



The Episcopal Diocese of Georgia

Total Proposed Capital Campaign Goal: \$7,500,000

Leadership

The Rt. Rev. Scott
Anson Benhase,
Tenth Bishop of Georgia

Diocesan Council

Canon Katie Willoughby,
Canon for Administration

The Rev. Canon Frank Logue,
Canon to the Ordinary

Rebekah Stewart,
*Communications & Event
Planning Specialist*

Campaign Steering Committee,
*Support and guidance in the
convocations*

Andi Tilmann,
*Episcopal Church Foundation
Campaign Consultant*

The Diocese of Georgia is conducting a Discernment Study to determine the current highest priorities and needs of the members of our Diocese regarding the *Campaign for Congregational Development*. Your thoughts and opinions, as an active member of the clergy or lay leadership in our Diocese, are crucial to help determine the direction of this extraordinary effort to support the growth of our congregations and the ministries in our communities.

You will find herein a brief history of how the *Campaign for Congregational Development* arose from the vision of Bishop Scott Benhase; the campaign priorities developed from the input of over 400 members of our Diocese; the ministries conceived by the Bishop and Diocesan Council to achieve those priorities; and the estimated

financial resources needed to support ministries over the next 5 years and in the long term.

Please take the time to thoughtfully consider the following case for support and to prayerfully respond to the accompanying survey.

How We Came to the Campaign for Congregational Development

A Word from the Bishop

Reversing the Episcopal Church's 30-year trends of declining membership and decreasing social impact is a bold venture! This Diocese is hearing God's call to bring the ministry and message of Jesus Christ into this contemporary world. It will not occur by trying harder at approaches that have come up short in the past. Lasting growth will come through a sustained prayerful, thoughtful embrace of new directions and new behaviors.

As we energize and mobilize the people and the congregations of this Diocese, we will live more fully into a new era of mission, just as the people of the Great Commission. As we do, we will engage in new and compelling ways to live into our age-old covenant to restore all people to unity with God and each other in Christ.

+ Scott

The Initial Vision

In 2010, Bishop Scott Benhase became the Diocese of Georgia's 10th Bishop. He brought a clear vision and strong conviction that the Diocese could and must do more. The Diocese's vision is to support the needs of our congregations and bolster the ministries we bring to our communities by using the resources and connectedness of the Diocese to reach well beyond what any one congregation could achieve on its own.

Bishop Benhase also pledged to pay for the operation of the Diocese by requiring congregational tithes alone. The Diocese was soon able to achieve that—in the black—within the first two years. However, the greater vision for congregational development and ministry can not happen through the annual Diocesan budget alone.

Thus, the *Campaign for Congregational Development* was conceived as an approach to meet both the greater vision of the Diocese as a larger body of Christ and the Bishop's commitment to require only annual tithes of our congregations.

Identifying the Campaign Priorities

Four years ago, with the Diocesan annual financial management in good order, The Bishop and staff set out to discover what was most needed, according to the members of our congregations and communities. They traveled the Diocese and met in person with over 400 clergy and laypeople, listening and praying together about the needs at the forefront of their minds and hearts to discern shared hopes and dreams for our future.

Every initiative supported by the *Campaign for Congregational Development* arose directly from the priorities expressed by the people of our Diocese during those 14 months. Three clear priority areas stood out from all the others:

- Congregational Growth & Development
- Clergy & Lay Leader Support and Development
- Leadership Formation for Youth & Young Adults

Nine initiatives emerged from these core priorities, to be supported by the *Campaign for Congregational Development*.

The Initiatives Remain High Priorities of the Diocese

In order to be certain that the identified priorities and ministries were still in alignment with the members of our Diocese, all attendees at both the annual 2014 Clergy Conference and Diocesan Convention were surveyed. Responses indicated a resounding YES! across the board. Every initiative enjoyed support at the rate of at least 84% and many were supported by as much as 96%.

