

*Campaign*  
*Case Statement*



For the **FUTURE**  
of our **temple**

**A Capital Campaign to Address Our  
Debt and HVAC Needs**

**Temple Church  
New Bern, NC**

## *Introduction*



Temple Church is a vibrant community that dates back to 1955. For over 65 years, our church has been ministering to the needs of our community. And while facilities and faces have changed over the years, one thing remains the same...our commitment to Christ, to one another, and to the betterment of our community.

Our church today is an active community comprised of almost 1,000 households of members and regular attenders. Led by dedicated pastors, staff, and a strong corps of lay leaders and volunteers, there are an increasing number of ways that people of all ages can participate in the spiritual, educational, social and service ministries of our church.

Yet, despite our accomplishments and strong heritage of activity, some significant challenges remain.

*God calls us to care for and cultivate all that He has given us...  
not to be complacent, but rather, to constantly strive to be better, to build on and  
improve what we have... always trying to realize our God-given potential.*

# *Our Needs*

## **Financial Improvements**

### ***Debt Reduction***

We have a lingering and limiting debt of \$3,125,000 for the current mortgage on our building which was built in 2006. And while this building serves us well and has helped Temple Church become the wonderful church it is today and the building is large enough to adequately serve our members and community, it has some with a considerable cost. Not just the actual costs of maintaining the building itself, but the costs of missed opportunities to be able to fund other things like missions and ministries because of our debt.

- Our mortgage payment is about \$22,500 per month - with about \$8,000 of that payment going toward interest alone.
- That's almost \$300,000 each year we pay in principal and interest expense, money that is needed and would be better spent on programs, services and ministries that would benefit the people of our church and beyond.
- We've worked hard in recent years to curtail our spending and are better stewards than ever of people's gifts. But we don't want to get to the point where we're limiting our spending to the extent that it adversely affects our programs, services and ministries which is a real possibility with rising costs and our existing debt.
- Each month we closely monitor our budget and our expenses. It is becoming increasingly discouraging that we lack the flexibility and spontaneity to support ministry activities and events when suggested by our volunteer leaders and staff.
- Our wonderful facility says "yes" and our wonderful people say "yes", but oftentimes our budget requires that we say "no" to opportunities presented to us.
- We also don't want to miss out on any opportunities to grow our existing ministries or expand into new and needed activities, when the need or the chance to do so arises. In short, freedom from our debt would mean that our church could have an even greater impact on people's lives and our ability to do God's will and works.

*God asks us to care for and improve on all He has entrusted to us. This is the essence of what it means to be good stewards of God's various gifts.*

# *Our Needs*

## **Capital Improvements**

### *New HVAC System*

In addition, we need to be prepared to replace our aging and inefficient HVAC system.

- Currently, our existing HVAC system is comprised of 34 various units that are almost 15 years old now and at the end of their life expectancy. The type of refrigerant used in our existing HVAC system is also being phased out and parts are no longer being made and available to support these systems, which has made our existing HVAC system difficult and increasingly expensive to maintain.
- Operating costs for these aging systems are also more expensive for their ongoing operation and are not nearly as cost and energy efficient as newer HVAC systems are today.
- A few years ago, during a concert with 2000 people in our worship center, our air conditioning failed. The attendees were hot, and the lead of the band even commented on the warmth of the room. We don't want our system to fail at a time when many are depending on us to have a comfortable temperature within our building, whether it be during a concert, Sunday worship or Wednesday worship service. In short, we need to be confident in our ability to provide a comfortable climate-controlled space for everything and everyone that we have at our church.
- Because of the humidity control needed in the area of our youth room, the system must simultaneously blow hot and cold air. So there are times when we have a room full of youth, and even though the temperature is set at 68 degrees, the system is pumping heat into the room.
- So we need and want to be in a financial position to be able to afford replacing our existing HVAC system when the time arrives or when the costs exceed the benefits of its repair.
- We also don't want to have to cancel worship services or our weekday preschool program because we have a broken HVAC system. So steps are needed now to assure that this never will happen.



To address our needs, we have an exciting plan! It calls for addressing our needs in a major way in the years to come.

# *Our Plans*

## **Financial Improvements**

### ***Debt Reduction***

***\$3,125,000***

We hope and plan to significantly pay down and ultimately pay off our existing debt over the next few years.

- Doing this will free up funds we are spending now in principal and interest payments for other more important and impactful uses such as ministry expansion and improvements that can benefit the members of our church, our community and beyond.
- With our debt reduced and ultimately eliminated, we can also can better financially support our denomination's association and our state convention.
- We can also be even more mission minded and better support our local outreach efforts such as RCS, The Kennedy House, EPIC our Thursday night meal program and other worthwhile ministries and activities that we currently support, and even add more local organizations that need our support.
- In addition, we can expand our benevolence ministry and as well as other ministries that serve our own members and attendees -- important things like our Women's Ministry, Men's Ministry, Sports Outreach, Senior Adult Ministry and our Youth and Children's Ministry programs too.
- Without our large monthly debt payments, we'll also be able to attend to other, more minor capital improvement needs such as improvements to our sound system in our worship center, instead of continuing to put off these upgrades that have been needed and discussed for many years.
- A reduced and retired debt will also enable us to say "yes" when a member reaches out to us with a new and needed ministry idea.
- Finally, a reduced and retired debt will result in just the beginning of all we can do because – our light can shine brighter and our impact as a church can even be greater.
- In short, people at Temple today and tomorrow will be even better served, and will be able to even better serve God, our many members and the members of our local and global communities because of what the benefits of being free from the shackles of debt can bring and will result in.

