



NATIVITY OF CHRIST GREEK ORTHODOX CHURCH

✦ faith ✦ love ✦ community ✦



Strategic Plan, Fundraising Feasibility & Capital Campaign

Connect + Engage + Grow

August 25, 2019



Table of Contents

- Goals – Actions – Costs
- Fundraising Feasibility & Capital Campaign
- Motion, Discussion, and Vote





Goal:

Initiate New Church Membership Growth Strategies

Actions:

- Create a more welcoming, appropriate, and functional entry to God's House (\$1,040,132)
- Create a more accessible campus (\$120,861)
- Create more robust "Hospitality" programs - communication and outreach (\$81,500)
- Create a more organized Narthex greeter and welcome/visitor program (\$8,800)
- Create a more consistent approach to Stewardship (\$0).

Cost: \$1,251,293.00





Goal:

Develop and Increase Financial Resources

Actions:

- Conduct a fundraising feasibility study (\$0)
- Conduct a capital campaign (\$10,000)
- Educate the community on alternative ways of supporting the Church, such as planned giving (\$100)
- Increase Stewardship through more intimate, individual and/or group meetings with the priest and other parishioners (\$7,500)
- Investigate the viability of a pre-school program (\$0)

Cost: \$17,600.00





Goal:

Enhance and Improve Internal Operations

Actions:

- Train volunteer leaders and staff (\$60,000)
- Streamline procedures (\$0)
- Practice more effective governance (\$26,000)
- Develop strategies to improve engagement with parishioners (\$0)
- Invest in volunteer training workshops, meetings, retreats and conferences, volunteer management tools, and more robust volunteer appreciation and recognition programs (\$43,000).

Cost: \$129,000.00





Goal:

Enhance and Improve Facilities

Actions:

- Create an annual maintenance and improvement plan (\$250,000)
- Install an elevator and other ADA improvements (Membership)
- Renovate the classrooms and offices (Ministries)
- Construct an additional hall adjacent to the existing fellowship hall (Ministries)
- Renovate the kitchen (\$60,850)
- Expand and enhance the Narthex (Membership)

Cost: \$310,850.00





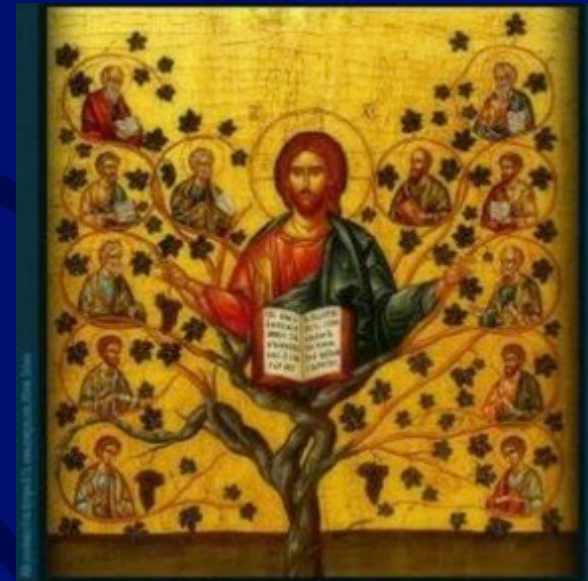
Goal:

Expand and Increase Support for Existing Parish Ministries

Actions:

- Hire a full-time Parish Ministries Director (\$390,000)
- Further develop and add to our existing ministries (\$137,174)
- Renovate classrooms and offices (\$234,438)
- Construct an additional hall (\$856,654)

Cost: \$1,618,266.00





Goal:

Expand and Continue Service to the Poor and Needy

Actions:

