Transformational Side-Effects Of A Capital Campaign

Diocese of Newark Convention 2014

Leslie Pendleton, Associate Program Director, ECF

EPISCOPAL CHURCH FOUNDATION
empowering congregations

The Spirituality of Fundraising

(Upper Room Books-2010)

"People have such a need for friendship and for community that fund-raising has to be community-building. I wonder how many churches and charitable organizations realize that community is one of the greatest gifts they have to offer. If we ask for money, it means we offer a new way of belonging."

Henri J. M. Nouwen

… strengthens the leadership and financial capabilities of Episcopal congregations, dioceses and communities of faith to pursue their mission and ministry

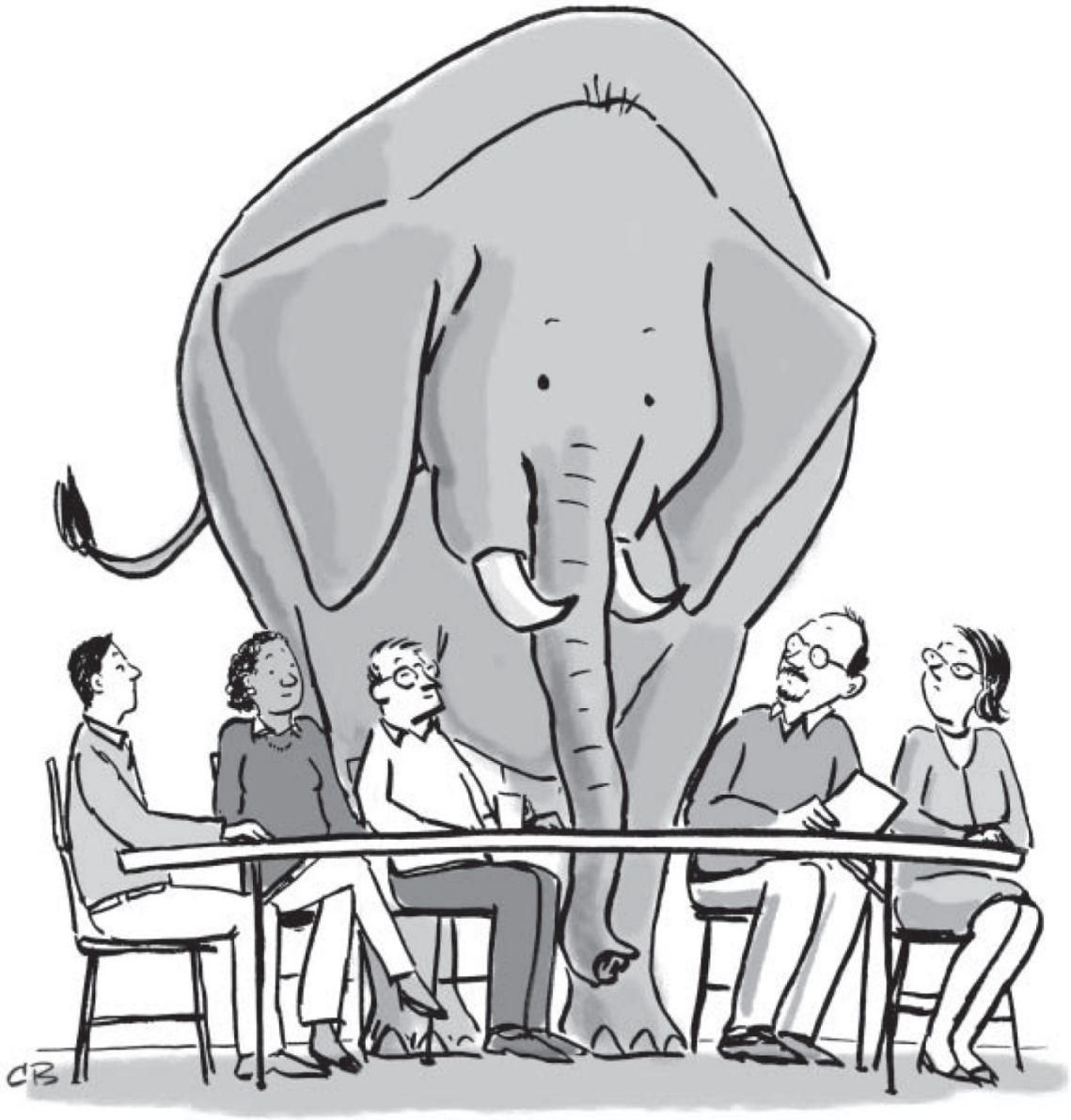
Resources to Fund Mission and Ministry

Three Sources

- Annual Stewardship (Annual Giving)
- Capital Giving (Extraordinary Giving)
- Planned Giving (End of Life Giving)

"Where your treasure is, there your heart will also be."
--Matthew 6:21

Are we ready for a capital campaign ?



Someone in the vestry finally addressed the elephant in the room.