*The future glory of this Temple will be greater than its past glory, says the Lord.*

*Haggai 2:9*

# *Our Plans*

## **Capital Improvements**

### *New HVAC System*

***\$600,000 - \$800,000***

In addition to eradicating our debt, we also plan to set aside money aside to upgrade our HVAC system.

- That way, when the time comes, we can easily and conveniently upgrade to new, more cost and energy efficient HVAC system.
- We have professionals who have recommend a timeline that will help us replace the most needed and critical units first. And they have also made recommendations in regards to replacing multiple units at the same time to reduce labor and installation equipment costs – such as crane rental, since all our HVAC units are located on the roof of our building.
- And once we have these new, more energy and cost-efficient units installed, we will see immediate and dramatic savings on our monthly utility bills.
- Having a new HVAC system will also eliminate the possibility of having any disruption to our worship services, meetings and events, and our preschool program as well.



*Just as those before us have done, we are called to build a better church, and to leave a legacy of improvement for those who follow us.*

## Our Campaign

To address our needs and plans we are initiating an ambitious fundraising effort titled the “*For the Future of Our Temple*” Campaign. Our aim with this important effort is to raise the funds needed to address our debt and HVAC needs.

Our campaign counsel indicated we could raise a minimum of \$1,750,000 in this campaign. They also recommended that a goal of \$2,500,000 could be realistically achievable and would have an even greater impact in our ability to both significantly reduce our debt and set money aside for a new HVAC system. But they also suggested that achieving this level of support would require an extra effort on everyone’s part and extraordinary generosity. So, because we know our Temple members are up to this challenge, we have decided to set this as our *Minimum Goal*.

**Campaign Goals**

Minimum Goal  
\$2,500,000

Miracle Goal  
\$4,000,000

We have also decided to set a *Miracle Goal* of \$4,000,000 which will enable us to retire the rest of our debt, making us a debt-free church!

### Levels of Support Needed to Succeed

In order to reach our financial objectives, we will need both a substantial number of givers and a few, fairly substantial gifts as the following charts of gifts show.

MINIMUM GOAL		
# Gifts*	Size of Gift	Total
1	\$300,000 or More	\$300,000
2	\$150,000 - \$299,999	\$300,000
3	\$100,000 - \$149,999	\$300,000
6	\$50,000 - \$99,999	\$300,000
12	\$25,000 - \$49,999	\$300,000
143	Less Than \$25,000	\$1,000,000
167	TOTAL	\$2,500,000

CHALLENGE GOAL		
# Gifts*	Size of Gift	Total
1	\$600,000 or More	\$600,000
2	\$300,000 - \$599,999	\$600,000
6	\$100,000 - \$299,999	\$600,000
12	\$50,000 - \$99,999	\$600,000
24	\$25,000 - \$49,999	\$600,000
122	Less Than \$25,000	\$1,000,000
167	TOTAL	\$4,000,000

*“As each one has received a gift, use it to serve one another as good stewards of God’s varied grace.”*

1 Peter 4:10

## *Our Campaign*

### **Giving Options**

To ensure that we reach our objectives and potential, all members and those with a special interest in our church and cause are asked to consider special gifts over and above their regular contributions. And gifts to our campaign can be made in a variety of ways:

- **Pledges** are gifts payable over time or, in our case, over three years. Pledges are easier for most and essential to meeting our goal since it would be impractical, if not impossible, to reach our objectives with one-time, out-of-pocket gifts. Pledged gifts may be paid in monthly, quarterly, semi-annual, or annual installments via cash, credit card or direct deposit and a 10% or more initial investment is requested.
- **Non-Cash Gifts\*** are an additional or alternative way to support our cause. These include *gifts in kind* such as labor and materials for our HVAC system; *gifts of securities* such as stocks, bonds or gifts through qualified charitable distributions such as IRA rollovers; *gifts of real estate* such as marketable land, homes, vacation homes, rental or commercial properties; or valuable *personal property* such as precious metals, gems, jewelry, artwork, collectables and even new or slightly used and classic automobiles, watercraft and motor homes.
- **Deferred Gifts\*** are another way you can support our efforts and are gifts that are arranged for now but may not be received until later as would be the case with gifts of new or fully paid-up life insurance policies, certain types of trust arrangements or gifts through a person's will by bequest.
- **Matching Gifts** may be a possibility too. In fact, if you serve on the board, work for or have retired from a company that matches the charitable gifts, you may be able to double or even triple your gift to our cause and church. So check with the company whose board you serve on, you work for or have retired from to see if they match gifts to causes like ours.



