



# Capital Campaign Report

Volume 1 Issue 1 — August, 2008

## The Time Is Now

### *Members express readiness to support Capital Campaign*

**O**n July 6, the board of directors received the results of the capital campaign feasibility study. Twenty-seven individuals and couples were interviewed in June, 2008 and thirty-eight other members completed a written survey designed to ascertain the congregation's thoughts and feelings about a proposed capital campaign to fund the expansion of our church. If you would like to read the complete report, copies are available in the church office. Here are highlights of that document:

- Members are extremely devoted to Unity Church of Crystal Lake and feel that it meets their spiritual and social needs.
- They have the highest respect for and confidence in the minister, the administrative staff, and the Board of Trustees and applaud their selfless commitment to the welfare of the church.
- Respondents are keenly aware of the space limitations at the current location at the Masonic lodge and how it hampers the growth of the church and the spreading of the Unity message.
- Although there were some concerns expressed about the lack of specificity about any campaign goal, a substantial majority of the members expressed a willingness to proceed with a capital campaign as soon as possible.
- Members are willing to not only make financial commitments over the next three years, but over sixty respondents volunteered to work on the capital campaign in a variety of tasks.
- Five members indicated that they had included Unity Church of Crystal Lake in their estate plans, and forty-five members expressed a willingness to do the same.

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## Organizational Meeting for Campaign Volunteers

*Sunday, September 7*

12:00 PM ~ In the Sanctuary

*Agenda:*

- Review Feasibility Study report
- Unveil Campaign Work plan
- Describe Team functions
- Establish teams and conduct initial meetings

**Note:** If you want to serve on a team, but are unable to attend this meeting, Please call the church office at 815 356-5624.

## From Your Minister

**O**ur church finds itself at a crossroads. Simply put, there is no room at the inn to do the things we want to do to advance our mission. Thankfully, the feasibility study has shown that a vast majority of our members enthusiastically agree. As a matter of fact, our consultant from Prosperity Group International told the board and me that he has never seen a more positive response from a Unity congregation contemplating a major fundraising effort. When you read through this newsletter, you will discover that most congregants are well aware of our lack of space. They are also ready to move ahead with a capital campaign. Please read this newsletter carefully. It contains other important conclusions from the study.

We invite you to join one of the campaign teams. They are described in this newsletter. These teams, which will be lead by our capital campaign chairpersons, Mary Loughman and David Womack, will meet for the first time on September 7. Your participation on one or more of these teams will be a rewarding way for you to share your expertise and passion, and work with others in our spiritual community.

Finally, please remember Unity Church of Crystal Lake in your prayerful affirmations. As we all know, this is where the attainment of our goals begins.

*In Christ,*

**Rev. Tom**

# The Time Is Now

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Prosperity Group International ([www.prosperity-group.net](http://www.prosperity-group.net)), a fundraising consulting group devoted to fostering the growth of Unity churches throughout the United States and Canada, conducted this study and has been retained to manage the capital campaign. Based on the results of this survey and their experience with Unity churches facing similar opportunities and challenges, they have made the following recommendations:

1. Conduct a capital campaign commencing in the early Fall of 2008 and ask all members and friends for a three year commitment.
2. Set a minimum goal of \$500,000, a second level goal of \$550,000 and a "prosperity consciousness in action" goal of \$600,000
3. Communicate clearly and consistently, involve as many members as possible, and use the campaign process to instill in members the fruits of living from a realized sense of abundance and prosperity.
4. Intensify the search for a new church home.
5. Develop a planned giving program as an adjunct to the capital campaign

## Campaign Teams to Begin Activities on September 7

The capital campaign teams will form and have their first meetings on Sunday, September 7 at 12:00 PM in the sanctuary of the church. Most teams will meet three to four times between then and Commitment Sunday, which is scheduled for December 7, 2008. Please consider joining one of these groups to contribute your skills and to work with other members to advance our common cause.

### The Teams

#### Prayer Team

**Chairperson: Mary Patrice Raupp —**  
Will be responsible for raising the consciousness of the community and focusing on our collective spiritual mission. Will write campaign prayer, organize a special prayer event, and select appropriate inspirational quotes for newsletters.

#### Events Team

**Chairs: Pat Eagle & Carla Gibson —**  
Will plan and manage the details for the informational events that will be the center piece of the campaign. Will manage invitation and RSVP process, and lay groundwork for celebration gala to be conducted after campaign has concluded.

#### Communications Team

**Chairs: Pat & Mike Kluxen —**  
Will develop campaign slogan, logo, and produce other materials such as banners, posters, videos, and "thermometer" displays. Will also research material for newsletters and campaign brochure and secure extraneous publicity as needed.

#### Ambassador Team

**Chairperson: Ron Newman —**  
Will become familiar with all aspects of the campaign and the expansion project and be prepared to answer questions from the congregation. Will be trained to gently ask all members and friends of the Church for their gifts.

#### Thanks Team

**Chairperson: Mary Anderson —**  
Will be charged with expressing and emphasizing gratitude. Will develop appropriate ways to recognize and thank members who make a commitment to the campaign.

#### Youth Team

**Chairs: Tiffanie & Steve Jacobsen —**  
Will devise appropriate ways to involve the youth of the church in the campaign process. Will work with Youth Education leaders to teach prosperity consciousness and organize a special fundraising event staffed by the young people of the center.