

Fear Not! Good Tidings About Capital Campaigns

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The Episcopal Church Foundation (ECF)

Independent, lay led organization, founded in 1949

Empowers congregations through visioning and planning, leadership development, and raising financial resources for ministry

Through our programs, ECF is helping to build a Church characterized by:

- Lay and clergy leaders work together to transform the Church
- Healthy, vital, vibrant Episcopal communities of faith
- Meaningful opportunities for Christian stewardship and effective fundraising
- Innovative, mission-based ways to be the Church of the future



Webinar technical notes

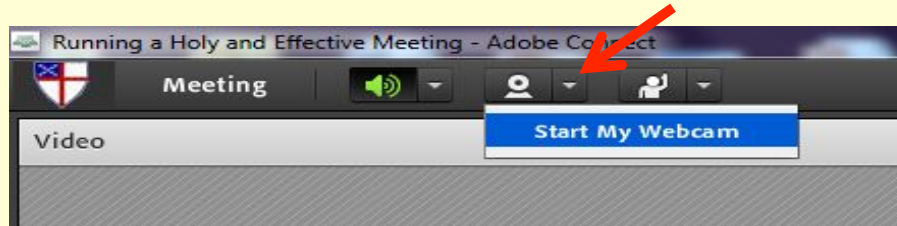
- ECF may need to mute all participants to limit background noise and audio interference
- To start your web cameras, press the “Start my Web Cam” button and “Start Sharing”
- If you have questions, please type them into the chat box on the right-hand side of the screen
- PDFs of the slides and resource list are available for download
- This webinar is being recorded and will be made public



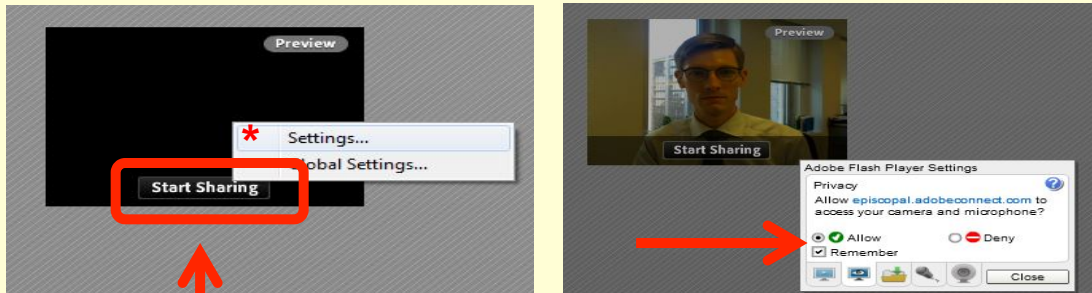
A few tips for turning on your webcam and asking questions

