



NEW ORLEANS
BAPTIST THEOLOGICAL SEMINARY



LEAVELL
COLLEGE

Ambassador Toolkit

NOBTS & LEAVELL COLLEGE | TRUSTEE TOOLKIT



Welcome, Ambassador!

An ambassador is an authorized representative or messenger

MISSION STATEMENT

NOBTS and Leavell College equip servants to walk with God, proclaim His truth, and fulfill His mission.



Our Visionary Leader



Dr. Jamie Dew
President

As a trustee of NOBTS and Leavell College, you play an essential role in maintaining the health of this wonderful institution. Your partnership with us in the work is more valuable now than it has ever been before.

As we implement the vision that God has given us for this wonderful school, now is the time when we need the prayerful and financial support of everyone within the NOBTS family, but especially from the trustees.

Thank you for your gracious support to us thus far.

Would you once again support us by participating in the Reach 5 Campaign?

Your support not only helps us meet our needs, it also sends a message to others of the exciting things that God is doing at NOBTS!

Your Servant,

A handwritten signature in black ink, appearing to be 'J. Dew', written in a cursive style.



The "Towel and Basin" Culture

Everything we do from the curriculum we select, to the students we teach, to every dollar we raise, NOBTS and Leavell College will continue to serve those around us as Christ commands.

You, as a trustee, know better than most how costly it is to prepare our students in the urban context of New Orleans. As you speak lovingly to friends, family, and colleagues about NOTBS and Leavell College, be assured of the story you are sharing. Intentionally ask for a commitment of financial support to the work God is still accomplishing through this School of Providence & Prayer.

As an appointed overseer of the work performed here, your outlook aligns with ours! You are our co-laborer and we are so thankful to serve in this endeavor together.

Equipping Servants

PREPARE HERE SERVE ANYWHERE

✓ New Orleans

Leveraging the city in which the Lord and the SBC have placed us, there is no better learning lab for ministers, missionaries, musicians, and counselors. The world comes to New Orleans. Some globe trotters stay, while others pass through. Regardless, every person needs to hear the gospel message. That's why we're here!

✓ Partnerships

Strategic partnerships throughout the city, and the world, provide the necessary network for our faculty and students to maximize their reach. Our faculty and graduates fill more pulpit, missionary, and counseling assignments than most SBC seminaries. We are a NAMB SEND City. NOBTS and Leavell College are here to lead the current generation to serve as Christ commands.

✓ Mission

NOBTS and Leavell College equip servants to walk with God, proclaim His truth, and fulfill His mission. From every program we lead, curriculum we teach, and every dollar we raise, our aim is that our graduates will be known for taking up the towel and the basin to serve the church and the lost.

The Reach 5 Campaign

Steps for Success

- ✓ Identify
- ✓ Notify
- ✓ Contact
- ✓ Attend



Identify

List 5 people from your network that could give \$2,500 or more a year to NOBTS.



Notify

Tell Dr. Mike Wetzel and the development team of the friends, family, and colleagues you have identified and discuss details for an NOBTS & Friends event in your area.

504.282.4455 ext. 3252 or mwetzelnobts.edu

Contact & Attend



Make initial contact

How will they know about your involvement as a trustee for NOBTS and Leavell College? Using a script to help you identify key points that you want to communicate is a good start to a successful conversation.

NOBTS sponsored event

Invite those on your list to an NOBTS & Friends event held locally in your area. Thank them for their thoughtful consideration of your invitation.

Show hospitality

Be present at the scheduled NOBTS & Friends event; introducing your friends, family, and colleagues to President Dew.

Script

Every NOBTS Trustee has a voice that is valued equally. You carry powerful influence when you choose to share your NOBTS and Leavell College story.

- Start by telling about your involvement with the seminary, specifically as a trustee!
- What three things excite you about the work that you are a part of here at NOBTS?
- Share our collective mission statement -
 - NOBTS and Leavell College prepare servants to walk with Christ, proclaim His truth and fulfill His mission.
- Ask if what you have shared resonates with their values.
- Which organizations do they currently and voluntarily invest their resources?
- Invite them to be part of a future NOBTS & Friends event which you are planning.
 - Dr. Jamie Dew will be at your event.

Perfect effort yields \$500,000...or more!

✓ Full Participation

Each trustee brings value to NOBTS through oversight of our annual operations.

The Reach 5 Campaign requires full participation from you. You can help make the most of this fundraising effort by personally introducing us to your network.

✓ 24 months

Reaching five friends, family, or colleagues is time-bound and achievable.

- Invite these five friends to your NOBTS & Friends event.
- Follow up with the appropriate "thank you" letters, phone call, or email.
- Keep in contact with your NOBTS Advancement Team.

✓ \$500,000

We need to reach this specific target to achieve the desired outcome.

Pray the goal will be exceeded by those you introduce to NOBTS and Leavell College

Follow up

We operate with courtesy and professionalism when dealing with your friends, family, and colleagues.

The Advancement Team will provide thorough follow up after the NOBTS & Friends event. Below are the types of follow-up methods used to help grow the affinity for the seminary of those that have attended a NOBTS & Friends event.

- Personal Thank You Letter from President Dew
- Email
- Phone call
- Formal Invitation to Campus
- Mailings

As an NOBTS Ambassador, you will have official NOBTS branded cards, letterhead, and envelopes to thank those you talk with or attend an NOBTS and Friends event. Your "thank you" is vital to them and all of us here at NOBTS.

The
**Thank you for committing
your efforts to achieving our
collective goal!**

Questions? Email mwetzels@nobts.edu

