

Capital Campaign Newsletter



First United Methodist Church of Hays

305 West 7th Street, Hays, KS 67601

September 2014

HaysFirstUnitedMethodistChurch.com

Volume 1: 1

A Message from Leadership Team

We want to thank everyone who participated in the Feasibility Study through interviews and the survey. Reading through the entire report, we learned a lot about our church and the thoughts of the people who make up our faith community. We can tell that the Holy Spirit is with us. Your participation in the survey is helping the Admin Board to make informed decisions about the future of our church.

The Feasibility Study reports that members feel good about with the direction the church is going. Respondents indicated a readiness to move forward with a capital campaign to address many of the projects listed in the case statement. This is very exciting news to us.

Throughout the report, we also noted the concerns about enhancing the formation of our youth and improving our worship experience with

more engaging sermons. We also learned that we have a good chance of raising between \$700,000 and \$1,100,000 in a quality campaign focused in prayer and with large member involvement.

In this newsletter are the findings and recommendations from the Feasibility Study Report. We strongly encourage everyone to take the time to read the entire newsletter. There is a lot of very good information included in it. Contact the office if you would like to see the entire 39-page report.

Please remember to continue to pray for the leadership of our church, for those in our church community who are going through rough times, and the success of this campaign.

God Bless,

Kevin Swayne, Greg Daughhete, e,

Josh Zweifel & Jarrod Jones

ADMIN REVIEWS REPORT AND MOVES FORWARD WITH CAMPAIGN



On August 25, 2014, the Admin Board was presented with the result of the Feasibility Study and found it to be very informative and positive. They were especially happy to see that 80% of the respondents said they supported conducting a campaign this fall

and 82% would be willing to make a financial commitment to a campaign.

Based on the results of the study, the Admin Board approved going forward with the campaign and to contract with Church Development to manage the campaign. Commitment Sunday is set for December 7, 2014.

CAMPAIGN KICKS OFF WITH VOLUNTEER MEETING, SEPT 18

The capital campaign begins with a very important Volunteer Meeting, Thursday, September 18 at 7:00 pm. At the meeting, you will be given an update on the campaign and begin working with the one of the six different campaign teams of your choice: Prayer, Children & Youth, Events, Communications, Ambassador or Thanks.

Working on the campaign is a great opportunity to feel more engaged in our faith community and for members who are very busy and don't have the time to commit to a long-range church activity. Your involvement in the campaign would only mean a 3-month commitment and 3-5 meetings.

There is a direct correlation between the number of volunteers who work on a campaign and the success of the campaign. Each church member brings special God-given gifts and talents that, when pooled together with others' gifts and talents are used to build God's Kingdom on earth. Your participation is critical to our success!

*"I want to thank the leadership for taking the responsibility of leading our church. It is easy to sit on the sideline but the leadership is taking their tasks very seriously and I appreciate it."
Member quote from feasibility study.*

**FUMC
Announces
Start of
Capital
Campaign
with
Commitment
Sunday
Set for
Dec. 7**

**Mark Your
Calendars!
Volunteer
Organizational
Meeting
Thursday
September 18
7:00 pm
Church Hall**

Campaign Q&A

Study Snap Shot

•138 members participated in the study

•80% of the members support conducting a campaign this fall.

•82% of member households expressed a willingness to make a financial commitment to a campaign.

•If the campaign were held today, 69 households offered over \$377,400 to the campaign, representing an average offering of \$5,470.

•Forty members offered to help with the campaign.

What did we expect to learn from the feasibility study?

The study was conducted to assess the following:

1. The level of support among church members for going forward with a capital campaign to raise money for the projects listed in the case statement
2. The level of support for each of the 10 projects listed in the case statement
The amount of money possibly can be raise in a 3-year campaign
3. How to design a campaign that best meets FUMC's needs and fits its culture.

Q: What is a Capital Campaign?

A church may conduct a capital campaign to raise money for a special project that is outside of the ordinary annual budget. Members will be asked to pray over the next few months to discern what God is asking of them in support of this campaign. To raise the money needed it will take great faith, much prayer, and sacrifice. On Commitment Sunday, December 7th, members will be asked to submit their financial commitment indicating the amount of money they plan to contribute over the next 3 years of the campaign. This is not a contract but a covenant between you and God. Commitments can be changed at any time by contacting the office. This information will allow the church leadership to project the amount the church will raise and determine which of the projects the church can afford to do.

Q: Why do we need to conduct a capital campaign now?

FUMC has been able to keep up with much of the daily building maintenance for our facilities, however, over time, some of the major maintenance concerns have been delayed because of lack of financing. We can't delay many of these projects any longer without risking major repairs in the future that

will cost us much more to fix. Therefore, we are asking members to make an extra 3-year financial sacrifice to deal with some of the more critical needs around our campus.

Q: Who is Church Development?

Church Development conducted the feasibility study and will manage our capital campaign. It has successfully worked with nearly 200 churches throughout the Midwest. They emphasize prayer, member involvement and communication in their capital campaigns. Bill Cordaro is our primary consultant. He has 25 years of experience as a professional youth minister before becoming a campaign consultant. He has led over 35 successful campaigns for Church Development in the last 10 years.

Q: What can we expect from the campaign leading up to Commitment Sunday, December 7?

We know making a commitment to the capital campaign will be a sacrifice for our members. We are encouraging members to begin praying now, asking God to guide you in your decision.

The different campaign teams will be assisting you with your decision by providing newsletters, speakers, informational events and opportunities to pray individually and collectively. The campaign should be more a spiritual journey than a question of how much can I afford to give. 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. You are asked to do your part:

1. Start praying now
2. Attend the September 18 Volunteer Meeting and get involved
3. Read the newsletters
4. Speak with fellow members and family
5. Complete and turn in your commitment card on Commitment Sunday, December 7.