To Start Your Webcam

1. Click on the Webcam icon

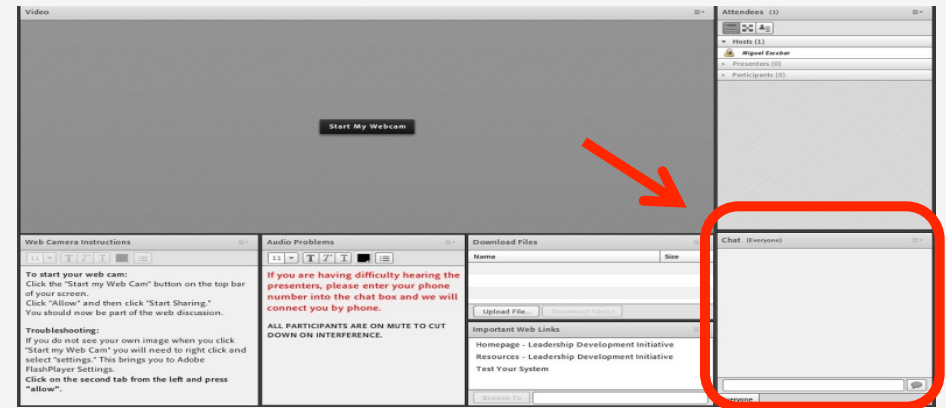


2. Click 'Start Sharing'

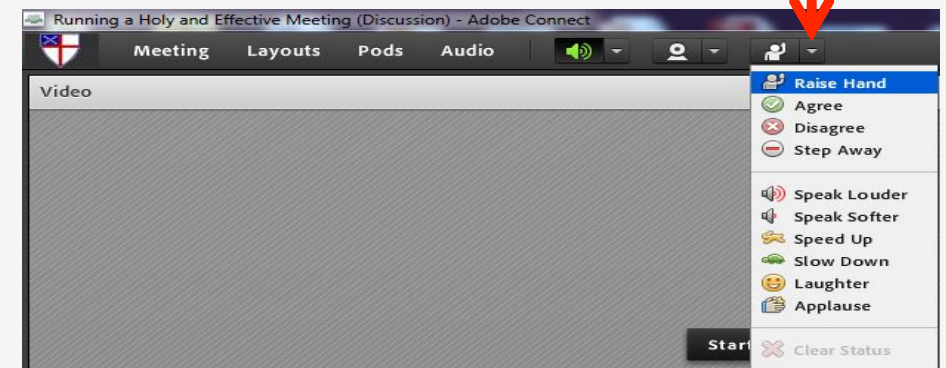


* If it doesn't work, you may need to **right click the box** and then click "**Settings...**" Then switch the settings to '**Allow**' in the above right image.

Ask a Question



Use the chat box at any time - type in your question or comment.



During the presentation, you can raise your hand as shown above.

What we will cover...

- Where to begin? – Fear not!
 - *There's a proven process that works*
- Overview of the campaign process
- Transformational side effects
- The role of your ECF consultant



It's natural to be a little skeptical

What are some of your concerns?

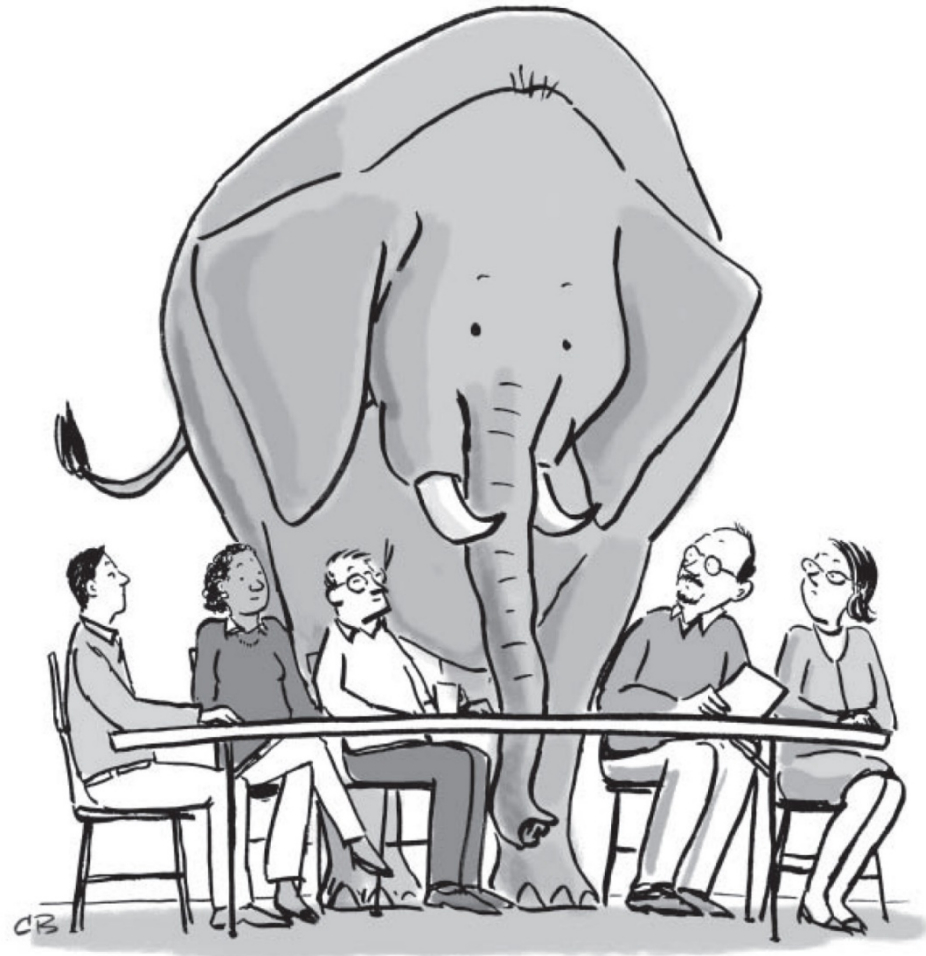


- “We can't possibly raise as much as we need.”
- “We barely cover our budget in pledges, how can we expect people to give more?”
- “We don't have wealthy parishioners like we used to.”
- “Our needs aren't sexy. No one cares about boilers and the mortgage.”



