



Saint Demetrios Greek Orthodox Church
C a p i t a l C a m p a i g n F o u n d a t i o n

Date: Wednesday February 7, 2024

Time: 5:00 PM – 6:30 PM

Location: Tina E's house

Attendees Efie S., Tina E., Peter A, Tim J, Bill A., Andy T., Father P., Frank E.

Minutes Taker: Efie S.

Wednesday, February 7th, 2024 at 5:00 PM

1. Write the Strategic Plan based on Steve Tibb's slides

Minutes:

1. Tim J. will communicate with Steve Tibbs to schedule a meeting in the next few weeks to talk about the Capital Committee Plan. The suggested dates are: Tuesday, February 27th and Tuesday, March 12th evening. The members of the Committee will be at the church meeting room and take the call from there. It was also discussed that 2 new members from the building Committee should be added to the Capital Campaign meetings. Efie S. will send an invite to our meetings to Steve Stratigouleas and Frank Eliopoulos by Friday. It was also discussed that Michael Ristagno could also help with the Capital Campaign. Peter A. read the document that Steve Tibbs shared last week. Everyone agreed to keep these slides as a template and make changes that correspond to our church. The members of the Committee will be working on this document for the next few weeks.

Efie S. will share with all the members of the Committee this document in google docs so everyone will be able to make changes.



St. Demetrios Greek Orthodox Church Tucson, AZ

Building Program & Capital Campaign Readiness

Recommendations

January 31, 2024

Recommendations

1. It is recognized that the Capital Campaign Committee has completed a tremendous amount of work to get to this point. While many of the recommended concepts have been discussed to some degree or another, it is an excellent time to formally review the progress and positioning of the longer-term Fund Raising and Building approaches and plans.
2. Recommendation: Hold a 3-hour review meeting, either in person or via Zoom, between Capital Campaign Committee Leadership, Building Committee Leadership, Tim Joannides, the Parish Council President, Fr. Panteleimon, and Steve Tibbs (as facilitator) to review the overall “Development Approach” (components shown on the following page).
3. The goal of the meeting is to share program best practices, agree on the current level of readiness in all areas, and determine more defined next steps and alignment activities. Some time will also be reserved to discuss the structure and operation of the proposed Foundation model.
4. Various sample outputs have been provided in this deck to demonstrate potential outputs or to spark review discussions.

Development Approach



Key Headlines (Sample)

The parish's readiness to launch its Capital Campaign fundraising program can be positively characterized as having...

Exceptional leadership and very talented committee members.

An energetic and engaged priest committed to the project.

Demonstrated history of successful fundraising.

Outstanding planning capabilities.

Tremendous communication skills and top-quality materials.

Leaders who are trustworthy and transparent.

A cautiously optimistic approach, balancing the desire to progress quickly yet realistically recognizing the efforts it will take.

Challenges & Opportunities

The Parish is of moderate size but facing an extensive project - this may require “out-of-the-box” thinking to reach potential donors or funding sources from outside the parish proper.

The major development (property infrastructure, building of the church and auxiliary structures) will take longer than the current timeline, requiring extended contingency planning and protracted fundraising efforts. It will be important to keep momentum, communications and engagement flowing for a number of years.

It is not recommended to commence with the planned design and engineering efforts, anticipated to be in the ~\$2 million range, until, at a minimum, 60% of the projected cost (\$1.2 million) is secured prior to launching those engagements.

An opportunity is present to expand the potential of receiving bequests, as this is currently an under-developed ministry.

Program Overview/Rationale (Sample)

Program Overview

Glory to God!

The Parish purchased raw land, which will be the site of a comprehensive community complex including the Church, Administrative Buildings, Religious Education Classrooms, and a Social Center.

This land purchase was made possible through the generous donations of a relatively small group of donors who demonstrated a solid commitment to developing a new center for Orthodoxy for generations to come. Through their generosity, donors have enabled the Parish to buy property debt-free yet possess initial seed money to anchor the next phase of their expanded fundraising efforts.

