



Lutheran Campus Ministry at WVU

1497 University Avenue, Morgantown, WV 26505 ~ 304-296-5388

www.LutheranMountaineer.org ~ Chaplain@LutheranMountaineer.org

“Building on Strength” Guide for Leaders

Beta Version 080127

This “manual” is intended to assist your participation in the “Building on Strength” campaign for the Lutheran Campus Ministry at WVU. It is by no means exhaustive. Furthermore, this is a “beta” version. We would greatly appreciate any suggestions you have for its improvement, especially in areas of intelligibility. Should you have questions or suggestions, please contact us.

I. The Campaign Overview

a. Purpose of the Campaign

The “Building on Strength” campaign has been launched to finance major renovations and expansion of the Lutheran Campus Center at WVU. Those improvements include

i. Renovation of the Chapel

- (1) Installation of AC
- (2) Renovation of fellowship areas (e.g., kitchen, rest rooms, lounge, library)
- (3) Renovation of the worship area (seating, flooring, sacristy)

ii. Expansion of the Chapel

- (1) Addition of ADA amenities (elevator tower, stairs, ramp)
- (2) Addition of “solarium coffee shop” (includes a new social entrance and increased visibility)

iii. Completion of renovations to Luther House

- (1) Renovation of kitchen
- (2) Replacement & repair of windows
- (3) Final cosmetic touches

iv. Renovation of exterior features

- (1) Replacement of driveway & parking lot
- (2) Replacement of rainwater management features

b. Rationale for the Improvements

The rationale for such improvements can be summed up succinctly by pointing out that our forty-year old chapel (built in 1968) and nearly century old Luther House were designed for a very different population than now attends or works at WVU, and projections for the near future suggest even more changes.

i. Numbers – The student body was 11,000 in 1968 but is expected to grow to 28,500 by 2010.

ii. In-state v. out-of-state – By 2010, 50% of the students will be out-of-state, and we know from experience that the further a student is from home the more likely the student is to participate in campus ministry. Furthermore, greater distances suggest a greater need for a “home away from home” since return to home is more difficult.

- iii. Need for relationship – Students today are much more connected to their parents than in previous generations. Among the benefits of this change are a greater appreciation for elders and institutions. Unfortunately, we also see delayed maturation, greater difficulty making good decisions without the involvement of others, and increased dependence on elders in times of trouble. This suggests both opportunity and need for campus ministry.
- iv. Expectations – Increasingly students (and parents) expect better facilities and more amenities. As the rest of campus and the surrounding lodging, boarding, and recreational settings improve their physical plants, stagnation in a late ‘60s infrastructure and decor becomes less and less “competitive.” “Hanging out” (an important part of creating a campus Christian community) at the Lutheran Campus Center is less attractive than “hanging out” in other places (some wholesome and some not so wholesome). Ask yourself these questions
 - (1) Do I want to worship in a sanctuary that hits 95° the first Sunday of the School year? If I sit through such a service, do I want to return next week...especially when nearly every other facility on campus and in town is air conditioned?
 - (2) Do I want to negotiate an apparently treacherous spiral staircase?
 - (3) Do I want to sit on metal folding chairs for worship?
 - (4) Do I want to invite my friends to have a cup of coffee in a room with cinder block walls, no windows, and furniture my grandmother threw out...especially when we could go to a place with natural lighting and comfortable chairs, couches, and tables?

These questions are the tip of the iceberg. What may have seemed perfectly acceptable (even state of the art) to the collegian of 1968 is now something grandpa’s and grandma’s day. Remember, the incoming first year student was born in 1989. Our campus ministry still owns an 8-track player, which will might auction off to the highest bidder as an antique.

Consider also the point about “inviting friends.” While an individual student might have such a high degree of loyalty to the Lutheran tradition or perhaps appreciation for the offerings of our particular campus ministry that he/she will endure less than pleasant conditions, he/she is not likely to invite a friend to share in his/her sufferings.

