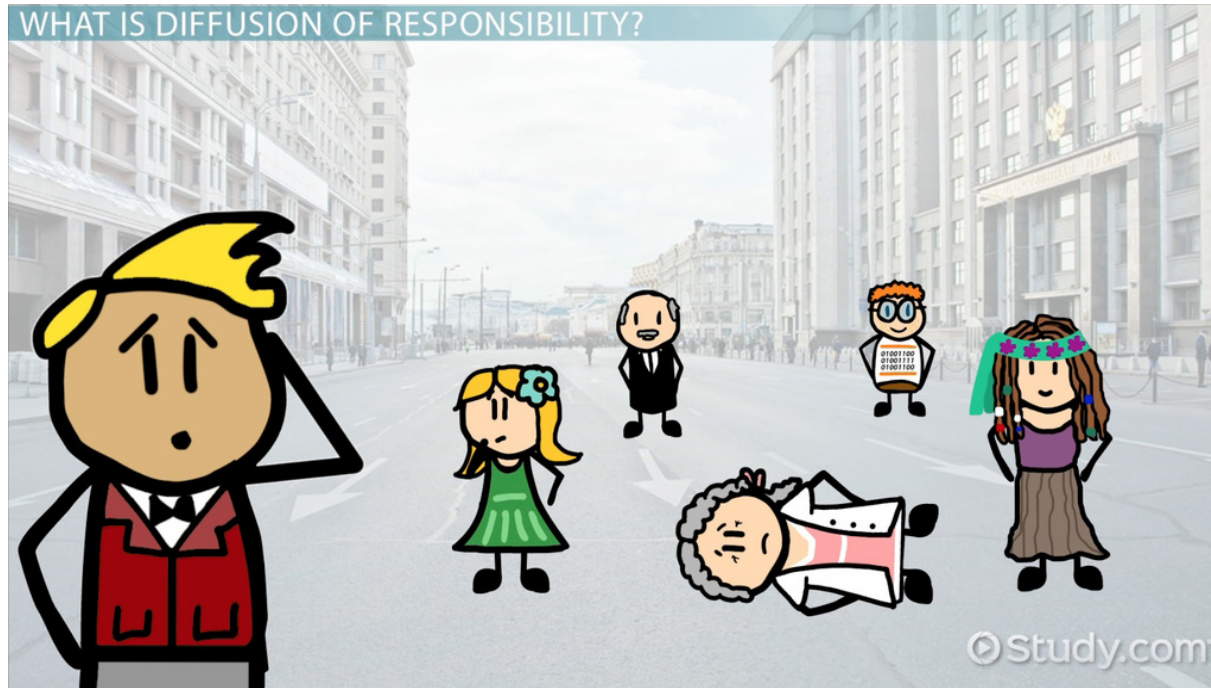


Combat the Bystander Effect: *Coaching
Your Staff to Make an Effective Ask At
An Event or Small Group*

Overview

- What is the Bystander Effect?
- Why Share at a Small Group / Event?
- The Two Main Objectives at Any Small Group / Event
- Connect Cards: Grabbing Contact Information Thoughtfully
- General Tips on Small Groups
- General Tips on Events
- Summary

What is The Bystander Effect?



What is The Bystander Effect?

The **bystander effect**, or **bystander apathy**, is a social psychological phenomenon in which individuals are less likely to offer help to a victim when other people are present.

Diffusion of responsibility is a sociopsychological phenomenon whereby a person is less likely to take **responsibility** for action or inaction when others are present. Considered a form of attribution, the individual assumes that others either are **responsible** for taking action or have already done so.

What is The Bystander Effect?

THIS RARELY WORKS

Unless the group you're in is reaaally motivated and the task doesn't suck too much, more often than not giving many people a task for one accomplishes nothing, because everyone thinks somebody else will do it.

Point directly at someone instead.
Asking less people gets more done.



Benefits to Sharing at a Small Group / Event?

- Great way to get contact information!
- Make new connections with people you may never get the opportunity to share with otherwise
- Board opportunity to share about your ministry and grow in communication and public speaking



The two Main Objectives When Sharing at any Small Group / Event



1. To make a CLEAR and BOLD ask live at the event.
2. To grab contact information to follow up with face-to-face appointments where appropriate.

Objective 1: The Live Ask At An Event

Chat with the leader of the group or pastor beforehand and make sure you know the details needed. This would be some of the following:

1. How long will you be expected to speak?
2. Dress code?
3. What time does the event / small group start and end? Address / directions.
4. What is the program for the event / small group?
5. What do you need to bring?
6. Is there any protocol the leader would like you to follow when asking?
7. Any special instructions or things you need to know?
8. Are you allowed to make a clear ask during the event?

