



June 27, 2017

Dear Brothers and Sisters in Christ,

As you may know, Salem Lutheran Church recently conducted a pre-campaign study to determine our capacity to move forward with a Capital Appeal to continue making monthly payments and reducing the principal on our mortgage. We are excited to announce that we have the necessary support and will be moving forward with the Stepping Forward in Faith Capital Appeal. The **Stepping Forward in Faith** theme describes our desire as a congregation to continue stepping forward in faith towards the ultimate goal of eliminating our mortgage debt.

In August, Salem will be asking each household for a three year commitment to the Capital Appeal (December 2017-December 2020), which is over and above your giving to our annual stewardship. Over the next couple of months we will be distributing information about this effort and providing opportunities for members to share their thoughts and ask questions before being asked to give.

We have enlisted a Capital Appeal Team which includes: Sandy Beyer, Pastor Mike Briggs, Lynn Hansen, Randy Holmwig, Jessica Jones, Tom Lunacek, Meg McGuire, Deacon Greg Meyer, Myron Midthun, Karla Peterson, Ken Stebbins and Paul Tesdahl.

Accompanying this letter are the primary results of the pre-campaign study and questions that were most commonly asked along with the answers to the best of our ability. We invite all households to attend a forum on **July 16<sup>th</sup> or July 30<sup>th</sup> between Services at 9:15 a.m. in the Sanctuary** to learn more about these efforts and ask questions.

Thank you for all the ways you support Salem's mission and ministry. Please continue to keep Salem and the Stepping Forward in Faith Campaign in your prayers. May all of our efforts leave a trail of faith filled footsteps that will bless generations to come.

Your Partners on the Journey,

Salem's Capital Appeal Team



# Capital Appeal Questions & Answers

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

The Capital Appeal's purpose is to raise the necessary funding to support our mortgage payments for the building completed in 2009. We are encouraging a three year commitment to the Capital Appeal, which is in addition to your support of the Annual Stewardship Appeal. The Annual Stewardship Appeal is a one year commitment and funds Salem's normal operating expenses including: missions and ministries, salaries and benefits, insurance, office supplies, utilities and building maintenance.

**2. When does our last campaign end and the new one begin?**

Members are asked to complete their payments from our last campaign, if they have not already, before December 1, 2017. We will then ask members to begin making payments on their pledge for the upcoming campaign no later than December 1, 2017. It is important to continue the momentum in order for us to make our monthly payments and reduce the principal on our mortgage.

**3. Does our church support moving forward with another Capital Appeal to continue paying our monthly payments and principal on our mortgage?**

Salem recently enlisted Mark Davy & Associates, a fundraising consulting firm, to conduct a pre-campaign study. All members were asked to participate through interviews. The firm compiled results and applied their professional experience to determine that our congregation has the capacity to complete a successful campaign. The study found that many are willing to volunteer and 71% of participants would make, or would consider making, a gift to a capital appeal, indicating broad congregational support.

**4. Why do we need a Capital Appeal to make our mortgage payments?**

The principal and interest payment on our debt is as inescapable as a home mortgage. The building project that was completed was well worth the effort. We now have a beautiful facility that supports many ministries which change and enrich the faith lives of members and guests. Reducing and eventually eliminating our debt will free up funding for ministries, outreach and future facility projects.

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

In order to sustain the same mortgage payments, Salem needs to raise a minimum of \$554,688 over the next three years (2018-2020).

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**6. What will Salem do with any additional funding that is raised beyond what we need for mortgage payments?**

Any money raised beyond the minimum goal will be directed towards reducing more principal.

**7. Who will be asked to participate in this effort?**

Each Salem member will be sent the same information and every household will be asked to participate through giving. "Not equal gifts, but equal commitment," is the philosophy that best describes this effort. Not everyone can make the same size gift, but everyone has an ability to make a meaningful commitment.

**8. If mortgage reduction isn't important to me personally, why should I support a Capital Appeal?**

Salem serves as a "conduit" or extension of our individual faith life. As members, we are part of an extended family which is called upon to actively support an array of worship, education, social outreach, fellowship programs and activities. As a family member each of us provides visible and tangible support and encouragement for all needs within the family, not just those that are important to us. This building is a gift we can give to those who come after us.

**9. How will we be asked to give and when do payments on these pledges begin?**

Volunteers will be distributing pledge information in August for the Capital Appeal. Members will be asked to begin making payments on their pledge no later than December 1, 2017.

**10. Why do we need a professional fundraising consulting firm?**

Our research indicated that capital appeals are significantly more effective when assisted by a fundraising firm. Mark Davy & Associates, a church fundraising firm with over 27 years of experience, has been hired to assist us with this effort. They have worked with us on the past two campaigns and have proven to be a firm we can trust. Along with coaching us through this effort, they also provide management of the campaign and administrative services. If we were to do the campaign on our own the learning curve would be very steep, and it would take many more volunteer hours and additional staff.

**11. How can I learn more about the Capital Appeal?**

Information regarding the Stepping Forward in Faith Campaign will be distributed throughout the next two months in the form of mail, e-mail, social media, etc. We will also be conducting various gatherings for members to learn and ask questions.

**12. Can I volunteer to help?**

Absolutely! Campaigns are successful because members are willing to pitch in to accomplish the objectives. For information on the many ways you can get involved, please contact the church office at [office@salemdwd.org](mailto:office@salemdwd.org) or 218-534-3309.



## **Campaign Prayer**

Heavenly Father,

Thank you for your love and guidance in our journey so far. We acknowledge that all gifts are from You. Help us to continue to give generously with courage and gratitude for all that we have. Our gifts will make it possible for Salem Lutheran Church to continue to welcome, equip and send in Jesus' name. Bless our church family as we step forward in faith together.

In Jesus' name we pray.

Amen

## **The Team Working on the Stepping Forward in Faith Capital Appeal Effort**

### **Campaign Chair:**

Paul Tesdahl

### **Campaign Appeal Team:**

Sandy Beyer, Pastor Mike Briggs, Lynn Hansen, Randy Holmwig, Jessica Jones, Tom Lunacek, Meg McGuire, Deacon Greg Meyer, Myron Midthun, Karla Peterson and Ken Stebbins

### **Campaign Consultants:**

Michael & Whitney Davy from Mark Davy & Associates