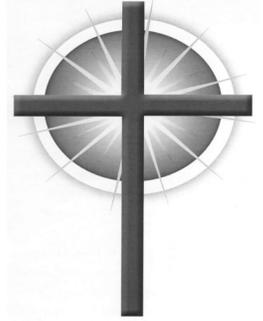


# Campaign Newsletter

## One Campaign - Two Appeals



### **First Presbyterian Church**

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## A Message from Pastor Ben

Thank you to everyone who participated in our Campaign Assessment Study through interviews and the online survey! Reading through the report reinforced my feelings of our church. I continue to feel the Holy Spirit working through you. Because of your participation in the survey it helps the Session make an informed decision about the future of First Presbyterian Church.

The study reports that you are generally happy with the direction the church is going. Thank you. You also indicated a willingness to support a capital campaign to pay down our church debt. And you expressed a strong concern about the campaign and how it may impact our current level of giving to the operating budget that funds our programs and ministries. The Session and I share this

concern. We are all working to continue to be good stewards of God's gifts.

This newsletter contains the findings and recommendations from the Assessment Study. I strongly encourage everyone to take the time to read the entire newsletter. Contact the office if you would like to see the entire 34-page that was made available in December.

Please pray that we might continue to be: Christ's church in the community, for the community, serving the community. I am excited to see the Holy Spirit work through us as we work to build God's Kingdom on Earth.



In Christ,  
Pastor Ben

January 2016  
Volume 2:1

**Campaign  
Success  
depends  
upon  
YOU!**

**Do you want  
to feel better  
connected  
to the  
congregation?**

**Do you want to  
get to know  
more members?**

**Do you want to  
get involved  
with something  
bigger than  
yourself?**

**Attend the  
Campaign  
Volunteer  
Meeting  
Tuesday  
January 26  
7:00 pm  
Fellowship Hall**

## SESSION REVIEWS CAMPAIGN REPORT - SAYS YES TO CAMPAIGN

Upon review of the recent Campaign Assessment Study, which confirms members want to pay down the debt, the Session decided to go forward with a capital campaign right away.

The Session also decided to run our Annual Stewardship Appeal concurrently with the campaign. Bill Cordaro of SP&R, our consultant for the campaign, has found that combining the two appeals yields positive results. The Annual Stewardship Appeal invites members to make a one-year pledge in support of the annual operating budget that pays for programs, ministries, mission outreach, salaries, benefits, and utilities and maintenance on our facilities. The Capital Appeal will be a three-year pledge designated for paying down the church debt. Members will be asked to make their pledges to both appeals on Commitment Sunday, April 24.

One factors that leads to a successful campaign is large member involvement. To this end, First Presbyterian Church is extending an invitation to everyone in the congregation to get involved in the campaign by volunteering

your time. Volunteering involves 3-4 meetings over the next four months and no special skills are needed.

To learn more about the campaign and how you can make a difference in our future, attend the campaign's **Volunteer Organizational Meeting (VOM) on Tuesday, January 26 at 7:00 pm**. At the meeting you will have an opportunity to work on one of the six different campaign teams.

To read more about each of the different teams and the campaign, go to our church web site at [www.fpcderby.org](http://www.fpcderby.org) and click on the **Campaign** link.

### **Who Is SP&R?**

SP&R (Stewardship Partners & Resources) was contracted to manage the Campaign Assessment Study and direct the upcoming capital campaign. Bill Cordaro, the consultant who helped with the 2013 campaign, is the president of SP&R and will be working with us again. Bill has worked in church settings for over 35 years and has been doing stewardship education and campaigns for over 11 years. He started SP&R in January of 2015.

# Campaign Q&A

## Survey Snap Shot

93% of survey respondents said First Presbyterian is meeting their spiritual needs.

94% believe that First Presbyterian is providing ample opportunity for fellowship.

79% expressed confidence in the church leadership to make the right decisions regarding the future of the church.

83% are willing to make a financial commitment to the campaign.

