

## Campaign Q&A: Continued from page 3

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

**Commitment Sunday is December 7.** In mid-November, members will be mailed a commitment packet. Inside the packet will be a number of items including a commitment card. We ask that members bring their commitment cards with them to worship on Commitment Sunday, or mail the cards to the church office prior to December 7.

**Q: What can we expect from the campaign leading up to Commitment Sunday, December 7<sup>th</sup>?**

We know making a commitment to the two appeals 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. Campaign leaders want members to make this a spiritual journey. 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:

- ✓ **Begin praying now**
- ✓ **Volunteer for one of the six teams**
- ✓ **Read the newsletters**
- ✓ **Speak with fellow members and family**
- ✓ **Attend a dialogue event (See Page 4)**
- ✓ **Complete and turn in your commitment card on Commitment Sunday**

## Campaign Dialogue Events Are Set

For many members, a donation to the Mission Appeal and Growth Appeal combination will be the largest donation to an organization that you have made up until now. We want this to be the right decision for you and for the church. For this reason, the Campaign Events Team has scheduled the following



gatherings for members to hear the complete plans for the campaign and to ask your questions or raise your concerns. We ask everyone to make an effort to attend one of the events below. Members will not be asked for money or to make a commitment during these gatherings.

Sign-up forms will be distributed at Sunday worship. Members can also sign up using Salem's Sign-Up Genius or call Kathy in the church office.

SMALLER GROUPS				
Sunday	2-Nov	Jr. & Sr. High Sunday Sch.	9:00	Breakfast buffet
Sunday	2-Nov	Jim & Melanie Rehor	3:30	Desserts
Saturday	8-Nov	Jim & Joan Nicholson	7:00	Wine, cheese
Sunday	9-Nov	Steve & Chris Wise	3:00	Desserts
Tuesday	11-Nov	Salem Seniors	11:30	Catered lunch
Saturday	15-Nov	BJ & Terri Fevold	9:30	Light Brunch
Saturday	15-Nov	Steve & Tracey Atzeni	7:00	Hors d'oeuvres
LARGER GROUPS				
Sunday	16-Nov	Koinonia Fellowship	9:00	Breakfast buffet
Sunday	16-Nov	Luther Fellowship	12:00	Lunch

## Needed

People to volunteer for one of the six campaign teams:

1. Prayer
2. Children & Youth
3. Communications
4. Events
5. Ambassadors
6. Thanks

If you want to get involved in this exciting campaign, join one of the teams by calling the office and use the secret password: "I can help."

**Campaign Commitment Sunday**  
Bring your commitment card to worship on December 7, 2014

# Salem Lutheran's Campaign Newsletter

9143 Haskins  
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913-888-5051

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## A Message From Pastor Dave

I want to thank all of you who are helping with our campaign. It was gratifying to see over 25 of our members attend the campaign volunteer meeting and over 25 members attend the campaign Steering Committee meeting! The gatherings were full of energy, which has set a great tone for our One Campaign-Two Appeals. Teresa of Avila reminds us "Christ has no body now on earth but yours, no hands but yours. Yours are the eyes through which He is to go about doing good. Yours are the hands with which He is to bless people now." We are the bodies that Christ uses to build His Kingdom here on earth. Without our willingness to share our gifts and

resources, we would be limiting what God wants to do through us. If you are not yet involved with the campaign, we encourage you to consider sitting on one of the six different teams. No prior experience or skills are necessary. Call Kathy in the office (913-888-5051) to volunteer. I also encourage you to take the time to review the information in this newsletter. There is a lot of great information to help you discern what it is God wants you to do through this campaign.

In Christ,  
*Pastor Dave*  
Rev. David Whetter  
Pastor



## Steering Committee Sets Goal, Approves Prayer, Logo

Over 25 members on the Steering Committee met for the first of three meetings to direct the campaign and to ensure that it reflects the needs and culture of Salem. After much discernment, the committee made the following decisions.

1. The Growth Appeal (Capital Campaign) financial goal has been set at \$425,000. The recent feasibility study indicated that Salem has a good chance of raising \$425,000 with a quality campaign based in prayer, large member engagement and good information provided to our membership.
2. The Campaign Prayer Team composed and recommended a campaign prayer that will guide us through the campaign. The Steering Committee approved the prayer and thanked the team for their work. (See prayer insert in this newsletter.) The prayer will be recited at worship and during church meetings. Families are encouraged to recite the prayer in their homes. It is important that all of us keep prayer at the center of this campaign. We want this to be as much a spiritual effort as it is a financial one. □ The

Communications Team presented the campaign logo to the Steering Committee and after good discussion, the committee approved it. The logo that appears in the newsletter masthead was chosen.

## One Campaign Two Appeals

### Mission Appeal

Formally known as  
Annual Stewardship Appeal

### Growth Appeal

Formally known as  
Capital Campaign

## Campaign Prayer

Almighty God, we acknowledge that all that we have comes from you.

Unite us in our efforts to follow you and your example as we work to fulfill Salem's mission to serve the world and expand your kingdom for your glory.

Light within us a fire to grow the ministries that have already begun in this church, and to Imagine Greater things yet to come.

May our joyful sacrifices of time, talent and treasure be bound to the sacrifice of your own precious Son for us.

In Jesus' holy name we pray,  
Amen.