A Successful Capital Campaign

Discernment	Study	Ask
- Visioning - Prayer - Involvement - Planning - Communication	- A formal all-congregation survey - Communicate the Results	- The Solicitation Process - Thanksgiving - Implementation

3 separate stand-alone contracts

Discernment/Vision
Communication/Formation

What is God calling you to do, or be in this community?

What do you need to fulfill the vision?

"Without a vision, the people perish."
-- Proverbs 29:1-18

Discernment: Creating Ownership and Involvement

- Involve others to examine those needs in detail
- Communicate a collective plan for your ministry (broadcasting and narrowcasting)

Discernment: Nitty Gritty

- Small group & all parish meetings
- Individual meetings
- Consult professionals
- Project plans with costs
- Ongoing communication throughout process
- Proposed plans & costs shared with congregation
- Final plans approved by vestry

Discernment side effects

- The past is appreciated and celebrated
- The “way we’ve always done it” is examined and challenged
- New dreams are identified
- Low-hanging fruit is identified
- Congregation is engaged and empowered for future mission

Feasibility Study

- Measures awareness & support
- Identifies attainable goal
- Identifies volunteers
- Prioritizes projects
- Weighs intangibles that may affect your campaign
- Shows the will of the congregation, in black and white, to all

Capital Campaign: the final phase

Four to Six month process

- Final projects are presented in a compelling brochure
- Leaders and gift workers are recruited
- People are invited to be a part of the exciting future of your church and congregation
- Success is celebrated, new energy is viral, and mission is strengthened

Professional Campaign Materials

Dear God and Father of all,

Thank you for our parish family—for the love and sense of community we share. Thank you for the sacrifice of those who built this church. Thank you for the growth that challenges us to grow further.

As we begin this capital campaign for new worship space at Church of the Advent, soften our hearts and our wills to carry out your plan for this church in Lillian. Give us vision, energy, and courage as we prepare a legacy for generations to come. Help us to know our role in the spread of your Gospel. Remind us that we are temporary stewards of all your gifts.

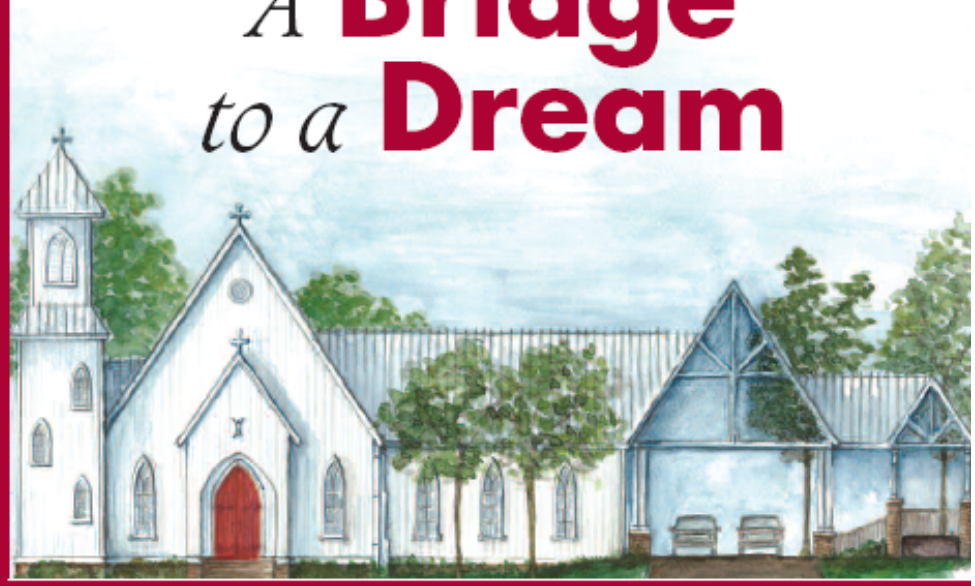
Bless our efforts, to the glory of your Son, Jesus Christ. **AMEN**

Episcopal Church *of the* Advent

12099 County Road 99, Lillian, AL 36549 :: 251-961-2505 :: www.adventlillian.org

The Episcopal Church of the Advent provides opportunities for worship, fellowship, joy, spiritual growth, and community service, all for the love of God.

A Bridge *to a* Dream



A capital campaign for Episcopal Church of the Advent.

Professional Campaign Materials

After years of prayer and preparation, Church of the Advent is poised to build a permanent spiritual home. Please consider your part in this important moment in the life of our parish.

Welcome home

NEW CONSTRUCTION *$600,000*

The currently proposed building design is an attractive, approximately 3,800 square-foot, Southern Gothic style, board-and-batten design. It will have a welcoming front porch and an ample narthex for meeting and greeting. With a seating capacity of about 120 plus choir seating, it will allow for significant future growth. Natural light would flood the space through hurricane glass windows tinted to reduce glare, and the altar would be flanked by a sacristy and flower guild rooms. The design includes dedicated sanctuary space for the choir, as well as choir vesting and storage areas. A cozy parlor for funerals and weddings is also part of the plan. Strong consideration has been given to energy efficiencies as an integral component of the design, with heavy foam insulation and efficient lighting. Site preparation expenses are included.

