

Ministry Survey Form to use with Survey Call

Name of organization _____	Yes No
Contact Name _____ Title _____	Sun. PM? <input type="checkbox"/> <input type="checkbox"/>
Address _____	Mid-week? <input type="checkbox"/> <input type="checkbox"/>
City _____ State _____ Postal Code _____	Guests? <input type="checkbox"/> <input type="checkbox"/>
Phone (_____) _____ (Receptionist's name _____)	Group Size _____
Email _____	Comments _____
Website _____	_____

Name of organization _____	Yes No
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Email _____	Comments _____
Website _____	_____

Contact History Form

CITY _____ ST _____ ZIP _____ Contact Person _____
 Church/Organization _____ Phone (_____) _____
 Mailing address/City/State/Zip _____

Step #1: Sent Cover Letter ___/___/___
 Step #2: Sent Postcard Reminder of Call ___/___/___
 Step #3: Phone Follow Up

	Date	Time
_____	___/___/___	_____ am pm
2 nd try _____	___/___/___	_____ am pm
3 rd try _____	___/___/___	_____ am pm
4 th try _____	___/___/___	_____ am pm

Relational Hook: _____

Service Booked

Promised () Mission Statement () Other

Contact was () positive () reserved () humorous () hesitant
 () rushed () probing () talkative () Other _____

Length of call _____

Step #4: Sent Postcard re: Mission Statement ___/___/___
 Step #5: Mailed Mission Statement ___/___/___
 Step #6: Phone Follow Up

	Date	Time
_____	___/___/___	_____ am pm
2 nd try _____	___/___/___	_____ am pm
3 rd try _____	___/___/___	_____ am pm
4 th try _____	___/___/___	_____ am pm

Relational Hook: _____

Service Booked

Promised () Author Packet () Other

Contact was () positive () reserved () humorous () hesitant
 () rushed () probing () talkative () Other _____

Length of call _____

Step #7: Sent Postcard re: Author Packet ___/___/___
 Step #8: Mailed Author Packet ___/___/___
 Step #9: Phone Follow Up

	Date	Time
_____	___/___/___	_____ am pm
2 nd try _____	___/___/___	_____ am pm
3 rd try _____	___/___/___	_____ am pm
4 th try _____	___/___/___	_____ am pm

Relational Hook: _____

Service Booked

Promised () What? _____

Contact was () positive () reserved () humorous () hesitant
 () rushed () probing () talkative () Other _____

Length of call _____

Step #10: Sent Postcard re: Materials ___/___/___
 Step #2: Mailed Materials ___/___/___
 Step #3: Phone Follow Up

	Date	Time
_____	___/___/___	_____ am pm
2 nd try _____	___/___/___	_____ am pm
3 rd try _____	___/___/___	_____ am pm
4 th try _____	___/___/___	_____ am pm

Relational Hook: _____

Service Booked

Promised () What? _____

Contact was () positive () reserved () humorous () hesitant
 () rushed () probing () talkative () Other _____

Length of call _____

Service Confirmation Date of Service ___/___/___ Set-up Time _____ am pm Service Time _____ am pm
 Location _____ Honorarium _____ Wore _____
 Confirmation Sent ___/___/___ "Looking forward to sharing in 2 weeks" card sent ___/___/___ Thank you Sent ___/___/___

The Survey Call Script

Smile before you dial, and keep smiling through the conversation. It comes through in your voice!

1. Hello. This is ____ with _____. We are updating our files and would like to know if your church holds Sun. evening services?
2. Do you hold mid-week services?
3. What is your average Sunday morning attendance? (If unsure, suggest "Is it around 200 or more like 800?") If they ask why you need to know, explain that when speakers share in their church, they need some idea of how many books or CD's to bring.
4. Do you ever have special speakers come in from outside your church?
5. Who would be in charge of scheduling that? (Get name, correct spelling, title such as Pastor, Rev., etc.)
6. What is your correct mailing address? (this sometimes varies from the physical address)
7. Thanks so much! (If asked if you'll be sending anything, say yes: information on your ministry.)

Try not to get into additional discussion about who you are and what you're using the information for. This is only data collecting at this point. But if the person pushes for answers, just explain that you're researching what venues are a match for the message God has given you to share.

Booking Speaking Engagements: Getting Started

Here's what you'll need to prepare and/or collect:

1. A good picture of yourself to use in printed materials. Not a glamour shot, but professional.
2. A mission statement in two formats: one short statement that capsizes what you write and/or speak about in one sentence, plus one longer version that has been developed into one page that expounds on the mission statement with specifics that show the benefit to the audience.
3. A biography of you and your ministry, sometimes called a one page. Include your photo, what you've written, any speaker's association memberships (or other professional memberships that pertain to your writing and speaking), awards you've won, etc.
4. An author packet that includes your picture, bio, mission statement, etc. You can make this into a brochure or individual pieces.
5. Samples of your speaking. If this can be found online, you can just include the web address in your printed materials. This is the least expensive way to share your style and content. It's worth making a video recording that you can post on your website or youtube. You don't necessarily have to go to a recording studio for this; just make sure you can be easily understood. Ask to be video recorded when you speak at events, and for the event organizer to provide a copy for your use.
6. A cover letter explaining what you have to offer, promising a phone call from you soon. Get this ready, but don't put the date on it until you're ready to mail it. Be creative. You're a writer, after all. 😊
7. Postcards with your name, picture, and phrase or mission statement on one side, plus space on the other side for a short note from you on the left and the mailing address on the right.
8. Copies of Ministry Survey Form and Contact History Form, along with the Survey Call Script.
9. A 3 ring notebook with dividers to organize the Contact History Forms while you're in the calling campaign. You know your own work style; you might need tabs for every day of the month so you can track the day to make calls, or you might just need tabs to indicate call back this week, mail something, call back next month, etc.
10. An accordion organizer where you will be able to organize your Contact History Forms by month once you've booked your speaking engagement.