**Q:** What will the new staff person be focusing on?

From the surveys and focus groups that took place in the last few months, the congregation has identified programs and ministries they want to enhance. They are Adult Christian Education and support of our outreach/social justice ministries. The added staff will also work on lay leadership and spiritual gifts development of our membership.

**Q:** Can I shift money I was going to contribute to the Mission Appeal to the Growth Appeal?

Please don't do this. Our Mission Appeal supports our current programs and ministries. Without this support, we would not be able to sustain our current ministries that provide nourishment to our members. We need everyone to take a step of faith and continue to generously support our Mission Appeal and the Growth Appeal.

**Campaign Q&A:** *If you have a question you would like to submit or a concern you would like to raise, you can send it to Bill Cordaro at [billc@church-development.com](mailto:billc@church-development.com) or call Bill at 816-797-1114. Bill is the consultant from Church Development who is assisting us with the campaign.*

**Q:** What are the Mission Appeal and the Growth Appeal?

The Mission Appeal is the same as our Annual Stewardship Appeal. In the fall of 2013, we started to use the new terminology to better connect the appeal to the fulfillment of Salem's Mission Statement. The Growth Appeal would normally be called a Capital Campaign; however, the leadership wanted to give more emphasis to the fact that this appeal is partially designed to provide an infusion of money to jump-start some much needed programs that will sustain Salem's Growth for the foreseeable future.

**Q:** Why are we doing ONE CAMPAIGN with TWO APPEALS now?

Church Development, the company who is managing our campaign, has had success conducting a Mission Appeal (Annual Stewardship Appeal) and a Growth Appeal (three-year Capital Campaign) with other congregations. Our Mission Appeal has taken place every fall and is designed to encourage members to make a twelve-month financial commitment to support the regular church operating budget. The operating budget includes salaries, programs, utilities, insurance, and regular maintenance on the facilities. The Growth Appeal is conducted to raise money over and above the Mission Appeal to provide an infusion of money for the church for special needs. The Growth Appeal is conducted because the church operating budget could not currently cover the cost of the added programming, updates and repairs to the sanctuary and pay down our debt.

**Q:** Will we be asked to make two commitments?

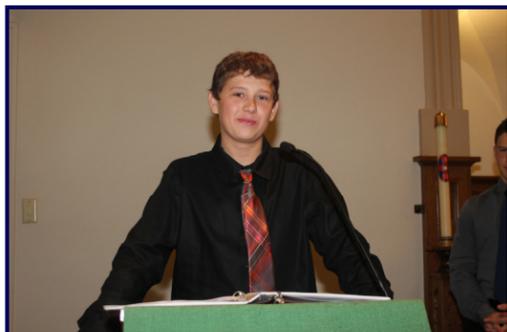
Yes. On commitment Sunday, December 7, each household will be asked to turn in a commitment card with a one-year financial commitment to the Mission Appeal and a three-year commitment to the Growth Appeal. More information will be made available in upcoming newsletters.

**Q:** What are the goals of the campaign?

1. To increase members' contributions to the Mission Appeal (our annual budget is approximately \$500,000) and raise \$425,000 for the Growth Appeal.
2. To enhance and strengthen our congregation's sense of community,
3. To encourage better stewardship among the membership, resulting in more generous giving of time, talents and treasure by everyone.

**Q:** What is stewardship?

Stewardship is a two-step process starting with the recognition that our loving God has given us all that we have, including our family, homes, employment, education – everything. The second step involves the question, *what are we to do with our gifts from God?* The answer found in the Gospels is clear: **Build the Kingdom of God here on earth.**



Above is a rendering of the sanctuary renovations and updates. They include changing the size and shape of the chancel and altar area, new flooring, replastering and painting the entire sanctuary, refurbishing the pews, and many more improvements. The total cost of the renovations is estimated to be over \$150,000. More information about the renovations will be made available as it becomes more concrete.

**Campaign Q&A:** Continued from page 2

**Q:** For what is the money from the Growth Appeal being raised?

*We learned from the recent Feasibility Study that the membership supports the mission of the church and wants to see Salem grow. The leadership believes that by doing the following, we will be positioning Salem for several years of growth. The costs are estimates over a three-year period.*

1. Enhance Salem's programs and ministries by adding one staff person. The cost includes salary, benefits and program costs for three years which equates to approximately \$250,000
2. Update and repair the sanctuary. \$150,000 is needed from the campaign.

3. Pay down our debt. \$25,000. Total Goal = \$425,000. Any money over and above the cost of Nos. 1, 2 and 3 above will go toward paying down our debt.

**Q:** Who is Church Development, the consultant firm helping us with the campaign?

Church Development has successfully worked with over 200 churches throughout the Midwest and assisted us with our 2007 and 2010 campaigns. They emphasize prayer, member involvement and communication in their fundraising campaigns. Bill Cordaro is the primary consultant who managed our first two campaigns, and has over 10 years of experience with campaigns.

To learn more about Church Development, visit their webpage at: [www.church-development.com](http://www.church-development.com).

**Q:** What is the cost of the outside consultant and the campaign?

We have contracted to pay Church Development the lesser of \$26,500 or eight percent of pledges generated during the Growth Appeal. It is assumed that it will take about 400-500 hours of work on the part of the staff to conduct a quality campaign. Our staff is over extended now and would not be able to commit the amount of time needed to manage a quality campaign. The fees we are paying are very consistent with the fees that other firms charge for campaign management.