

# **Fundraising Strategy for Turner Monumental's 125th Church Anniversary**

**Goal:** Raise between \$100,000 and \$125,000 to fund essential upgrades and enhancements for Turner Monumental, ensuring it continues to serve its community effectively.

## **Purpose of Funds**

1. **Audio-Visual Equipment:** \$35,000 to pay off leased AV equipment.
2. **Renovations and Upgrades:** \$65,000 to \$85,000 for a new roof, Remodeled Restrooms, new carpeting and painting in the YAC and Admin Suite, Interior and Exterior Painting of the exterior and interior.
3. **Elevator Fund:** A portion of the funds will be allocate to the future Elevator Tower Project.

## **Fundraising Arms**

### **Church Member Pledges:**

*Description:* Church Member Pledges encourage the congregation to commit to monetary contributions over a set period leading up to the anniversary. By offering tiered donation levels, members can choose a contribution that fits their capacity and receive recognition through plaques or leaves on the church's donation tree.

### Execution Strategy

**Launch Presentation:** Introduce the pledge program during a high-attendance service, explaining the significance and benefits of participating.

**Recognition System:** Display donations on the tree in the lobby where plaques or leaves will be added as pledges are made.

**Regular Updates:** Regularly update the congregation on the progress towards the goal and recognize new contributors during services.

**Pledge Forms:** Provide easy-to-use pledge forms both in paper and online formats to facilitate contributions.

**Follow-Up:** Assign a team to follow up with members who express interest, offering assistance and answering questions to encourage completion of pledges.

- **Target:** Raise \$33,333 to \$41,667 (approximately one-third of the goal).
- **Structure:** Members pledge to donate amounts at tiered levels starting from \$1,000 upwards.
- **Incentive:** Donors receive a plaque or leaf on the donation tree (cost per plaque: \$35 to \$50).
- **Example Tiers:**
  - Platinum Level: \$1,000+ (20 pledges would raise \$20,000)
  - Gold Level: \$500 to \$999 (20 pledges would raise \$10,000)
  - Silver Level: \$250 to \$499 (20 pledges would raise \$5,000.
  - Bronze Level: Up to \$249 (Avg. Donation \$100, would help cover costs of plaques)

## 2. **Business Journal Advertising:**

*Description:* This initiative targets local businesses and church-affiliated entrepreneurs to purchase advertising space in a professionally produced annual business journal. This publication provides advertisers with exposure to the church community and beyond, enhancing their market visibility while supporting the church.

### Execution Strategy

- **Marketing Kit:** Develop a marketing kit that includes details about the journal, demographic information about the church community, and a letter that members can use to give to business owner in their personal network.
- **Target Audience:** Directly engage local businesses, members of the Kirkwood Business Organization, and entrepreneurs within the church. Use personal connections and formal letters as outreach tools.
- **Special Offers:** Provide early bird discounts and special rates for church members who advertise or secure advertisements.
- **Launch Event:** Host a launch event to unveil the journal project, offering special deals for sign-ups during the event.
- **Deadline and Reminders:** Set a clear deadline for ad submissions and send regular reminders via email and announcements during services.

- **Target:** Raise \$33,333 to \$41,667.
- **Audience:** Kirkwood Business Organization, local businesses, and community.
- **Offering:** High-quality, professionally printed and bound annual business journal.
- **Ad Pricing:**
  - Back Cover: \$500 (only 1 available)
  - Inside Cover: \$400 (only 2 Available)
  - Full Page: \$250 (55 ads needed)
  - Half Page: \$150 (92 ads needed)
  - Quarter Page: \$100 ( 144 ads needed)
- **Need about 300 ads total to meet our goal.**

### 3. **Anniversary Gala:**

#### Description

A ticketed formal banquet that doubles as an awards ceremony, providing an opportunity for fellowship and celebration. This event not only raises funds through ticket sales but also strengthens community bonds by honoring distinguished members of the congregation.

#### Execution Strategy

- **High-Profile Launch:** Announce the banquet at a major church service, outlining the purpose, date, and the individuals being honored.
- **Early Bird Special:** Offer an early bird discount (e.g., \$125 for individual tickets if purchased by a certain date) to stimulate early purchases.
- **Ticket Sales:** Utilize both online and in-person ticket sales methods, offering group discounts and early bird prices to boost early purchases.
- **Sponsorship:** Seek additional funding through sponsorships from local businesses that could benefit from exposure at the event.

- **Engaging Program:** Plan an engaging evening with guest speakers, entertainment, and a well-crafted awards presentation to ensure a memorable experience.
- **Strategic Invitations:** Personally invite key community figures and stakeholders, encouraging them to bring guests and participate fully in the event.
  - **Target:** Raise \$33,333 to \$41,667.
  - **Event:** Ticketed banquet and awards ceremony in the church banquet hall.
  - **Ticket Pricing:**
    - **Individual Tickets:** \$150 per ticket,
    - **Couple Tickets:** \$250 per pair
    - **Table Sponsorship:** \$1,200 for a table of 8 (includes special recognition during the event)
  - **Special:** Honor notable church members to increase appeal and attendance.

### **Implementation Timeline**

- **April:** Kick-off meeting with Church
- **May:** Launch member pledges and start advertising sales for the business journal.
- **June to September:** Promote ticket sales for the banquet, continue collecting pledges and selling journal ads.
- **October (First or Second Saturday):** Hold the formal banquet and conclude all fundraising activities.

### **Communication Strategy**

- **Internal Briefing:** Present this plan in detail during a dedicated meeting with the planning team.
- **Congregational Announcement:** Roll out the plan to the congregation during a Sunday service and via church newsletters.
- **Regular Updates:** Provide monthly updates on progress towards the goal in church services and through email bulletins.

## **Planning Teams**

- **Pledge Team:** Manages and tracks pledges, provides updates to donors.
- **Journal Team:** Handles sales, design, and printing of the business journal.
- **Banquet Team:** Organizes the banquet, including logistics, ticket sales, and marketing.
- **Programming Team:** Plan the Church anniversary Worship Service.