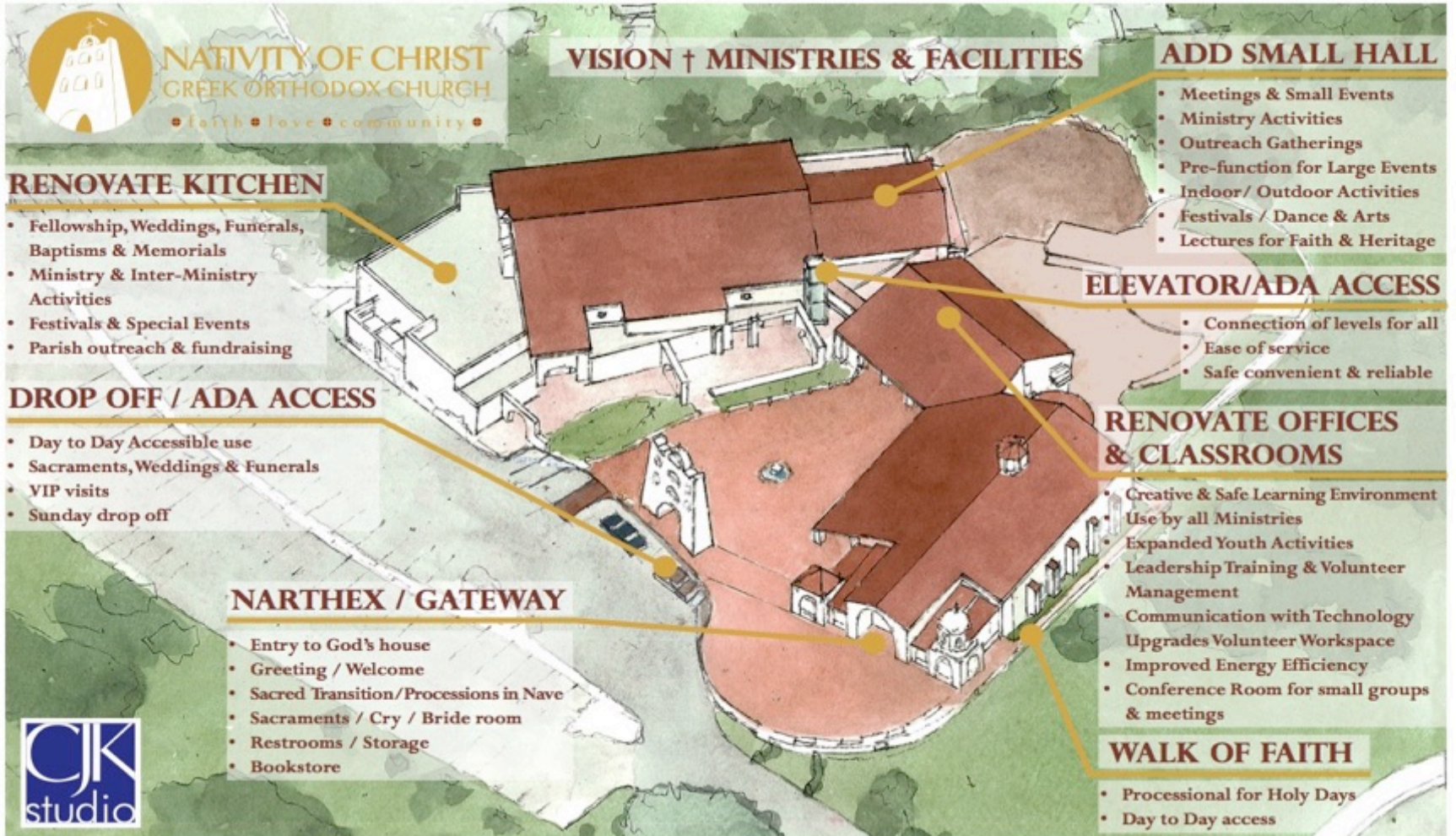
- Increase engagement with local and regional charities, schools, and other non-profit and charitable organizations
- Actively promote membership in Philoptochos, with particular emphasis on our youth
- Further promote Nativity of Christ as a preferred charity partner