The improvements to the facilities of the Lutheran Campus Ministry serve one purpose: the transformation of an environment for ministry which proved a wonderful tool for the Gospel over many many years into a premiere environment for ministry appropriate for this day and for the days to come. Buildings are tools, and, if we hope to build upon the foundation laid over the past decades, we need the right tools.

c. Goals for the Campaign

i. Financial goals

- (1) \$250,000 in direct gifts from congregations and individuals (includes Thrivent matches)
- (2) \$100,000 NLCM, Inc., 1:1 matching grant (pending review)

ii. Non-financial goals

- (1) Build alumni/ae database
- (2) Strengthen relationships with congregations, alumni/ae, and people of good will
- (3) Increase congregational interest in campus ministry at other institutions of higher ed in the synod.

d. Phases of the Campaign

i. Synod Approved Campaign Phase

- (1) Public Approach Phase – concludes 2008: during this phase all congregations will be introduced to the campaign. Congregational activities will be conducted. In addition, individual congregation

members may be contacted and encouraged to participate.

(2)Extended Completion Phase – Those congregations which have been introduced to the campaign that have still to complete the campaign will be assisted. Completion of campaign in the “extended completion phase” may be the result of the congregation’s multi-year commitment, desire to continue the campaign on the part of the local congregation, or postponement of the campaign until after 2008.

ii.Alumni/ae Phase – Building of an alumni/ae database (with the help of the congregations) will allow us to approach alumni/ae in this phase, seeking their participation. These alumni/ae phase is not governed by the synodical campaign authorization, hence, it is not bound by deadlines or restrictions on approach.

iii.Expansion Phase – This final phase seeks to broaden the circle of supporters for the campaign beyond the synod and the alumni/ae base.

2.Synodical Participation

a.Authorization

The WV-WMD Synod Council authorized the LCM@WVU to conduct a capital campaign on the territory of the synod during calendar years 2007 and 2008. This authorization permits the LCM@WVU to approach congregations, auxiliaries, and individuals on the territory of the synod. 2007 and 2008 represent the public phase of the capital campaign. Agreements reached between congregations, auxiliaries, and individuals during the public phase may continue beyond 2008.

b.Activities

The WV-WMD Synod Council declared 2007 and 2008 the “years of campus ministry.” In addition, the Synod Council designated “campus ministry” as the theme for the 2008 Synod Assembly. During that assembly, a ceremonial groundbreaking will held for the renovations and expansion of the Lutheran Campus Chapel at WVU.

3.Congregational Participation

a.Authorization

The polities and politics of the congregations of the WV-WMD Synod vary. In some cases, the pastor may authorize congregational participation. In other cases, the congregational council may need to act upon it. In still other cases, there may be a general sense that synodical authorization was sufficient to commit the congregation. Local custom should be followed.

b.Organization

i.Forms – Local organization of the campaign can take many forms. The most common are

- (1)Pastor as Campaign Leader
- (2)Individual Campaign Leader
- (3)Campaign Committee or Task Force or Team
- (4)Delegation to an Auxiliary or Existing Congregational Committee
- (5)Shared Leadership with Another Congregation

ii.Selection – When selecting the form and the right people to fill the required roles, consider

- (1)Local custom and practicality in your setting
- (2)Passion for the goal of the campaign
- (3)Organizational skills
- (4)Willingness to keep the campaign alive in the local setting

iii.Relationships – Those in leadership roles relate to

- (1)The local authorizing agent/entity
- (2)The Lutheran Campus Ministry at WVU
- (3)The members and auxiliaries of the local congregation
- (4)Campaign leaders in other congregations as appropriate

c.Approaches

Again, local custom combined with enthusiasm for the campaign goal will determine what approach should be pursued. This list is illustrative and not exhaustive. The items on this list are not mutually exclusive; they can be blended or used in parallel. Amendment and modification for the local setting are expected and encouraged.

i.Collective Congregational Goal

A congregation (this would probably require a congregational council or congregational meeting action to authorize) may set a goal for the congregation (e.g., \$5,000) and then determine how and when that goal will be achieved.

