



# Saint Demetrios Greek Orthodox Church

## Capital Campaign Foundation

**Date:** Wednesday January 17, 2024

**Time:** 4:30 PM-5:30 PM

**Location:** Tina E's house

**Attendees** Efie S., Tina E., Peter A, Tim J, Bill A., Andy T.

**Absents:** Father P.

**Minutes Taker:** Efie S.

### Wednesday, January 17<sup>th</sup>, 2024 at 4:30 PM

1. Recap and outcomes of the meeting that took place on Tuesday, January 9th, 2024 with Fr Andrew and Steve Tibbs (attached the meeting slides)
2. Peter's letter to the bishop (attached)
3. Discussion about strategic plans and steps suggested by Mike Ristagno

Securing donations for a large-scale project like building a \$5+ million church facility requires a well-structured strategic plan.

Here are steps you might consider:

1. **\*\*Vision Communication:\*\*** Clearly communicate the vision for the new facility to the congregation and potential donors. Highlight the benefits it will bring to the community and the congregation.
2. **\*\*Case for Support:\*\*** Develop a compelling case for support that outlines the need for the new facility, its impact, and the benefits it will bring to the community.
3. **\*\*Campaign Committee:\*\*** Establish a campaign committee comprising influential and dedicated members of the congregation to lead the fundraising efforts.



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4. **Prospect Research:** Identify potential major donors within the congregation and the wider community through thorough research.

5. **Donor Cultivation:** Develop a donor cultivation plan, including personalized engagement strategies to build relationships with potential major donors.

6. **Fundraising Events:** Organize fundraising events, such as galas, auctions, or community gatherings, to raise awareness and funds for the project.

7. **Grant Writing:** Explore potential grants from foundations and organizations that support religious and community development projects.

8. **Stewardship and Recognition:** Develop a stewardship plan to recognize and appreciate donors at various giving levels, ensuring ongoing engagement and support.

9. **Multi-channel Marketing:** Utilize various communication channels, including social media, email newsletters, and traditional media, to promote the fundraising campaign.

10. **Transparency:** Ensure transparency in financial reporting and project updates to build trust and confidence among donors.

(Mike and Nia's suggestion is to form a completely independent Audit Committee separate from the PC, Stewardship Committee and Building Fund Committee. This will also pay dividends with developing the trust we discussed yesterday)

11. **Legacy Giving:** Encourage planned giving and legacy gifts through wills and estate plans. (Including stock giving to reduce capital gains)

12. **Professional Guidance:** Consider consulting with fundraising professionals or hiring a professional fundraising firm to guide the campaign.

Remember, building a \$5 million facility requires a long-term, multi-faceted approach. It's important to keep the congregation and potential donors informed and engaged throughout the process.

4. Discussion about purchasing database with 81,439 contacts of Greeks Orthodox in Arizona



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## 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

Target Audience  
Target Industry : List of Orthodox Christians  
Target Geography : Arizona  
Total counts : 81,439 contacts  
**Total cost : 2,299 USD.**

### Minutes:

1. Tim J. shared that he had a phone call with Steve Tibbs about the next steps of the Capital Campaign Foundation.  
His Eminence designated Steve Tibbs as the point person for support for the Capital Campaign. Our Metropolis and Steve Tibbs share the same goal with the St. Demetrios Capital Campaign which is to build a church to glorify God in the next 5 years. Steve Tibbs will help the Capital Campaign to develop a plan to raise the money for the church. He is willing to help without asking for compensation for his time and help. The Capital Campaign will cover his future travel expenses. He suggests to find a name for this campaign. Dr. Andy T. shared that many years ago when raising money for the church the name of their campaign was "Glorify Him". Steve Tibbs and the Capital Campaign Committee want to ensure that the money will be safe. Tina suggested to keep a separate account from the church to ensure it. She also suggested to remove the term foundation from the title of our committee to avoid confusion. Also Steve Tibbs will help our Committee to write a document (some kind of pledge agreement) which will be in compliance with the Metropolis, UPR rules and IRS rules. Lastly, it is recommended that we have more members of the PC to serve our Capital Campaign Committee. This topic will be discussed next time. Efie S. will add Steve Tibbs to the Capital Campaign virtual meetings.