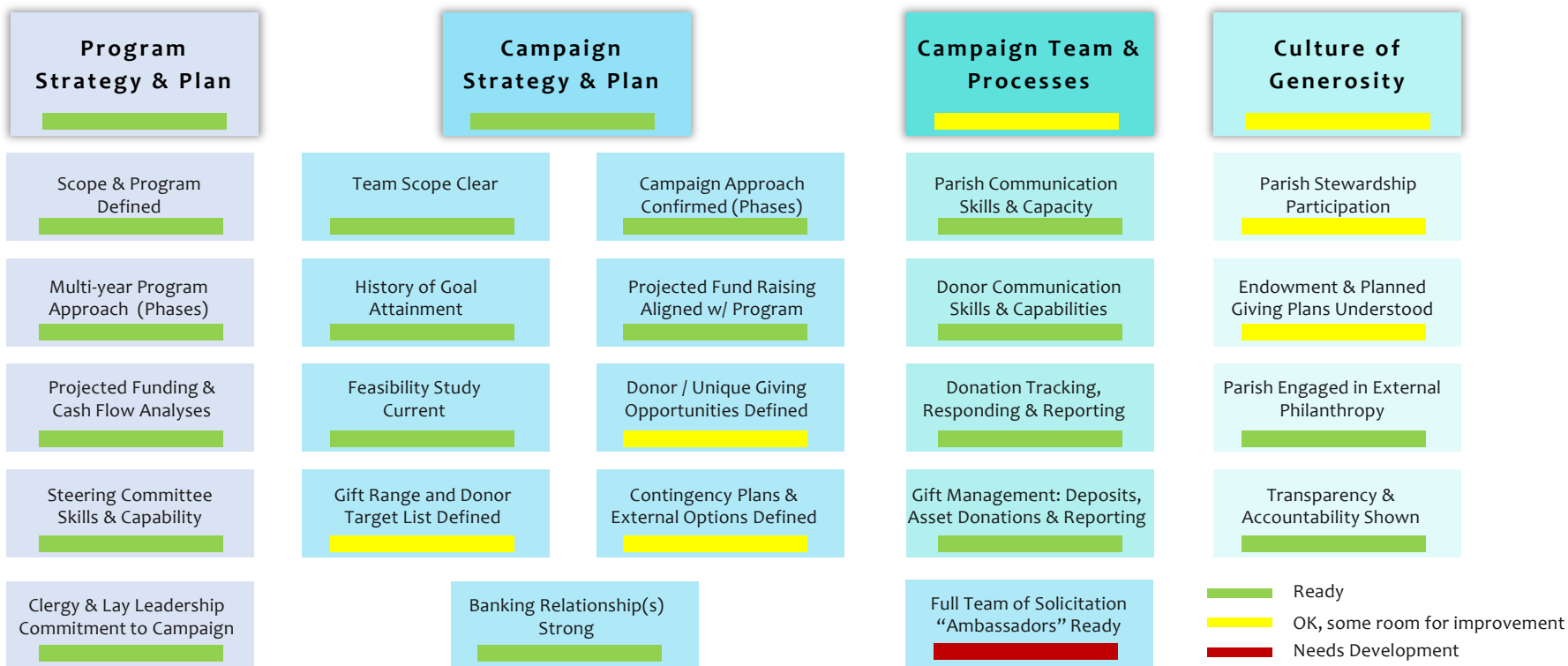
The vision is to build out the site over a 20+ year window with total costs of approximately \$25+ million (in today's dollars).

The goal is to conduct the initial Divine Liturgy in the new Church Building at Pascha on May 2, 2027.

To support the initial Phase 1 fundraising effort to purchase the land, the Building Committee formed a core Capital Campaign Team under the direction of its director. The team has developed various campaign materials, established initial program processes, and effectively solicited initial financial commitments. The approach, planning, and execution were stellar.

The Parish is now on the precipice of launching the next phase of its Development Program and related Capital Campaign. The challenge is to confirm the goals and direction of this much larger effort, review the Parish's current fundraising assets, materials, and processes, and determine if what they have today can be effectively scaled to deliver on a much broader basis. To support the readiness of the Parish for this undertaking, The Parish engaged Mr. Steve Tibbs of Blue Vase Enterprises to provide his support, analysis, and recommendations in formulating and directing its planned capital campaign.

Capital Campaign Readiness “At a Glance” Summary (Sample)



Site Development Approach (Sample)

Phase 1 2021 - 2022

Land Acquisition

Funding Results

Projected Cost: \$2.9 M

Pledges & Collected: \$3.4 M

Project Completed - No Debt!

Phase 2 2024 - 2028

Church and
Temp. Admin & Hall

Funding Approach

Projected Cost: \$15 M

Projected Funding Sources:

- 6 M Sale of Current Parish Property
- 9 M Capital Campaign
 - ✓ \$5M New Raise
 - ✓ \$1 M Estate Gifts
 - ✓ \$3.5 M Bank Loan (not to exceed)
- \$600k Cash on Hand & Future Phase 1 pledge fulfillments
 - ✓ Funds allocated to cover “shortfalls”

Phase 3 2030 +

Central Administration
Building

Future Projection

~ \$11 M

Notes:

1. Campaign equilibrium: If new raised money exceeds \$5 M, the bank loan can be reduced by a like amount
2. Initial Need: \$2 M in 24 months to pay for “mini-phase” within Phase 2 to finalize designs & complete engineering
3. Parish has recently approved the Building Committee to spend up to \$10M for development

Capital Campaign Approach (Sample)

Preparation	Leadership Gifts	Major Gifts	Community Gifts	Fulfillment Donor Fulfilment 12 – 24 Months
	Goal: \$3M	Goal: \$1.5M	Goal: \$.5M	
August - October '23	October '23 - February '24	February - May '24	May '24 - December '25	August '23 - December '28
	Advance Donors (+50K)	Intermediate Donors (+10K)	General/Public Donors (open)	
<ol style="list-style-type: none"> Finalize and approve capital campaign (CC) plan Gain support to plan with parish leadership Form and prep CC team Develop campaign collateral materials to be used for donor discussions Prep infrastructure to receive appreciated assets Conduct “soliciting Leadership Gifts” training Finalize campaign materials <ul style="list-style-type: none"> Flyer Pamphlets Notebook (large gifts) 	<ol style="list-style-type: none"> Confirm Leadership Gift target list Prepare advance donors packets Identify and prep solicitation leads, by potential donor Solicit major donations Design Major Gifts solicitation plan Recruit and train Ambassadors for Major Gifts Solicitation Team 	<ol style="list-style-type: none"> Continue to monitor leadership gift phase Implement intermediate solicitation plan Recruit and train community gifts solicitation team members Create internal campaign communications / publicity Create external public information plan Assess ground-breaking potentials and timelines Create public phase schedule and timeline 	<ol style="list-style-type: none"> Initiate community phase Continue to monitor leadership & major campaigns Coordinate parish testimonial program Incorporate testimonials into communication plan Provide on-going communications Establish continuation committee 	<ol style="list-style-type: none"> Close-out of major and intermediate phases (with continuation of cultivation) Evaluation of performance and results of campaign Design on-going support plans Monitor receipt of pledges