



Campaign Questions & Answers

1. What is the Campaign's purpose and how is it different from the Annual Stewardship Appeal?

The Campaign's purpose is to raise necessary funding above and beyond Shalom's annual giving for operations to reduce the mortgage balance. Annual Stewardship is a one-year commitment and funds Shalom's normal operating expenses including: missions and ministries, salaries and benefits, insurance, office supplies, utilities and building maintenance. We are asking for your three-year commitment to the Mortgage Reduction Campaign, in addition to your support for our operating budget.

2. Where did the mortgage come from?

In 2012, our congregation conducted the Building to Fulfill Our Mission in Christ Capital Campaign to build a new church building that would provide a more effective place for worship and ministries. Shalom's Capital Campaign was successful and construction began. The new building provides a wonderful worship space and room for large gatherings and meetings. Shalom celebrated the building's completion in 2013.

The total cost of this building project was approximately \$1.5 million. At that time, Shalom also had a \$250,000 mortgage from a past expansion, which was rolled into the new mortgage. Due to our congregation's generosity, we have been able to make monthly payments and reduce the mortgage to a little over \$900,000.

3. Does our church support moving forward with another Campaign to reduce our mortgage debt?

Shalom recently enlisted Mark Davy & Associates, the consulting firm that worked with us on our first building campaign, to conduct a study. All members were asked to participate through interviews and surveys. The firm compiled results and applied their professional experience to determine our congregation's capacity to complete a successful campaign. Responses indicate that many are willing to volunteer and 84% of participants would make, or would consider making a gift to a campaign, indicating broad congregational support.

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4. What is the Campaign goal and what will be accomplished if we reach that goal?

The study conducted by Mark Davy & Associates estimated that Shalom could raise between \$220,000 and \$250,000 over a three-year period, above and beyond our annual stewardship. In unity with each other and the Spirit, we hope to exceed this goal. A successful Campaign would allow us to apply Campaign funds to the mortgage and further reduce Shalom's mortgage balance.

5. Who will be asked to participate in this effort?

Each household will be sent the same information and asked to make a pledge as they are able. "Not equal gifts, but equal commitment," best describes this effort. Not everyone can make the same size gift, but with God's help, each of us can make a meaningful commitment.

6. If mortgage reduction isn't important to me personally, why should I support a Campaign?

As members of Shalom, we are part of an extended Christian family, called to actively support an array of worship, education, social outreach, fellowship programs and activities. As family members, we provide visible and tangible support and encouragement for all needs and activities within the church family. As our Campaign theme indicates, reducing the mortgage balance on this building and providing ongoing support are gifts you can give to future generations and Build on Christ's Mission.

7. Why do we need a professional consulting firm to conduct this effort?

Shalom's leadership seeks to conduct the most effective campaign possible, and we need expertise to do this. With congregational approval, Mark Davy & Associates, a church campaign consulting firm with over 29 years of experience, has been hired to assist with this effort. They create a plan and coach us through each step. Our consultants will also help manage the campaign and provide administrative services. They work for a predetermined set fee and have become our partners in this project from beginning to end.

8. How can I learn more about the mortgage and campaign?

Information regarding Building on Christ's Mission – Generation to Generation Campaign will be distributed in the next few months through mail, e-mail, newsletter, social media, etc. We will also conduct a gathering for members to learn and ask questions.

9. Can I volunteer to help?

Absolutely! Campaigns are successful because members are willing to pitch in to accomplish the objectives. More information will be available soon on how you can help.