**Q: When will we be asked to make a commitment to the two appeals?**

Commitment Sunday has been set for April 24<sup>th</sup>. At that time, members will be asked to make a one-year financial commitment to our regular operating budget, and a three-year financial commitment to the capital appeal to pay down our debt.

**Q: What can we expect from the campaign leading up to Commitment Sunday?**

We know making a commitment to the annual stewardship appeal and the capital appeal will be a sacrifice for our members. We are encouraging all of us to begin praying now, asking God to guide us in our decision. Campaign leaders want members to make this a spiritual journey. Together we will reflect on what it means to be good stewards of God's gifts, knowing that these gifts are to be used to build God's Kingdom on earth. We are all asked to do your part:

1. Pray for guidance as we discern how God wants to use us and our resources to

support the ministry of First Presbyterian Church.

2. Volunteer to help with the campaign by attending the January 26<sup>th</sup> Volunteer Organizational meeting.
3. Attend one informational meeting and read all the communications.
4. Speak with fellow members and family about the campaign.
5. Return your commitment card on or before Commitment Sunday, April 24.
6. Pray for our church leadership, asking the Holy Spirit to guide them in their decision making process.



**Q: Where can we go to get more information about campaign?**

The church web site at [www.fpcderby.org](http://www.fpcderby.org) will have the latest information available. You can also contact Ken Coryell with your questions (316-655-8764).

## Findings & Recommendations From the Campaign Assessment Study

**What did we expect to learn from the study?**

The study was conducted to assess the following:

1. The level of support for continuing to pay down the church debt
2. The level of support for conducting a 3-year capital campaign to raise the money to continue to pay down the debt
3. The amount of money that is possible to raise in a 3-year campaign
4. How to design a campaign that best meets First Presbyterian Church's needs and fits its culture
5. The obstacles to conducting a successful campaign

**How many members participated in the study?**

A total of 84 members representing 54 households (42% of total church households) participated in the study. This is a good response for a church our size and adds to the credibility of the data collected. A total of 125 members representing 83 households (58% of total church households) participated in the 2012 study for the first capital campaign.

The following is a summary of the findings and recommendations. When appropriate, the percentages from the 2012 study are included and are found in { }.

### The Findings:

(Note: The percentages represent a combined percentage of persons who **agreed** or **strongly agreed** with the statement.

1. Members indicated they feel very positive about the church and the direction it is moving.
2. 93% {86%} said their spiritual needs are being met and 94% {88%} said First Presbyterian is providing ample opportunity for social interaction.
3. 79% {76%} expressed confidence in the church leadership to make the right decisions regarding the future of the church.
4. Respondents are very happy with the renovations and expansions completed in 2014. Percentages represent positive responses about the project.
  - Kitchen expansion – 99%