The Initiatives of the *Campaign for Congregational Development*

Within each of the three identified priority areas, there are three specific campaign initiatives:

Congregational Development Initiatives

Signature Outreach for Every Congregation

Each congregation is encouraged to develop at least one signature outreach ministry in its community and to use that outreach to help grow the congregation, with the help of models and training programs funded by the campaign.

Support Special Opportunities for Growth

The Standing Committee will identify five congregations with exceptional potential for growth and provide the additional resources needed to ensure they realize their potential. For example, requested funds could enable a move from mission to parish status, or help a parish with a part-time priest to employ full-time priest, or funds might allow a growing parish to add a youth minister.

Plant New Churches

The Mission/Congregational Development teams will identify three communities in the Diocese of Georgia that are favorable for planting new churches. These newly founded churches will receive full funding from the Campaign, including an ordained church-planter and a youth minister.

Clergy & Lay Leadership Initiatives

Train Congregational Leadership in Organizational Development

Campaign gifts will continue to give clergy and lay leaders throughout the Diocese the opportunity to attend a two-year program led by CDI (Church Development Institute). CDI combines the strengths of sound congregational development practices and leaders' awareness of their personal impact on others to foster strong, healthy congregations.

Train and Supply Peer Coaches for Clergy

At least one clergy person in each Convocation is trained and certified by the Christian Coaching Federation of Certified Coaches to serve as peer coaches for clergy and lay leaders who request it. They assist peers with identifying personal goals, setting objectives to reach them, and staying mission-focused through regular support sessions and accountability. The Bishop also assigns coaches to newly ordained and newly arrived clergy in the Diocese, as part of their welcome and introduction to the Diocese of Georgia

Four Teaching Parishes for Clergy

In response to strong support in surveys last year, future campaign funds could support three-year residency opportunities for newly ordained priests in four "teaching parishes" across the Diocese. They would be mentored to develop mature, creative, and vital clerical leadership to help shape the future clergy leaders of our Diocese.

Youth Formation and Young Adult Leadership Development

Young Adult Christian Intentional Communities

Intentional communities, like the Columba Houses in Savannah and Augusta, are initially supported by Campaign donations. Resident young adults explore their spiritual lives within the context of community living. The residents spend a portion of each week in personal spiritual development, and a portion of each week in places where young adults gather, practicing “relational evangelism”—building authentic relationships with other young adults, and inviting them into the Episcopal Church.

Endowed Canon for Youth and Young Adult Ministries

Skilled, consistent, dedicated leadership is essential for successful outreach to youth and young adults. The Diocese has an existing part-time position of Missioner for Youth and a Mission for Young Adults. Using campaign funds to help endow a permanent full-time position of Canon for Youth and Young Adults will ensure our capacity to attract and retain trained professionals to guide successful Diocesan programs for youth and young adults.

Youth and Young Adult Leadership Development

The campaign supports this important priority on several fronts. The mission of the Columba Houses is focused on creating young adult leaders—both of the residents themselves, and as residents reach out to youth in the places they hang out in those communities. Other campaign funds will be used to better resource and support Campus Ministries—a crucial point of contact for developing future church and community leaders, and a deep need for young adult students.

Honey Creek Initiatives

In addition to the three identified priority areas for the *Campaign for Congregational Development*, an ongoing concern for the Diocese is the growth, sustainability, and mission of Honey Creek. A brief highlight on the goals of the parallel Honey Creek campaign for support is below:

Retire the Bond Debt

Successful bond sales in 2010 allowed several urgent renovations and deferred maintenance projects to be completed at our Honey Creek facility. Paying off the bonds, currently the responsibility of the Diocese to honor, would free up funds in the Diocesan operating budget for other ministries and needs.

Upgrade Existing Facilities

Refurbished guest rooms, improved gathering and meeting spaces and updated technology would better serve Honey Creek guests, make the facility more attractive to potential guests and groups, and take Honey Creek into a stable future serving many more generations.

Establish a Maintenance Endowment

Endowed funds, fed over time by legacy gifts, would generate annual income in perpetuity to help ensure that Honey Creek may remain a viable camp & retreat center for generations to come. Campaign funds so designated could seed an endowment fund for maintenance.

