

# MANY VOICES: ONE CHURCH

## The Campaign for the Episcopal Church Archives and Mission Research Center

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# Campaign Management Processes

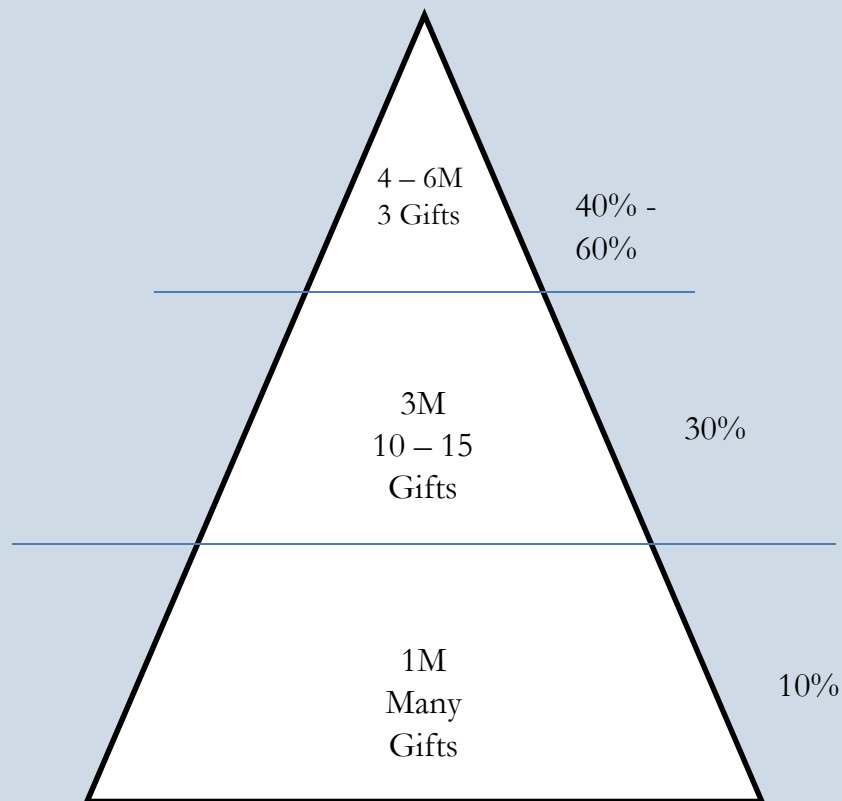
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# Table of Gifts

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Campaign \$10 Million Table of Gifts				
Identify # of Asks	Gift Level	Anticipate	Gift Amount	Cumulative Total
5	2,500,000	1	2,500,000	2,500,000
10	1,000,000	2	2,000,000	4,500,000
15	500,000	4	2,000,000	6,500,000
25	250,000	4	1,000,000	7,500,000
50	100,000	10	1,000,000	8,500,000
100	50,000	10	500,000	9,000,000
100	25,000	10	250,000	9,250,000
100	10,000	50	500,000	9,750,000
many	as needed	many	250,000	10,000,000



Gift of Thirds Chart

# Extending our Existing Knowledge: Moving Beyond the Traditional Feasibility Study

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- Archives' needs are already firmly established so a second formal study is not needed
- Silent phase includes many key contacts who help us to test support and filter opinion--takes from 6 weeks to 3 months
- Feedback, positive and negative about Archives and TEC can be expected; hard questions have been identified and new ones refine our campaign approach
- Provides facts that are needed for planning the Archives and Mission Research Center
- Often results in the identification of leaders
- Often results in the identification of donors
- Allows for the Case to be vetted and sharpened
- Allows for the planning of a more focused campaign

# The Case (or *The Case for Support*)

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- Updated and revised Case Statement near completion.
- Establishes the reason(s) for the fundraising Campaign.
- Requires the development of two narratives.
- The short elevator speech that each of us can give in 30 seconds.
- The longer detailed project description(s) that is all encompassing and can be broken down into “projects” for all future proposals.
- Provides all information that is needed to prepare talking points and all kinds of proposals:
  - Proposals for naming a room or a collection, for example
  - Prepares the presenter(s) to answer the hard questions if the CASE or project has challenges.

