

West Side Presbyterian Church
Capital Campaign Concepts
May 2005

Over the last 3 years our Church has been involved in the:

- Acquisition of the South property.
- Commissioning of a Property Vision Committee to look at the facility needs of current and future ministries.
- Commissioning a Building Renovation Committee tasked to refine the Vision into well designed and buildable project.

Throughout this process the congregation has been generous in underwriting the costs with special gifts. If we are to proceed with this project it will take a substantial financial commitment by the entire congregation. The financial commitment will be a tangible answer to the prayers that have supported the process to date.

In order to listen to God's response to our prayers we need to design a capital campaign to underwrite the renovation costs. A capital campaign can be either:

1. Self developed and administered by volunteers and staff of the church or
2. Engage the service of a consulting firm that specializes in church campaigns.

Under either approach the campaign must address the following financial issues:

1. Where to start
2. Length of time of the campaign
3. Targeted \$ amount
4. Expected actual results vs pledged amounts
5. Length of pledge period
 - a) All up front
 - b) Portion up front and time for remainder _____ years
6. If not upfront, then source of interim financing
 - a) Bank loan
 - b) Investment certificates issued within congregation
 - c) Mission development certificates at Presbytery or broader level
 - d) Other?
7. Impact on support for existing ministries.

In a campaign there will be both hard and soft costs associated with each option.

1. Hard costs can include
 - a) Professional fundraiser fees
 - b) Printed and video Stewardship materials
 - c) Interest costs

- d) Loan fees
- e) Mailing and Meeting expenses

2. Soft costs

- a) Volunteer hours
- b) Staff time (consider impact on other ministries)
- c) Process errors due to trial and error approach

Update mortgage projections

Estimate consultant fees

Update timeline for obtaining Presbytery approval and guarantee if using debt financing