# Findings & Recommendations Continued from page 2

- Addition of Christian Education classrooms – 97%
  - Addition of convenient handicap-accessible restrooms – 95%
  - Fellowship Hall expansion – 93%
  - Creation of a larger welcoming and gathering space for the sanctuary - 91%
  - Relocation of church nursery to make it more accessible to families – 86%
  - The larger covered entry, portico and vestibule – 82%
5. 82% believe it is very important that the debt of \$1.6 million is paid as soon as possible.
  6. 83% {61%} agreed that it is urgent to conduct a campaign in the spring of 2016 to pay down the debt and protect the operations budget.
  7. Respondents wanted information about the following topics:
    - Long-term plans to pay off the entire \$1.6 million debt – 44%
    - Financial health of First Presbyterian Church – 44%
    - The total financial impact of the debt on the church budget – 43%
    - The level of support for paying the church debt – 41%
    - Future of the church if a capital campaign is not conducted in the spring of 2016 – 40%
  8. 83% {72%} expressed a willingness to make a financial pledge to the campaign if their questions were answered.
  9. 46 {47} households said they would offer cash and non-cash gifts in the amount totaling over \$310,800 {\$194,500} if the campaign were today. This is an average offering of \$6,756 {\$4,138} per household.
  10. When asked how their potential pledge to the 2016 will compare to their 2013 campaign pledge, participants responded
    - The same as our contribution to the first campaign in 2013 - 37%
    - More than our contribution to the first campaign in 2013 - 31%
    - Less than our contribution to the first campaign in 2013 - 16%
    - I/we can't recall our contribution to the 2013 campaign - 12%
    - I/we did not make a contribution to the 2013 campaign - 4%
  11. 66 members said they plan to make a commitment to First Presbyterian's campaign because they want to see First Presbyterian grow and reach more people (51%) and because they feel God has blessed them (51%).
  12. 10 people said they would not donate. The most frequently mentioned reason why was that they cannot afford to make a commitment at this time (40%).
  13. Personal finances was mentioned most frequently when asked what may prevent members from fulfilling their pledges.
  14. The most frequently mentioned obstacles to a successful campaign were members' personal financial situations, people on limited incomes, timing of a second campaign, and the community's employment situation.
  15. 17 {42} members indicated their willingness to volunteer as a way to support a campaign.
  16. **When asked if members were interested in supporting First Presbyterian in the future through planned giving, 11 {3} households answered "yes," 27 {17} "maybe," and 5 {3} said they already do.**
  17. There were a number of persons identified as good leaders for the upcoming capital campaign.

## Recommendations:

1. Members feel good about the church and there is strong support for conducting a capital campaign in the spring of 2016 to pay down the church's debt. The capital campaign should go forward as planned.
2. The capital campaign should be combined with the annual stewardship appeal in the fall.
3. Prayer should lead the campaign and members should be closely involved in the design and implementation of the campaign.
4. Emphasize to members that contributions to the capital campaign should not adversely impact their giving to the operations budget.
5. A special effort to solicit larger donations should be done early in the campaign.



**Session  
Announces  
Start of  
Capital  
Campaign  
With  
Commitment  
Sunday  
Sunday  
April 24  
2016**

**Mark Your  
Calendars!  
Capital  
Campaign  
Commitment  
Sunday  
April 24  
2016**

**Summary of Recent  
Campaign Assessment  
Study Enclosed**

**Campaign Volunteer  
Meeting Tuesday  
January 26 @ 7:00 pm**

## **Findings & Recom.** Cont. from page 3

6. Members should have opportunities to meet with church leaders to ask questions and voice their concerns throughout the campaign. The campaign should specifically address:
  - Details about the long-term plans to pay the entire \$1.6 million debt
  - Financial health of First Presbyterian Church
  - The total financial impact of the debt on the church budget
  - The level of support for paying the church debt
  - Future of the church if a capital campaign is not conducted in the spring of 2016
6. The church should respect the concerns of those on fixed incomes and find alternative ways for this group to participate.
7. Non-cash donations of personal property, crops, stocks and bonds should be encouraged throughout the campaign.
8. Early contributions should be encouraged to reduce the amount paid on the loan to interest.
9. The planned giving effort should be created after the solicitation period of the campaign.

## **Study Financial Forecast**

There is strong support for conducting a capital campaign to pay down the debt. SP&R provides an estimate of the amount of money the church can raise based on an analysis of the giving history of the church, the giving capacity of members, the responses from the assessment, and experiences with similar churches.

SP&R believes that in a quality **three-year campaign** focused on principles of good stewardship, prayer, and large membership involvement, First Presbyterian has the following fundraising probability:

- ⇒ **80%** chance of raising **\$500,000**
- ⇒ **50%** chance of raising **\$575,000**
- ⇒ **20%** chance of raising **\$650,000**

If donors are cultivated with respect, given the opportunity to interact with their peers and church leaders, are included in the planning process, and are well informed of the vision for the campaign, we believe that First Presbyterian will achieve great success in its campaign.

**Special Note:** Second campaigns, on average, raise about 80% of the amount raised in a first campaign. Debt reduction campaigns do not usually generate as much in contributions as campaigns to construct something. Given these considerations, expectations need to be managed.