# We are looking for 3 kinds of Campaign Leaders

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To ensure success of we have several well conceived job descriptions

- Nationally recognized individuals and Church leaders whose names carry weight, for example:
  - Ken Burns, John Meacham, Laura Bush, Linda Robb, Colin Powell, Ray Suarez, James Baker
  - Church figures, for example: PB, PoHD, Carl Gerdau, the Briggles, Lucy Nazro
- Senior church leadership from the organization
  - Bishop Curry's role
- Geographic Representation and racial diversity
  - We plan to have leaders from across the nation, representing the many faces of the church and the world.

# Research & Record Keeping

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- Essential to any fundraising campaign-Donors & Prospect research is well underway
- Much preparation has already taken place with a “List of 200”
- We began our visits with a Top 25 that has quickly increased to 50-75 “hot prospects”
- Donor and prospect meetings and donor-tracking is a regular and ongoing back and forth process between the development team and the fundraising team and the scheduler.



# Development of Presentation Materials

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- First set of printed materials are at the printer!
- Compelling story-telling will make this project successful—many have already expressed interest in special collections for example.
- Comparable web-based information that mirrors or complements the “take away” printed material will be prepared.
- Along with the Case, budgets, proposals, briefs and talking points have been developed.

# Solicitation with Support from Leadership

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- There is nothing that ensures success more than the leadership team associated with a campaign. For us that includes Bishop Curry, President Jennings, the Board of the Archives, and the new community-wide leaders that lead the campaign.
- These are the people that will open doors for us.
- Go with us for initial visits and or soliciations as well as those who serve in an advisory capacity.
- The Presiding Bishop began this campaign with a charge to visit each Texas bishop prior to fundraising in Texas and to ask their advice and approval and support and called leaders in advance to ask them to meet with us or to serve on our committee.
- All phases of the campaign will include attention to Provincial leadership as we expand the fundraising efforts around the US.

# Naming & Recognition: Stewarding the Gifts

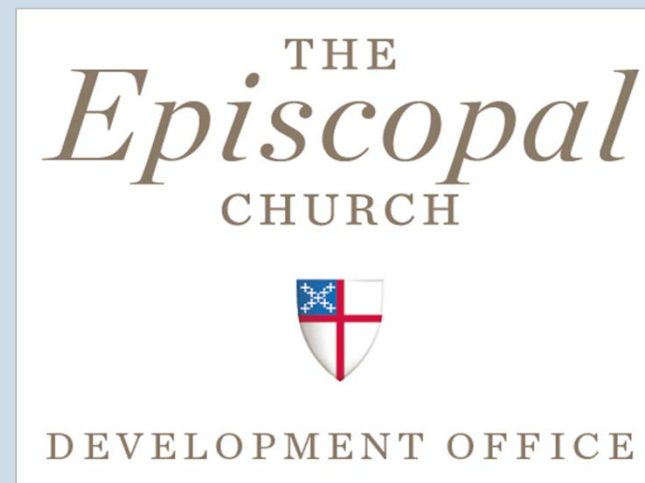
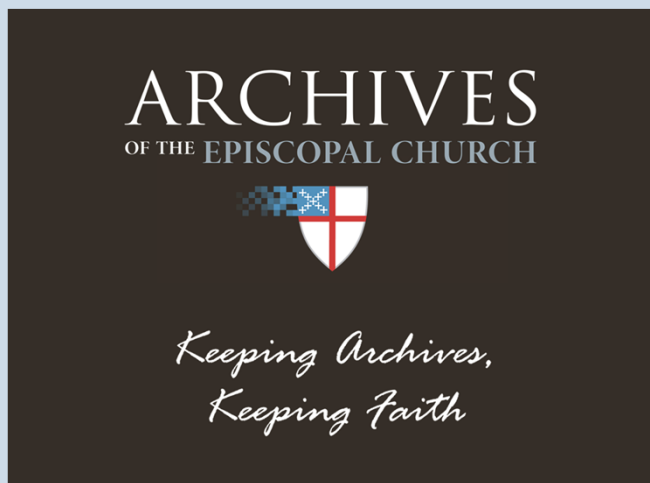
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Ways of acknowledging the gift and the donor have been given consideration. Here are a few examples of the range of ways that The Archives will be prepared to thank the donor and steward the many gifts we anticipate.

- Naming a Building or a Room
- Society membership
- Public Announcement/Press Release
- Wall Plaque
- Listing on the website
- Award Presentation
- Annual Publication

# Your thoughts & questions are welcome!

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ARCHIVES  
OF THE EPISCOPAL CHURCH



*Keeping Archives,  
Keeping Faith*