

Capital Campaign Communication Strategy

May 8th, 2016



Agenda

- Capital Campaign or Fundraising ... Words Matter
- Sources of Income
- Stage 1 Campaign Gift Range Chart
- Blended Communication Approach
- Summary & Next steps

Capital Campaigns and Fundraising

What is the difference between a church capital campaign and fundraising?

- Fundraising programs are ...
 - A service or product in an exchange for a contribution
- Capital Campaign programs are ...
 - Biblical stewardship through the freewill of God's people, over and above tithes and offerings

Fundraising Examples

Easter Maamoul Sale



St. Sharbel Mission 9th Annual Golf Tournament

Saturday, October 17th
Pine Hollow Golf Club
3300 E. Garner Road, Clayton

Join US SUNDAY OCTOBER 4, 2015

LITURGY @ 1PM

**Location: jacobia hall – st francis of assisi
campus**

Followed by

**Luncheon: Man'oushe (zaatar) & cheese
pizza with condiments and vegetables**

Donations : \$5.00

Luncheon served by the youth group!!!!

Christmas Party
December 6, 2014
7pm until 1am
@ ST SHARBEL MISSION
Exquisite Dinner & Live Band
Featuring:
Chadi Naddaf & Ensemble
St Michael Reception Hall
804 House Rd, Cary NC 27513
Donation: \$60 per Person
www.scmenc.org
001

Christmas Party
@ St Sharbel Mission
December 6TH: 7 pm -1 am
St Michael Reception Hall
Chadi Naddaf & Ensemble
804 House Rd, Cary NC
Ticket Donation: \$60
001