Cost: \$25,000.00





Connect + Engage + Grow





The Nativity of Christ

Fundraising Feasibility Study and Capital Campaign



Thine Own of Thine Own We Offer Onto Thee



The Campaign is the Community
Offering Gratitude to God



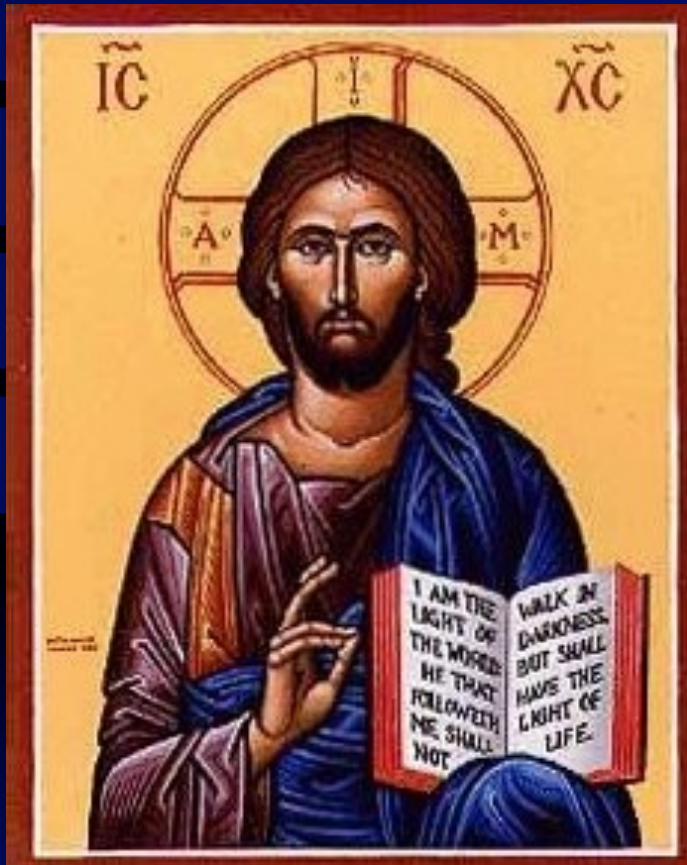
The Capital Campaign

- Fundraising feasibility study (Sept 2019)
- “Quiet Phase” initiated (Oct 2019 – Jan 2020)
- “Public Phase” initiated (Jan 2020 – Feb 2020)
- Celebration at campaign conclusion (Spring 2020)





A Fundamental Spiritual Principle



- People care about what they invest in
- “Where your treasure is, there will your heart be also.”

Matthew 6:21



Sources

Methods

Purpose

Disposable Income

Appreciated Assets

Estate



Stewardship

Capital Campaign

Bequests



Program
Operations
Budget

Construction
Renovation
Ministries

Sustaining
Ministries
Stability/reserve



The 80-20 Rule of Life

- 80% of the operating budget usually comes from 20% of the people
- 80% of volunteer service usually is provided by 20% of the people





In Successful Capital Campaigns The Percentage is Even More Skewed

90% of the funds
comes from...

10% of the people



However, every gift is important and it will be received with gratitude, because only the Lord and the donor knows which gifts are truly sacrificial.



Gift Chart for a \$3.5million Capital Campaign

# Gifts	Gift Amount	Amount	% of Goal	Cumulative Percent	Total
1	1,000,000	1,000,000	29	29	1,000,000
1	500,000	500,000	14	43	1,500,000
2	250,000	500,000	14	57	2,000,000
3	100,000	300,000	9	66	2,300,000
5	50,000	250,000	7	73	2,550,000
6	50,000	300,000	9	82	2,850,000
10	25,000	250,000	7	89	3,100,000
25	10,000	250,000	7	96	3,350,000
Many	<5,000 —	150,000	4	97	3,500,000



For by a single offering he has perfected for all time those who are being sanctified.



Thank you!





The Motion

- To approve the Strategic Plan as presented to the Special Assembly and to undertake a fundraising feasibility study to fund the Strategic Plan, without incurring any debt to the Parish.





Connect + Engage + Grow