Objective 1: The Live Ask At An Event

- When you share, fill in the WHO WHAT WHEN WHERE WHY of what you are doing.
- Make sure to talk about how you were called and take the opportunity to inspire those you are sharing with to follow their own callings.
- One of the most important questions you can answer to any group when sharing about your assignment is “why you”. Why you are going, why you are called, and why is this important to you.
- When you make the ask – make it **bold and clear** and spell out what your needs are. Do not assume they know. Don't leave them to fill in the gaps.
- Use language that is actionable for the individual, think about the bystander effect and try however possible to challenge individuals and engage them personally to combat the mentality that "someone else will do it." *keep in mind, different churches follow different protocol when it comes to giving to ministries / missions – so make sure to find out prior to asking how the church does their giving specifically.

Objective 2: Grabbing Contact Information for Face to Face Follow Ups

Various ways to get Contact Information:

1. Ask live from the platform / stage for contact information and people to connect in the back.
2. Have a newsletter sign in sheet at table
3. Passively: Pass out prayer cards to those interested



Objective 2: Grabbing Contact Information and Face to Face Follow Ups

What's the BEST way to get contact information?



CONNECT CARDS!

Objective 2: Grabbing Contact Information and Face to Face Follow Ups



Objective 2: Grabbing Contact Information and Face to Face Follow Ups

Individuals fill out their:

Name

Address

phone number

Check boxes that apply to their level of interest – such as:

interested in more information

give me your newsletter!

make me a prayer partner

I want to give! Tell me how!

Tell me more!

Objective 2: Grabbing Contact Information and Face to Face Follow Ups

Share what these cards are for when speaking to a small group or at an event live from the platform.

An example:

“I would love if you took a moment right now – yes while I’m talking – and fill out this handy dandy card I’m holding up. It gives us a way to stay connected with you and share information on what is happening overseas. It also helps us if you’d like to join our prayer or financial partnership team. Please go ahead and fill it out and if you’d be so kind – find someone from your table to collect them and give them to me afterwards.”

Objective 2: Grabbing Contact Information and Face to Face Follow Ups

When following up after the event:

- Thank them for attending the event/small group and find out if you could meet with them face-to-face to answer any questions and find out more about them.
- Engage each person based off of what they checked in the check boxes.
- When meeting with your new friends take time to find out who they are, and build relationship. Ask if they'd like to join your team.



Special Notes About Small Groups

1. Connect with the leader before hand and discuss some of the questions above – like how long you'll be expected to share.
2. Ask questions about the group to the group, people love talking about themselves – and groups like to share what makes them special.
3. Bring donuts! Everyone loves donuts!
4. Find out how you can stay connected with the group at large. Ask them to adopt you as a group in prayer.
5. Revisit that same group (if it still exists) when you come back from the field or into the area to strength relationships.
6. Have each member of the group fill out a connect card, and explain the connect card while you are there.



Special Notes About Events

1. Prepare the program you will be following prior to the event and add elements that make it extra interesting and informative. Come up with attention grabbers and interesting stories of lives changed.
2. Find ways to add value to those attending.
3. Decorate! Make the event enjoyable and attractive.
4. Have food, dessert, or coffee available.
5. Time your event to insure that the most amount of people can make it as possible.



Special Notes About Events

1. Share a video. If a few of your ministry team members are already serving, ask if they would create a video for you explaining what they are doing and how much they want you funded and on the field with them. If your ministry has a video that already exists, share it (keep videos pretty short though).
2. Have a ministry co-worker, friend, or pastor speak on your behalf during the event. Consider having a pastor or well known figure make the ask for you to the crowd.
3. Have pledge forms and connect cards on each table before guests arrive. Explain about the connect cards and pledge forms from the platform when speaking.
4. Make your presentation appropriately professional, clear, vulnerable, and real.

Summary: How Do We Combat the Bystander Effect?

Accept opportunities to share in at small groups or at events with the hopes of doing two things:

Make a live BOLD and CLEAR ask during the event.

Collect contact information from the congregation

When making the ask, use language that is actionable for the individual whenever possible. *if a service keep in mind to follow protocol outlined by the pastor

Create Contact Cards and follow up with people after event / small group based on their level of interest. Try to have one on one appointments, and build authentic partnerships after with as many as possible.



Q & A



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