2016
SPRING PARTY

Capital Campaign Examples

Individual Pledges



300k




10k Parishioners

MATCHING GRANTS

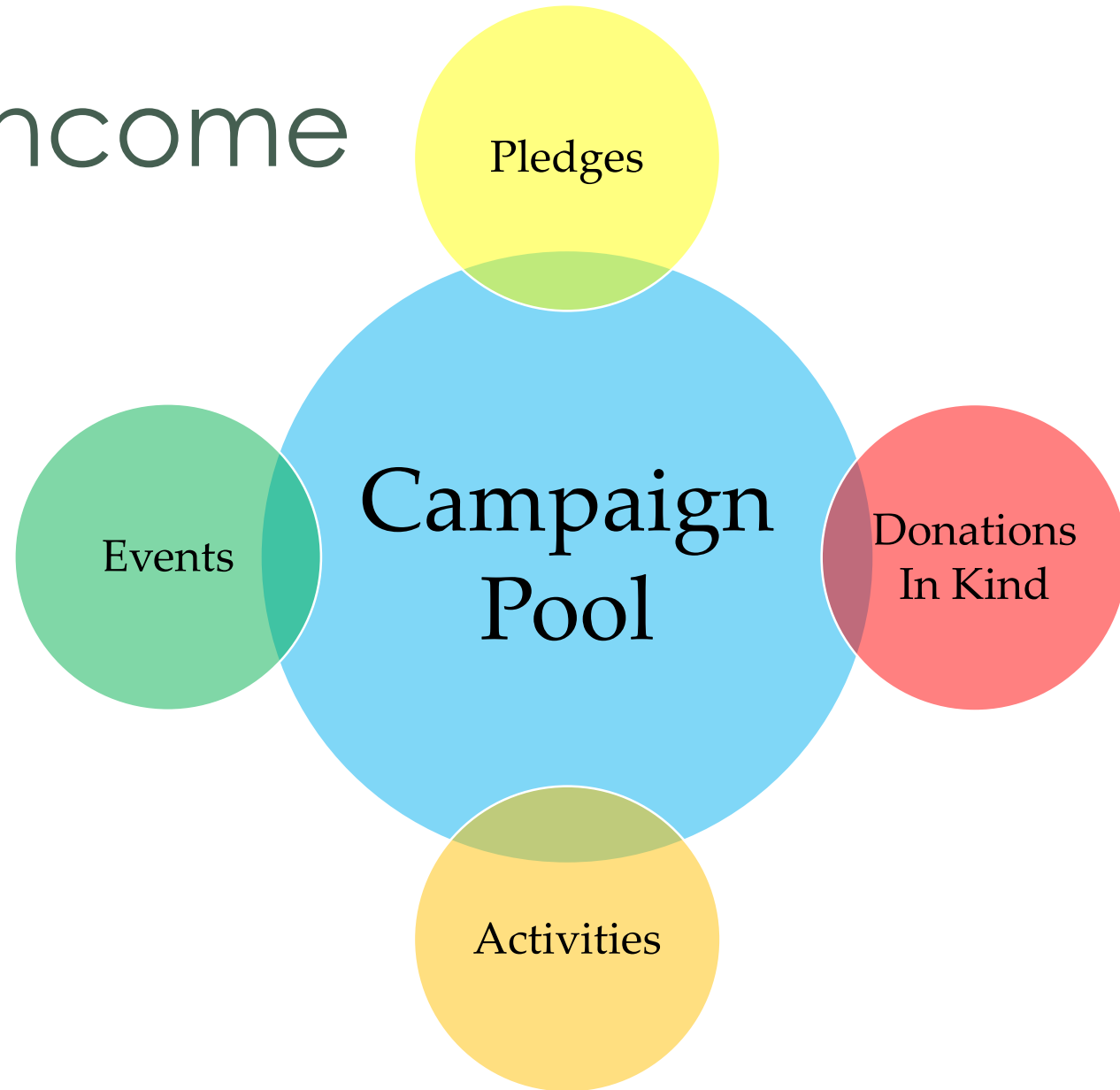
10k Catholic Extension



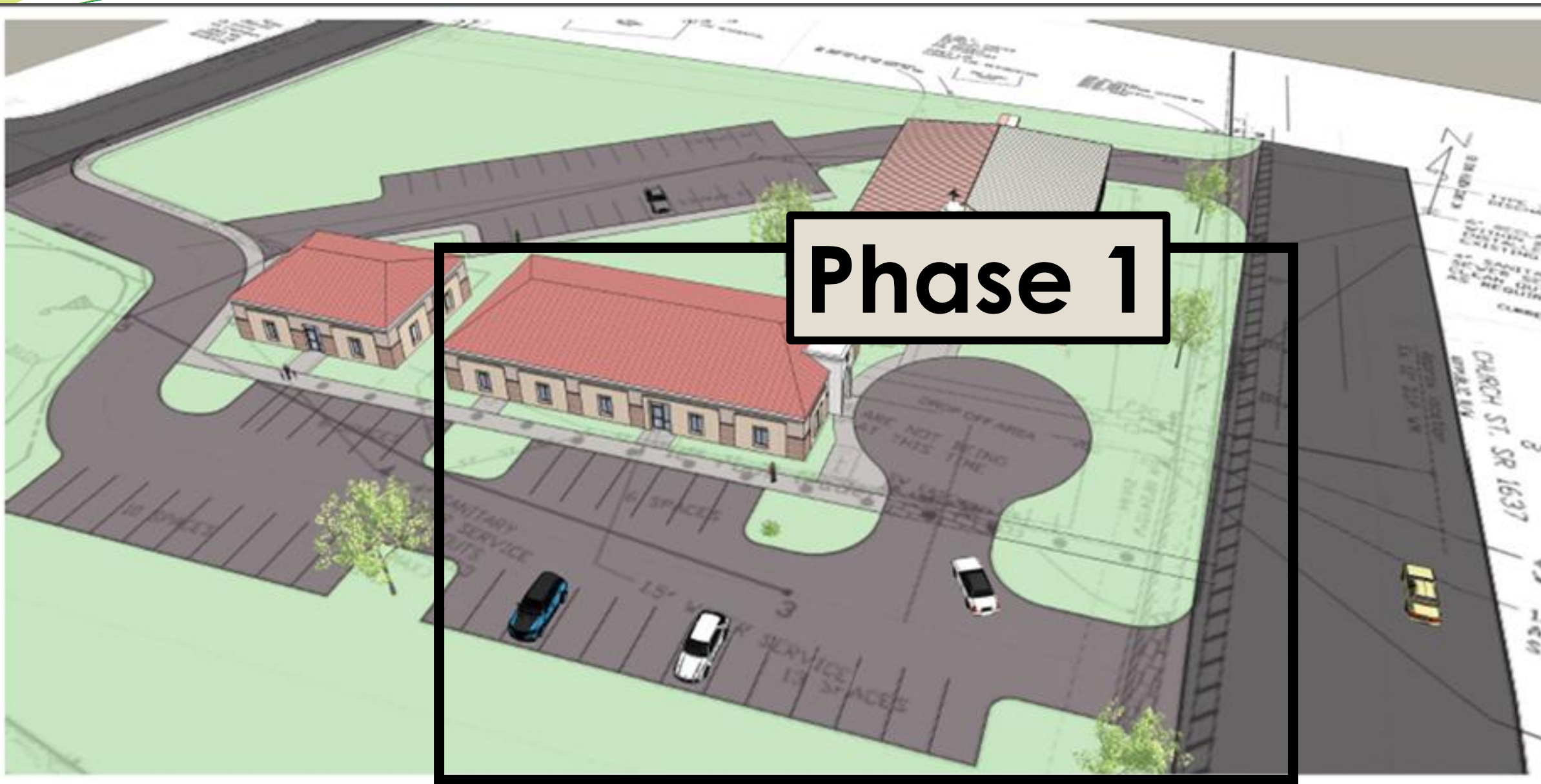
ANNUAL
COMMITMENTS

100k  100k
100k

Sources of Income







Gift Range Chart

In a typical annual campaign – the money that organizations raise each year for general support –

- 10% of the donors yield 60% of the money;
- 20% of the donors yield 20% of the money;
- 70% of the donors yield 20% of the money.