We bring you good news
about a process that will guide you to success!

Where to begin?



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

Different Types of Giving

Annual

- Funds operations
- Donor gives from cash flow
- Tied to daily mission & ministry

Capital

- Funds specific projects, often related to building
- Donor gives from assets
- Tied to future/growth of your mission

Planned

- Funds perpetual activities
- Donor gives from estate
- Tied to the continuation of your mission

The Fundraising Process

- Identify the need
- Identify potential donors
- Communicate the vision
- Ask for support
- Say, “Thank you!”
- Continue the process



A Successful Capital Campaign

Discernment

- Visioning
- Prayer
- Involvement
- Planning
- Communication

Study

- A Formal Feasibility Study
- Communicate the Results

Ask

- The Solicitation Process
- Thanksgiving
- Implementation

Discernment

What is God Calling You to Do or Become?

Creating Ownership and Involvement

- Identify needs
- Connect to your mission
- Involve leaders, stakeholders, visionaries
- Communicate the vision

“Without a vision, the people perish.”

-- Proverbs 29:1-18

Identify Needs

What is the campaign for?

- Building projects
- Program needs/seed money
- Endowment
- Debt retirement

Connect & Communicate

Mission -

- What are you called to do?
- How will these projects help you do it better, more faithfully?

Vision -

- Ongoing communication throughout process
- Proposed plans & costs shared with congregation
- Final plans approved by vestry

Feasibility Study

Ensures your campaign will be a success

- Measures awareness & support
- Identifies attainable goal
- Identifies volunteers
- Prioritizes projects
- Weighs intangibles that may affect your campaign

Timeline

- Design & print tentative case statement and survey
- Conduct personal interviews, electronic & mail surveys
- Compile & analyze results
- Report back with recommendations
- 92% of ECF clients meet or exceed recommended goal

Capital Campaign

The Final Phase

- Final projects are presented in a compelling brochure
- Leaders and gift workers are recruited and trained
- 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



Sample Brochure

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.



Sample Brochure

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

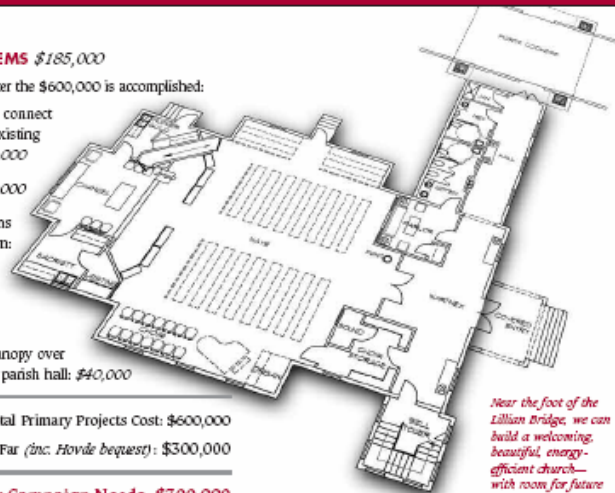
Total Primary Projects Cost: \$600,000

- 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
\$60,000	1	\$60,000	\$1,369
\$25,000	2	\$100,000	\$694
\$10,000	6	\$160,000	\$278
\$6,000	10	\$210,000	\$139
\$3,000	15	\$255,000	\$63
\$1,000	20	\$275,000	\$28
\$600	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.*

Transformational Side Effects

Transformation side effects

- The importance of vision
- The importance of communicating, in many ways
- The spirituality of stewardship: How we respond to God's abundance
- The value of getting many people involved in ways that use their unique gifts
- The power of personal invitations (for annual campaigns too)

Fear Not

You don't have to be alone

Can we do it alone? Yes, but...

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

Why ECF?

- Knowledge of the Episcopal Church & 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

The Role of your ECF consultant

- Guardian Angel, guide and coach
- Trained and experienced in our proven process
- Connected to a diverse host of experienced ECF consultants



Questions?

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Ready to take the next step?

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