Feasibility Study's Findings & Recommendations

A total of **138 members** representing **111 households** or 20% of total 558 church households participated in the study. This is a good representation for a church the size of FUMC. Below are some of the major findings.

1. 68% said their spiritual needs are being met.
2. 81% said their fellowship needs are being

met.
3. 75% have confidence in the church leadership to make good decisions about the church future.

4. Biggest challenges facing FUMC in next 5 years include:
 - Faith formation for teens/youth
 - Enhancing our worship experience

Feasibility Study Summary

Continued from page 2

- Growing our membership
 - Becoming more financially secure as a congregation
5. Members expressed different levels of support for projects in the plan. The percentages represent the level of support for the addressing each project.
 - a. Repairing the education wing roof – 86%
 - b. Repairing and protecting the sanctuary windows – 85%
 - c. Repairing the exterior sanctuary limestone – 84%
 - d. Making a bathroom ADA compliant – 78%
 - e. Making repairs in the parsonage – 66%*
 - f. Installing a basement chairlift – 59%*
 - g. Installing a multimedia system in sanctuary – 46%*
 - h. Constructing a children’s playground – 45%*
 - i. Installing digital thermostats in sanctuary – 43%*
 - j. Replacing the sanctuary carpet – 34%*
 - * These projects received a large number of “Neutral” responses indicating that people can be swayed one way or the other.
 6. 80% of the members support conducting a campaign this fall. This is a higher than the average of 70% other church support level.
 7. Respondents want more information before making a commitment. The most often questions were:
 - a. What are the timelines and cost for projects?
 - b. What is the level of support of the membership to do a campaign?
 - c. What is the future direction of the church?
 8. 82% of member households expressed a willingness to make a financial commitment to a campaign. The average from other churches is 77%.
 9. If the campaign were held today, 69 households offered over \$377,400 to the campaign, representing an average \$5,470. The average from other feasibility studies is around \$4,500.
 10. The most often mentioned factors that may prevent us from conducting a successful campaign are:
 - a. Dwindling membership,
 - b. Lack of member support for the projects
 - c. The general economy,
 - d. Lack of good communication throughout the campaign
 - e. Congregational demographics
 11. Forty members offered to help with the campaign.
- Church Development has identified some concerns raised during the study:**
1. There is a perception that membership is declining and FUMC is losing younger families.
 2. Spiritual needs not met at the same level of other churches and members and members identified needing more engaging sermons
 3. Not all projects in the case statement have strong support
 4. Members need a lot more information
 5. Many members are on limited or fixed incomes
 6. The total church membership is aging
 7. Members expressed concern that the congregation may not be able to finance a campaign and keep up with the normal budget needs
- Current Church Financial Condition:**
- There are 558 households
 - Total offertory for 2013 was \$458,900
 - 159 households (28% of total household) pledged \$381,775 in the last stewardship appeal
 - The average pledge was \$2,400
 - 77 other households contributed \$90,000 but did not make a pledge to the appeal
 - Median household income for Hays = \$42,503.
 - All church households contribute on average \$822 or 1.9% of median household income. This is near the average of all Methodist churches in the US of 2%.
- Current Church Savings and Endowments in approximate numbers:**
- There is approximately \$54,000 in the church checking account and it is not restricted. Approximately \$136,000 is in a saving account and is designated which limits how it can be spent. The endowment is approximately \$615,000 and is restricted to

Campaign
success
depends
upon
YOU!

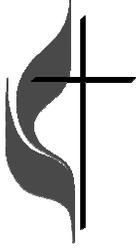
Do you want
to feel better
connected to the
congregation?

Do you want to get
to know more
members?

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

Attend the Capital
Campaign
Volunteer
Meeting
Thursday
September 18
7:00 pm
Church Hall

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**First United Methodist Church of
Hays
305 West 7th Street**

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**Summary of Recent
Campaign Feasibility
Study Enclosed**

**Campaign Volunteer
Meeting: Thursday
Sept 18 @ 7:00 pm**

Feasibility Study Summary Continued from page 3

spending up to 5% for church needs each year. To spend more than 5% would take a two-thirds majority vote of a duly called Church Conference. The Endowment Committee manages the endowment.

Church Debt:

The church has no debt.

Previous Church Campaign:

In 2013, FUMC conducted a small campaign to replace the air-conditioning. The goal was \$195,000 and \$192,000 was raised. A total of 152 households contributed an average of \$1,263 to the campaign.

Recommendations:

2. FUMC is ready to go forward with a campaign
3. The campaign should be led with prayer and large member

4. involvement
4. Those projects supported most my the membership should be a priority and make a better case for the others
5. Include a special effort to solicit larger donors
6. Provide opportunities to meet with church leaders and include in the discussion:
 - Timelines and cost for the different projects
 - Level of support of the membership for a campaign
 - Future direction of the church
7. Invite new and less active members to get involved with the campaign
8. Respect the concerns of those on fixed or limited incomes
9. Non-cash donations should be encouraged throughout the campaign
10. The planned giving effort should be enhanced after the campaign

Members were asked if the campaign were held today, how much would you commit?

- Sixty-nine households offered \$377,410, representing 62% of all participating households
- The average offering was \$5,470. Other average offerings are around \$4,500

Financial Forecast:

In a quality **3-year campaign** focused on principles of good stewardship, prayer, and large membership involvement, FUMC has:

- an 80% chance of raising **\$700,000**,
- a 50% chance of raising **\$900,000**,
- and a 20% chance of raising **\$1,100,000**

Thank you to everyone who participated in this study. Your input is helping the leadership better discern the direction God is leading us.