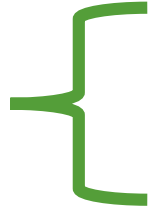
Based on our current pledges & size of community

% of
donors

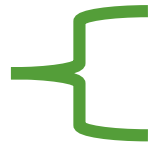
YIELD

% of
funds

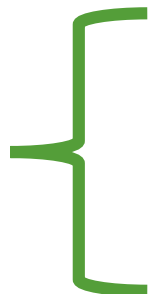
5%



10%



85%



60%



25%



15%



Gift Range	# of Gifts Needed	# of Prospects	Total \$ Per Range
\$300,000	1	1	\$300,000
\$200,000	1		\$200,000
\$100,000	2	1	\$200,000
\$50,000	3		\$150,000
\$20,000	5	5	\$100,000
\$10,000	5	5	\$50,000
\$5,000	10	4	\$50,000
\$2,500	10		\$25,000
\$1,000	<u>25</u>	<u>8</u>	<u>\$25,000</u>
Total	60	24	\$1,100,000

Where Are We Now?

\$200,000
+ \$778,750

\$978,750

Church Savings Account

Total Pledges

**Total Pledges
Outstanding**

\$ 690,200

\$200,000

+ \$88,550

(Pledges Received)

\$ 288,550

What Have We Paid?

\$154,453.47 since 2007

Saint Sharbel Maronite Catholic Mission Vendor QuickReport All Transactions

Type	Date	Num	Memo	Account	Clr	Split	Amount
NC. Dept. of the Secretary of State							
Check	3/19/2007	1171	Change of Principal office fees	1-FCB Checking 86...	X	Legal Fees	-5.00
Check	9/12/2008	690	Form N-11 / SOSID 062840	1-FCB Checking 86...	X	Legal Fees	-5.00
Check	9/17/2015	CHK	Land Mitigation	1-FCB Checking 86...	X	Legal Fees	-71,201.00

What Have We Paid?

10:03 AM

05/02/16

Accrual Basis

Saint Sharbel Maronite Catholic Mission Transaction Detail By Account All Transactions

Date	Num	Name	Memo	Class	Amount
Extraordinary Expenses					
Major Repairs/Renovatio - Other					
4/1/2014	1670	David Miller, PE	Site Planning Study (donated by Mr. Moise Khayrallah Check #1019)	Building	3,000.00
6/6/2014	1694	Bobbit Design Build, INC	Invoice# 1463-0438-0514- Surveying Services- Boundaries, topographic & Wetl...	Building	3,900.00
6/6/2014	1695	Bobbit Design Build, INC	Invoice# 1463-0438-0514 - Wetland Delineation	Building	2,000.00
6/6/2014	1695	Bobbit Design Build, INC	Invoice# 1463-0438-0514 - Preliminary Site Plan	Building	3,000.00
7/7/2014	1705	Hatch Mott MacDonald	Traffic Analysis -Invoice# IV00192255	Building	80.00
7/28/2014	1712	Bobbit Design Build, INC	Bobbit Services	Building	4,800.00
7/28/2014	1712	Bobbit Design Build, INC	Falcon Eng. Geotechnical Services (Soil Bores)	Building	3,700.00
7/28/2014	1712	Bobbit Design Build, INC	Falcon Eng. -Site Plans (ForApproval)	Building	12,000.00
7/28/2014	1712	Bobbit Design Build, INC	Permits & Fees - Site Plan Submittal	Building	1,366.00
7/28/2014	1712	Bobbit Design Build, INC	Mark-up %15 (Benefits	Building	3,280.00
8/11/2014	1722	Hatch Mott MacDonald	R. Braswell -Activity: 334590AC01, All Labor	Building	127.50
8/11/2014	1722	Hatch Mott MacDonald	R. Oliver -Activity: 334590AC01, All Labor	Building	200.00
9/12/2014	1737	TOWN OF MORRISVILLE	Traffic Report-Invoice No IV00196232	Building	42.50
9/18/2014	1739	Hatch Mott MacDonald	Invoice: IV00196232- Professional Personnel	Building	42.50
12/22/2014	5024	Bobbit Design Build, INC	Pre Construction		9,683.00
Total Major Repairs/Renovatio - Other					47,221.50
Total Extraordinary Expenses					47,221.50
TOTAL					47,221.50

What Have We Paid?