How the Campaign Will Work in the Long-term

The *Campaign for Congregational Development* is designed to generate the base funds to launch as many of the identified initiatives as possible over the course of the next 5-10 years, while simultaneously continuing to support the already existing initiatives, as funds come in. The long-term vision is for the initiatives that prove vital and effective to become line items in the annual Diocesan budget, supplemented by ongoing support from individuals and congregations.

This is envisioned to be achieved in two ways:

- 1) A successful campaign over the next 5 years relieving current and future pressure on the annual Diocesan operating budget, thus freeing up funds to be applied to new or developing initiatives annually, and
- 2) While honoring the Bishop’s promise to only require tithes for the annual operation of the Diocese, individuals and congregations who see the benefits to themselves and others of the Campaign’s success would voluntarily continue supporting the ministries through annual church fundraisers and ongoing additional individual donations.

When one congregation or community succeeds, all boats rise.

Summary of Estimated Funds Needed to Continue Growth and Ministry

The Diocese analyzed the current allocations of generously donated funds, annual expenses for ongoing ministries, and estimated costs of additional ministry priority areas. The following chart provides a breakdown of the estimated funds needed for 5 years of sustained progress:

<i>Campaign for Congregational Development</i> — Estimated Costs Summary Over 5 years*	
Congregational Development Initiatives	
Signature Outreach for Every Congregation	\$ 200,000
Support Special Opportunities for Growth	\$ 600,000
Plant New Churches	\$ 1,200,000
Clergy & Lay Leadership Development Initiatives	
Train Congregational Leadership (CDI)	\$ 300,000
Train and Supply Peer Coaches for Clergy	\$ 100,000
Four Teaching Parishes for New Clergy	\$ 800,000
Youth and Young Adult Leadership	
Young Adult Christian Intentional Communities	\$ 1,500,000
Endowed Canon for Youth and Young Adult Ministries	\$ 500,000
Develop Youth and Young Adult Leaders	\$ 100,000
Honey Creek Initiatives	
Retire the Bond Debt	\$ 1,200,000
New and Expanded Facilities	\$ 500,000
Establish Maintenance Endowment	\$ 500,000
<i>Total Estimated Campaign Need</i>	\$ 7,500,000

*Cost estimations are based upon known expenses for currently funded initiatives, and the anticipated resources needed per priority area over the next 5 years.

The total estimated cost to fund all the identified campaign initiatives for 5 years is \$7,500,000.

This Discernment Study will guide us in determining which initiatives have the most support at this time, and how much the *Campaign for Congregational Development* could raise to achieve them over the next 5 years. Gifts of all sizes are welcome and will enable the Diocese to strengthen our congregations, serve our communities and grow in the Body of Christ. Your restricted or unrestricted gift can be given in a lump sum or spread over several years. The following chart illustrates the size and number of gifts that would be necessary for a successful \$7.5 million Diocesan campaign.

Gifts Essential Chart

This chart illustrates the size and number of gifts necessary for a successful \$7,500,000 capital campaign.

<i>Size of Gift</i>	<i>Number Needed</i>	<i>Cumulative Total</i>	<i>Monthly (over 5 years)</i>
\$1,500,000.....	1.....	\$1,500,000.....	\$25,000
\$1,000,000.....	1.....	\$2,500,000.....	\$16,667
\$750,000.....	2.....	\$4,000,000.....	\$12,500
\$500,000.....	2.....	\$5,000,000.....	\$8,333
\$250,000.....	3.....	\$5,750,000.....	\$4,167
\$100,000.....	6.....	\$6,350,000.....	\$1,667
\$50,000.....	9.....	\$6,800,000.....	\$833
\$25,000.....	13.....	\$7,125,000.....	\$417
\$10,000.....	16.....	\$7,285,000.....	\$167
\$5,000.....	21.....	\$7,390,000.....	\$83
\$3,000.....	25.....	\$7,465,000.....	\$50
\$1,000.....	34.....	\$7,499,000.....	\$17
\$500 and less.....	Many.....	Goal Achieved.....	Variable