- Organ: *$50,000*
  "Rachel's Dream." Rachel Hovde, a founding member and classical organist, dreamed of excellent music. A portion of her bequest, $25,000, was to be towards her vision for an organ. The cost of an organ will be offset by this bequest.

CHALLENGE ITEMS *$185,000*

To be completed after the $600,000 is accomplished:

- Porte Cochere to connect sanctuary and existing parish hall: *$35,000*
- Bell Tower: *$75,000*
- Memorial Gardens and Columbarium: *$25,000*
- Landscaping: *$10,000*
- "Dream Walk" canopy over deck and roof of parish hall: *$40,000*

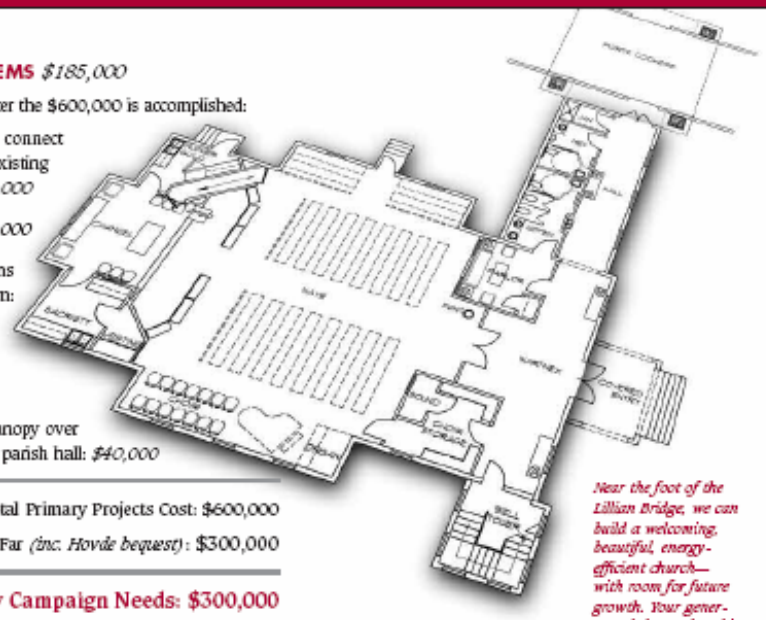
Total Primary Projects Cost: $600,000

- Our Progress So Far *(inc. Hovde bequest)*: $300,000

Primary Campaign Needs: $300,000

Primary Campaign + Challenge Goal: $485,000

Although we may need a construction bridge loan, no mortgage is anticipated!



Near the foot of the Lillian Bridge, we can build a welcoming, beautiful, energy-efficient church—with room for future growth. Your generous pledge makes this Bridge to a Dream possible.

How *you* can help

First, give generously to our stewardship appeal to help power Church of the Advent's many ministries.

Second, consider a sacrificial pledge to the capital campaign—to build a lasting spiritual home for Church of the Advent.

To reach our capital campaign primary goal of $300,000, gifts of every size are crucial. Please review the following gifts essential chart and consider your part in this important effort.

GIFTS ESSENTIAL TO RAISE $300,000

Size of Gift	*Number of Gifts*	*Cumulative Total*	*Monthly Over 3 Years*
$50,000	1	$50,000	$1,389
$25,000	2	$100,000	$694
$10,000	6	$160,000	$278
$5,000	10	$210,000	$139
$3,000	15	$255,000	$83
$1,000	20	$275,000	$28
$500	30	$290,000	$14
Less than $500	Many	Goal Achieved	Variable

In addition to your campaign pledge, you may also wish to consider making a planned gift to Advent. For more information, contact the church office.

No matter how you decide to help: *thank you.*

Hyperpalace Cook
with
Spirit

Can we do it alone?

- Depth & breadth of experience
- Neutral, confidential oversight
- Accountability & timeliness
- Higher goal potential
- Adherence to highest ethical standards

Why ECF?

- Knowledge of the Episcopal Church, and our mission to make it stronger
- Over 25 years of successful campaign management
- Approach fundraising spiritually
- Implement it holistically
- National network of consultants
- Sliding fee scale makes services affordable regardless of size
- Your efforts will help other Episcopal churches

WEB CONFERENCES:

ECFVP.org

Archived conferences include:

- Identifying & Recruiting New Leaders
- Stewardship for the New Millennium
- Best Practices for Vestry Leadership
- Fortalecimiento del Liderazgo del Equipo
- Picturing the Future: Vision and Planning
- Basics of Parish Finances

Great Reads

- *The Spirituality of Fundraising*
  by Henri Nouwen
  www.henrinouwen.org
- *Not Your Parents' Offering Plate*
  by Clif Christopher

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