10:12 AM

05/02/16

Accrual Basis

Saint Sharbel Maronite Catholic Mission Transaction Detail By Account All Transactions

Date	Num	Name	Memo	Class	Clr	Amount	Balance
Extraordinary Expenses							
Major Repairs/Renovati - Church							
2/18/2013	1493	Criterium-Giles Engineers, Inc.	So-Hi Property Inspector	Building		1,600.00	1,600.00
9/30/2014	103139	American Express	Printed and Mounted Church Design (Office Depot...	Building		98.97	1,698.97
2/20/2015	1799	TOWN OF MORRISVILLE	Resubmittal Plans for Review	Building		750.00	2,448.97
5/26/2015	1833	Bobbit Design Build, INC	Invoice# 1463-0438-0215 - Bobitt Services	Building		3,355.00	5,803.97
5/26/2015	1833	Bobbit Design Build, INC	Invoice# 1463-0438-0215 - Falcon Engineering (Ci...	Building		11,000.00	16,803.97
5/26/2015	1833	Bobbit Design Build, INC	Invoice# 1463-0438-0215 -Revised Wetland Permit	Building		280.00	17,083.97
5/26/2015	1833	Bobbit Design Build, INC	Invoice# 1463-0438-0215 - Mark Up %15	Building		2,195.00	19,278.97
6/8/2015	1841	Bobbit Design Build, INC	Invoice # 1463-0438-0515-Bobbit Services	Building		1,073.00	20,351.97
6/8/2015	1841	Bobbit Design Build, INC	Invoice # 1463-0438-0515 -Falcon Engineering -E...	Building		1,047.00	21,398.97
6/8/2015	1841	Bobbit Design Build, INC	Invoice # 1463-0438-0515 - Town of Morrisville Re...	Building		1,030.00	22,428.97
6/8/2015	1841	Bobbit Design Build, INC	Invoice # 1463-0438-0515 -Mark-Up %15	Building		473.00	22,901.97
7/16/2015	1855	TOWN OF MORRISVILLE	Review Fee & Submittal	Building		1,450.00	24,351.97
9/23/2015	1880	TOWN OF MORRISVILLE	Stormwater review-Project # 14-21000012 -File # ...	Building		350.00	24,701.97
9/23/2015	1880	TOWN OF MORRISVILLE	Planning review (\$550) -Project # 14-21000012 -F...	Building		550.00	25,251.97
9/30/2015	5026	Bobbit Design Build, INC	Bobbit Services and Falcon Engineering for Pre C...	Building		1,139.00	26,390.97
3/10/2016	1970	Bobbit Design Build, INC	Wetland Approval - Invoice# 1463-0438-0216	Building		276.00	26,666.97
3/10/2016	1970	Bobbit Design Build, INC	Retainage - Invoice# 1463-0438-0216	Building		4,600.00	31,266.97
3/10/2016	1970	Bobbit Design Build, INC	Bobbit Services - Invoice# 1463-0438-0216	Building		3,507.00	34,773.97
3/10/2016	1970	Bobbit Design Build, INC	Mark-up 15% - Invoice# 1463-0438-0216	Building		1,257.00	36,030.97
Total Major Repairs/Renovati - Church						36,030.97	36,030.97
Total Extraordinary Expenses						36,030.97	36,030.97
TOTAL						36,030.97	36,030.97

Blended Communication Approach

Print Media

- Refresh / Redesign of current Capital Campaign Brochure
- Formal letters to be sent all parishioners to launch Capital Campaign
- Refresh current parking lot sign onsite (faded) to also include website information to direct people as a way to introduce to our Mission

Electronic / Social Media

- Refresh social media (Facebook) with link to Capital Campaign on new website
- Develop a timeline for future milestones as well as those already reached
- Media / Video on new website to speak about our history and current plans for growth

Formal Presentations

- ***** Coming Soon ***** Launch Capital Campaign and introduce “Commitment Sunday” to secure new pledges and prayerful celebration at a potential groundbreaking ceremonial mass

Summary & Next Steps

- Communication is key for engagement within the parish and potential donors from the outside community. We need your help!
- Need to engage current pledges that have fulfilled their commitment as well as those that still need to pay. Any dropouts may require adjustments to the campaign goal.
- Need to lock down a campaign goal once budget is received at the end of May to launch Capital Campaign and communication strategy.

A Dream Closer To Reality