*\*Remember though, that all non-cash and deferred gifts must be approved by the church before acceptance.*



## Giving Opportunities

There are also a number of special giving opportunities available to donors of qualifying gift amounts that may be of interest to you. These opportunities show what the church can do with gifts at various levels. They also allow the donor the unique chance of being able to dedicate these gifts in honor or memory of whomever they choose so long as it's approved.

### Debt Reduction Opportunities

- A gift of \$300,000 will save approximately \$354,822 over the life of our current loan. These savings could cover almost three years of *utilities* for our building.
- A gift of \$100,000 will save approximately \$119,343 over the life of our loan. With a gift like this we can cover our *worship ministry* for over two years.
- A gift of \$50,000 will save approximately \$55,907 over the life of our loan. This would cover our *small groups and celebrate recovery* expenses for about two years.
- A gift of \$25,000 will save approximately \$29,937 over the life of our loan. With this level of giving, we would be able to provide for our *community ministry* expenses for over three years.
- A gift of \$10,000 will save approximately \$11,975 over the life of our loan. Such a gift will enable us to fund our *student ministry* for almost a year.
- A gift of \$5,000 will save approximately \$5,987 over the life of our loan. This type of gift would cover the expenses for our *men's and women's ministries* for over two years.

### HVAC System Opportunities

- A *gift of \$100,000* will provide units for, and will enable us to more cost and energy efficiently cool and heat, our Sanctuary, Chancel & Baptistry areas. *One gift totaling \$100,000 is needed* to cover this cost.
- *Gifts of \$75,000* will provide units for, and will enable us to more cost and energy efficiently cool and heat, either our Family Life Area or Lobby. In all *two gifts of \$75,000 totaling \$150,000 are needed* to cover this cost.
- *Gifts of \$50,000* will provide units for, and will enable us to more cost and energy efficiently cool and heat, either our Administration Area, Adult Classrooms, Youth Room, Second Floor Classrooms or Day Care Areas. In all, *five gifts of \$50,000 totaling \$250,000 are needed* to cover this cost.
- *Gifts of \$25,000* will provide units for, and will enable us to more cost and energy efficiently cool and heat, either our Kitchen, Prayer Room, Bookstore or Choir Area. In all, *four gifts of \$25,000 totaling \$100,000 are needed* to cover this cost.

*The gift amounts listed are not necessarily reflective of the actual cost of the opportunity listed. Rather, they approximate the actual cost of the opportunity and factor in its value, area of prominence as well as the needs of our campaign and gift abilities as a community. Donors of these various opportunities will have their names and the names of those they are honoring commemorated in a special way as will donors of all gifts to our campaign.*

## Conclusion

But, whatever your gift or the method of making it may be, please be assured that *your* support is both urgently needed and will be greatly appreciated. Through the prayerful, volunteer, and financial support of many, and the extra-ordinary support of a few, our campaign can and will be a success. Then our past accomplishments as a church will only be a prologue to an even more promising and prosperous future filled with even greater success.

Won't you please join us in this exciting and essential effort to better ourselves and our ability to serve God and one another through the works of our church?



# Suggested Pledge Plans

## Three-Year Pledges

					Payment Plans			
Gift Level	Total Gift	(10%) Initial Investment	Daily*	Weekly*	(36) Monthly	(12) Quarterly	(6) Semi- Annually	(3) Annually
<b>Leadership</b>	1,000,000	100,000	822	5,769	25,000	75,000	150,000	300,000
	750,000	75,000	616	4,327	18,750	56,250	112,500	225,000
	500,000	50,000	411	2,885	12,500	37,500	75,000	150,000
	250,000	25,000	206	1,442	6,250	18,750	37,500	75,000
	100,000	10,000	82	577	2,500	7,500	15,000	30,000
<b>Pacesetting</b>	75,000	7,500	62	433	1,875	5,625	11,250	22,500
	50,000	5,000	41	288	1,250	3,750	7,500	15,000
	40,000	4,000	33	231	1,000	3,000	6,000	12,000
	30,000	3,000	25	173	750	2,250	4,500	9,000
	25,000	2,500	21	144	625	1,875	3,750	7,500
<b>Major</b>	20,000	2,000	16.44	115	500	1,500	3,000	6,000
	15,000	1,500	12.33	87	375	1,125	2,250	4,500
	10,000	1,000	8.22	58	250	750	1,500	3,000
	5,000	500	4.11	29	125	375	750	1,500
<b>Community</b>	4,000	400	3.29	23	100	300	600	1,200
	3,000	300	2.47	17	75	225	450	900
	2,000	200	1.64	12	50	150	300	600

\* These figures are provided for illustration purposes only. To minimize costs, suggested payment plans include monthly, quarterly, semi-annual or annual installments.

*“As each one has received a gift, use it to serve one another as good stewards of God’s varied grace.”*

1 Peter 4:10