Steps to Book Speaking Engagements

1. **Prepare materials** on the Getting Started page.
2. **Data collection.** Many churches are online now; search for church directories in your town and surrounding areas. You can also use the phonebook yellow pages. You'll want the following information: Name of organization, contact name, address, city/state/postal code, phone, website, and email address. I've provided a Ministry Survey Form to use for this information, but you might want to make your own excel document with the info.
3. **Phone Calls.** Make calls to collect additional information listed on the Ministry Survey Form. (You can get someone with great phone skills to help you do this part, but the more you pick up the phone yourself, the easier it will get. You'll be building relationships, and the secretary/receptionist is a person you want to have a good rapport with. You're not asking for bookings at this stage, so it's good practice for the calls you'll make later.)
4. **Prepare your calendar.** You absolutely must be prompt to send your mail and make phone calls when you say you're going to. Otherwise, you will lack credibility, and you will not be asked to speak. Pastors receive slews of calls from people asking to fill the pulpit, and that's a sacred thing. You've got to stand out from the crowd, not only with your content, but with your character. So if you don't already keep a calendar, now is the time to start. Make sure it's big enough to write your tasks in, then refer to it daily.
5. **Begin your campaign with the Contact History Forms.** Venues take varying lengths of time to "process," depending on several factors (whether or not you reach the person who handles bookings the first time you call, how much information they want from you, the personality of the contact person, etc.) So some might be in your campaign for only a couple of weeks, while others might take months. The amount of time you have to devote to booking will determine how many contacts you want to process at a time. You might want to start with a handful, like maybe 5 or 6, to see how it proceeds. Then you can adjust and add more during the campaign or just wait until the next season. The steps are outlined on the form. Just make sure that you follow through to do everything you promise in a timely fashion. Here's a suggested schedule, but you might have to adjust it if the contact person can't be reached:
 - Day 1: Mail cover letter that includes the week you'll be calling, which will be 2 weeks out.
 - Day 7: Mail handwritten postcard, reminding contact person about upcoming phone call the following week.
 - Day 14 – 18: Make initial phone call, followed immediately by a handwritten thank you post card that promises to send something (probably your mission statement). If you booked the service, you probably won't be sending anything additional, other than a confirmation letter.
 - Day 16 – 20: Send promised mail with a post it note saying, "Here's the ___ I promised

you. Talk to you soon!”

Day 23 – 27: Make the next phone call.

And so on. The postcard is mailed the same day as the phone call. The promised materials are mailed 2 days later. And the next phone call is made about a week after you’ve mailed the materials. You want to keep the contact person aware of you so they don’t forget who you are during a long lapse. Note: every postcard should thank the contact person for talking to you. Be personable. And every phone call is relational; ask about what’s happening in the person’s life, the church, etc.

Just keep doing what you say, even if you promise to call the next season or when they’re working on their calendar for the coming year, etc. Tracking your “to-do” list is crucial.

6. **Confirm Service.** Once the booking takes place, write the service info at the bottom of the page, and send a confirmation letter with all the pertinent event information.
7. **Service Reminder.** About two weeks before your event, send a postcard saying how excited you are to be sharing in the service. Restate when you will arrive to set up and the details of the service.
8. **Send thank you.** After the event, send a thank you card for allowing you to share.
9. **Stay in touch.** During the year, send a Christmas card, thinking of you card, etc., to keep the relationship growing. Of course, don’t overdo this, but treat the contact person as a valued acquaintance, which will be true if you’ve developed the friendship over time.

Speaker Evaluation

Evaluation of

Church: _____

City/State _____ Date of Service: ___ / ___ / ___

Pastor: _____ Evaluator: _____

1. How would you evaluate materials received?
 great good fair poor
2. Did the speaker present herself professionally on the phone?
 yes no
3. Did you feel the phone dialog helped you get to know the speaker?
 yes, definitely somewhat no, not very much
4. Did you receive promotional materials in a timely manner?
 yes too early too late
5. Did the speaker arrive for the service at the agreed upon time?
 yes no
6. Was set-up time adequate?
 yes needed more time needed less time
7. How would you evaluate the volume of the presentation?
 acceptable too soft too loud
8. What was the primary "message" you received from this speaker? Please explain.

9. Do you feel the speaker made an effort to connect with the audience? Was it successful? Please explain.

10. Was the speaker's clothing appropriate for your event? yes no
11. Did you feel the speaker presented a biblically sound program? Please explain.

12. Would you invite this speaker back for another service? yes no
13. May we use your comments in promotional materials? yes no

Thank you for your time and honest input. If you have further comments to share, please enclose a separate sheet. We appreciate your allowing us to partner with you in ministry.

Please return to: