

(Please note this is a work in progress. Questions and answers are being added as we continue to receive feedback.)



Joint Capital and Stewardship Campaigns Frequently Asked Questions

Basic Questions about our Campaign

Q: Does the campaign include both annual stewardship and capital solicitations?

Yes. You will be asked to make your 2018 Annual Stewardship pledge and your three-year Campaign pledge on Commitment Sunday, November 5. Unlike most years, this year our Annual Stewardship Campaign will be run in conjunction with our Capital Campaign. During this joint effort, the church will seek annual stewardship and capital commitments simultaneously.

Q: What is a capital campaign?

A capital campaign is an organized drive to collect and accumulate substantial funds to finance major needs of an organization such as a building, a major repair project, or debt from either. In the case of our church, our capital campaign will receive pledges on Sunday, November 5 for a three-year period of giving to begin January 1, 2018. Money collected in the capital campaign will be devoted entirely to restoring and securing our bell tower, constructing a new elevator and community-rich gathering spaces, building an inviting front porch for our neighborhood, and sustaining our vibrant ministries.

Q: How is a capital pledge different than our annual stewardship pledge?

Annual stewardship gifts pay on-going church expenses, while capital gifts pay for beyond-the-budget facility improvements and short-term ministry investments. Second Presbyterian Church is sustained by annual stewardship gifts. These gifts pay for our monthly, yearly, and ongoing expenses. Our capital campaign commitment, on the other hand, will be devoted to strategic facility and ministry investments needed to fully move our mission forward. While both gifts are important to the life of our church, your annual stewardship contribution provides Second with the resources we need to operate day-to-day.

Q: Why does our capital campaign include funding for sustaining existing ministries?

Thanks to strategic investments made possible by a generous angel gift in 2013, our congregation has realized benefits in the areas of communications, outreach, engagement, education and mission. These improvements have greatly contributed to advancing our mission of transforming lives through Jesus Christ. As we preserve and upgrade our facility to serve as a mission center, we also need talented staff to facilitate and lead these ministries. Hopefully staffing costs will be covered in the annual budget within the next several years.

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Q: Will everyone be asked to make a commitment?

Yes. Our goal is to invite everyone to contribute in the Annual Stewardship Campaign and the Capital Campaign.

Q. Will new members be asked to make a commitment?

Yes. Everyone will be asked to offer a contribution.

Q. Will we be told how much to commit?

No. The Campaign leadership team will present giving guidelines. We ask that you prayerfully consider what the most appropriate and supportive gift would be for you to give. Every family or individual decides on its commitment as led by God. One way to think of your commitment is in terms of a per day commitment. For example, a \$2,000 gift breaks down to \$5 a day.

Q. How much will it cost to plan and implement this fundraising campaign?

Thanks to the previous groundwork laid by our Building Advisory Team and Horizons Stewardship, our church has already completed much of the preliminary planning. In addition, with a full-time Communications Director on staff, we are able to realize significant savings through performing many of the campaign duties in-house. Tim Sweeny of Praxis Nonprofit Strategies is providing us with expertise in the areas of planning, organization and fundraising. Our Session expects to spend less than 2% of the total campaign on direct fundraising costs.

Q. Why was it decided that the capital gifts in our campaign would span three years?

Three year campaigns help reduce the number of campaigns required to raise money yet still maintain strong collection rates. It is very common for churches across the country to conduct three-year fundraising campaigns. Churches run three years campaigns for multiple reasons:

- Making two financial commitments to the church for both annual stewardship and capital campaigns can be challenging. Spreading the campaign commitment over three years makes it easier to meet your commitment;
- Fundraising campaigns take a great deal of time and energy. More frequent campaigns would be burdensome on the ministers, staff, and the church family; and
- Research shows that campaigns that extend longer than three years have lower collection rates than three-year campaigns.

Pledging Questions about our Campaign

Q. Is my capital campaign commitment in addition to my annual stewardship pledge?

Yes. During this campaign, the church will seek your commitment simultaneously. You will be asked to make your 2018 Annual Stewardship pledge and your three-year Campaign pledge on Commitment Sunday, November 5.

Q. Can I designate where my capital contribution will be spent?

All capital contributions are gratefully accepted. The Session recommends that you make your capital contributions in support of the entire goal. However, if you feel strongly about identifying the use of your contribution, Session will seek to honor your designation.

