

St. John the Baptist Greek Orthodox Church Capital Campaign Committee

Meeting No. 4

March 7, 2009

Minutes

Attendees: Dr. Chris Yiantsou (partial), Nancy Medvic, Margaret Chokas, George Vittas, Fr. Vasile Tudora, Harry Karegeannes. **Not in Attendance:** Louie Papalioidis, Paun Peters, Dr. Lou Antahades

- Invocation by Fr. Vasile at 9:15 AM.
- Minutes of 2/14/09 Meeting #3 distributed and read by attendees. No further comments.
- **Fund Raising Subcommittee** (now Program Implementation Subcommittee)

- Report on background check of RSI references.

Nancy Medvic presented results of her telephone calls to Orthodox church references provided by RSI. All were quite positive, some were enthusiastic.

- **Presentation by Mr. Mark Blackmore, RSI**

- RSI headquartered in Dallas, Mark Blackmore based in North Carolina.
- Mark proceeded to informally deliver a presentation documented in a handout prepared for St. John the Baptist G.O. Church (attached). Among the statements made were:

§ A 3 year pledge commitment usually works best since it is unreasonable to expect a significant one-time lump sum from many, if not most parishioners.

§ Typical distribution of collection on 3 year capital pledges is:

40% in first year
20% in second year
30% in third year

Generally, only about 90% of pledged capital is actually received.

Normally a "first fruits" offering Sunday is scheduled where parish leaders can set the example. This can raise as much as 15% of the total campaign goal before formal start of the campaign.

§ Major Gifts – Usually special team(s) assigned to identify and appeal to potential major benefactors.

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- § Dealing with nominal membership, i.e., not frequently seen at church services or other functions – Prepare a comprehensive list of all stewards, nominal members and other persons connected with the church in any way.
- § About ½ of all RSI Capital campaigns include a “dual approach” involving both 3-Year Capital Fund Raising as well as Stewardship to fund church operations.
- § Organizing the Campaign
 - Initial Program Design Meeting (mid-week, 2 hours) w/RSI
 - Set calendar dates by back-up from desired end date of campaign
 - Fix dates for RSI (Mark Blackmore) presence (service level variable)
 - Designate Leaders: 12-15 person leadership team(s)
 - Establish campaign phases
- § RSI Service Levels
 - Level One Service - \$19,500 Fee
 - 4 - 6 months duration
 - 4 visits/meetings with RSI
 - All materials
 - Video
 - Level Two Service – \$28,000 fee
 - 4 – 6 months duration
 - RSI on-site 8-13 days
 - All materials
 - Video
 - RSI fees typically range from 0.5% - 6% of total capital raised. (Not clear whether this meant pledged or paid capital.)
 - Travel costs included in fee
 - Some extra cost possible for materials in Level One
 - Printing costs included in fee
 - Additional cost for RSI participation on “Commitment Day”
 - Probable total costs of Level 2 w/extra expenses - \$33,000

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§ Terms of Payment to RSI

- 10% down payment
- 6 -7 months of periodic payments of balance
- 30 days termination notice

§ Question to RSI: Why should we have a consultant when we know our community can do this ourselves?

- Use experts to design and build, why not use experts in fund raising?
- Not trained for fund raising campaigns, clergy included.
- On their own, most churches fail to raise more than twice their own annual budgets.
- Most churches do not have members with the experience of having worked with hundreds of churches on fund raising.
- Have to get it right the first time; it could be years before another opportunity.

§ Question to RSI: What has been the effect of current economic conditions on church capital fund raising campaigns?

- Where there is a compelling need, people tend to rise above other circumstances.
- Mark Blackmore concluded the RSI presentation and, there being no further questions or discussion, left the meeting with the assurance he would return for a second meeting if necessary.

• Discussion of RSI and other Campaign Options

§ The general impression of the RSI presentation and of the need for professional fund raising assistance, in general, was quite positive among the three CCC members present at that point, Chris Yiantsou having had to leave the meeting earlier. Harry Karegeannes and Fr. Vasile concurred.

§ The other consultant alternative was mentioned (Archdiocese Office of Parish Development) was mentioned... Fr. Vasile indicated concern this Office, while an important part of the Archdiocese, has no actual track record of fund raising as yet... George Vitas stated it was now past the point where they could help since we have already embarked on a defined capital development program whereas the Archdiocese Office of Parish Development's principal contribution lies in determining what can be expected in capital funds from our parishioners.

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§ It was agreed another meeting of the full Capital Campaign Committee membership would be needed for a final decision and recommendation to the Parish Council.

- **Financial Subcommittee**

- It was reported Ashton Wynne's Nick Mourton has recommended an additional bank for lending consultation. The bank is in Southlake and the contact is a Mr. John Ryback: (702) 738-2200; (214) 923-3560.

- Tentative Next Meeting was left tbd, subject to full attendance.

- The meeting was adjourned and Fr. Vasile gave the Benediction at about 11:00 AM.