Annual stewardship gifts to the 2018 budget are used to fund the general mission and ministry needs of Second.

Q. How often do I make a payment on my commitments?

You decide. Many participants pay a portion of their annual stewardship campaign and capital campaign commitments each month. Some pay on a quarterly or annual basis. Others make a one-time contribution. You can select a payment schedule that works for you. The capital campaign giving period will run through December 2020.

Q. When do I begin making payments on my new campaign commitments?

You can begin making payments as early as you like. It is expected that capital pledge payments would begin in January 2018 and payments on your 2018 annual stewardship pledge would begin in January 2018.

Q. Do I have to sign a contract when I make a commitment? What happens if I can't make my commitment payment because of illness or loss of job?

No. However, we do ask that you sign a commitment card. This is not a contract, but gives the church the ability to financially plan. If you should have problems fulfilling this commitment, you are not legally obligated. If you feel comfortable doing so, a simple conversation with a minister might be appropriate so that the church can support you in a challenging time. Should your circumstances change in the other direction, and you find that you are able to increase your pledge later in the three-year giving period, that would be greatly welcomed.

Q. May I make a campaign gift of assets instead of cash?

Yes. Both gifts of cash and assets are welcome. Donating assets -- appreciated stock, bond, or property -- may help you avoid paying capital gains and get a tax deduction. If you are interested in more information about this, contact Johnnie Baker by email, jbaker@secondpres.org, or by phone, (816) 363-1300.

Questions about our Campaign Goal

Q. What is our goal for the campaign?

Our goal is to invest both in where and how we do ministry to support our larger mission of

transforming lives through Jesus Christ. In order to meet the ministry needs of our evolving city and world, the vision for this campaign is to make our building a safer, more accessible and more hospitable center for living out our mission while supporting and sustaining the vibrant ministries housed therein.

Q. Is there a financial goal for our fundraising campaign?

Yes. Our annual stewardship goal will be determined as part of our Visionary Budget process, and our capital goal is to raise \$2.6 million. Of that \$2.6 million, we have already secured \$700,000 through gifts and savings.

Q. How will the improvements to our building improve existing ministries? How will the improved spaces lead to the implementation of new ministries?’

Second’s small groups and ministries will have new gathering spaces in the reimagined core of the building. Navigation will be improved to our Sanctuary, which supports our goal of improving the experience of our visitors. An improved Witherspoon Room will be able to support The Open Table, and offer more convenient access to the Chapel. With the Witherspoon Room more open to the community, outside groups and ministries will be able to find a home at Second. The improvements to the Calvin Center, including the addition of showers, will allow us to host more community groups and provide outreach to our neighbors experiencing homelessness. Many other ministry possibilities exist, and our congregation is continuing to think about exciting ways that the building can be used as a mission center.

Q. How will the improvements on the westside make our church more inviting and visible to our neighborhood?

Over time, Brookside Blvd. replaced Oak St. as a main thoroughfare and the back of our church seemingly became the front. A new front porch for would visually and practically invite people from the neighborhood and provide a more attractive facade to our west, where 14,000 cars and hundreds of runners, walkers and cyclists pass each day. These improvements would also prepare us for light rail’s likely return to the trolley line. Overall, this investment would speak volumes about our commitment to a neighborhood-focused future.

Q. Why not just tear down the top part of the tower that is falling apart?

Session and our Building Advisory Team looked into this option, but the cost to tear down and secure the tower and entrance would be approximately \$600,000. Session agreed that it would be worth spending \$175,000 more to restore the entire thing.

Questions about Financing

Q. What happens if we surpass our goal?

If funds are received in excess of the financial goal, the surplus will be applied to the church’s Capital Endowment.

Q. If we do not make our capital goal, what will be cut?

If an unexpected shortfall occurs, the Session will decide how the lack of money will be resolved.

Q. Why would we take out a loan from Commerce Bank for the tower repairs rather than using funds from our endowments?

Taking the loan from Commerce Bank would only be for cash flow purposes. In order to finish the work on the tower, we may need to take out a low interest “bridge” loan from Commerce that we would pay back relatively soon from money that comes in from the capital campaign.

If, after the results of the campaign are in and we are just short of the amount needed to move on with the next phases, Session might use their 2/3 vote to dip into the corpus of the endowed funds to make up the difference, but that is a decision they will make early next year. Session could also agree to not dip into those funds.