(1)Setting the Goal

Just how much to set as a goal can be influenced by several factors.

- (a)How has God blessed the congregation?
- (b)How has the Holy Spirit formed hearts of generosity in the congregation?
- (c)Does the leadership and congregation believe that the cause is important?
- (d)Is God calling the congregation to mission?

Some folks prefer formulae to the more open ended questions above. So, the following could be used as methods for setting a goal.

- (e)Percentage of Regular Giving
- (f)Percentage of Endowment Income
- (g)Per Capita based upon membership
- (h)Per Capita based upon number of WVU students, alumni/ae etc. from/in the congregation
- (i)Per Capita based upon college bound youth
- (j)Golden Anniversary Gift (*x* times 50 years that LCM@WVU has been serving)
- (k)Centennial+1 Gift (*x* times 101 years of Lutheran Campus Ministry in the USA)

(2)Timing the Goal – One-Time Gift vs. Multi-Year Pledge

Some congregations will want to make a one-time gift and be done with it. Others will want to spread out the commitment over multiple years. Before opting for the one-time gift, consider the benefits of a multiple year pledge. Bluntly put, a congregation that contributes \$1000 per year for five years gives more than a congregation that gives a one-time gift of \$2500. From the congregation’s point of view, \$1000 per annum is less strain on the annual budget than \$2500.

To be clear, it is not necessary to set a definite per annum contribution as part of a multi-year pledge. A congregation could say, “We’ll contribute \$10,000 over ten years—how much is given in any given year will vary depending upon local conditions.”

(3) Achieving the Goal

The precise methods a congregation can use to achieve its goal are legion.

(a) Offering Appeals

- (i) Pass the Plate – noisy collections, a second plate, designating loose plate, etc. etc. etc.
- (ii) Special Envelope(s)
- (iii) Lenten Offerings (or Advent Offerings, Reformation Day Offering, etc.)
- (iv) Planned Giving Advocacy (Wills, Bequests, etc.)

(b) Council (or Congregational Meeting) Actions

- (i) Line Item in the Budget
- (ii) End of Year Largess
- (iii) Memorial Fund or Mission Fund Gift
- (iv) Sharing Bequests or Endowment Income
- (v) Incorporating “Building on Strength” campaign with a parallel congregational campaign

(c) Fund Raisers – more options than we can mention

ii. Congregational Advocacy for Individual Participation

Some congregations will prefer to leave it up to the individual congregation member to participate or not as the individual sees fit. Local custom may dictate this approach. Even if your congregation is pursuing a collective congregational goal, please consider the advocacy discussion under this heading as an important augmentation of your collective action.

Most individuals will only hear about the “Building on Strength” campaign in the context of congregational life.

- (1) Announcements at worship
- (2) Worship bulletin inserts and blurbs
- (3) Newsletter articles and blurbs
- (4) Help us find our “lost” alumni/ae

These are the basic lines of communication with which we are all familiar. We also know that a single announcement does little good. Keeping something like a campaign in front of the congregation is vital. Without visibility and regular exposure, anything that is outside normal congregational life (as a campaign is) can be easily overlooked, forgotten, or ignored.

Beyond the basics, additional activities yield stronger response, in part, because they have heightened visibility and, in part, because they get people involved in ways that are interesting, personal, and/or fun.

- (5) Informational events – these don’t have to be boring! Why not try
 - (a) Something with food (e.g., picnic, dinner, breakfast)
 - (b) Special worship event – want to learn compline (or even Gregorian chant)
 - (c) Retreat
 - (d) Motorcycle ride – seriously, we’ve done this!
 - (e) SCS class or auxiliary (e.g., WELCA, LMM, LYO) meeting

- (f) And, yes, the traditional council meeting or congregational meeting
- (6) Visitations from the LCM@WVU (chaplain, students, advocates)
 - (7) Visitations to the LCM@WVU
 - (8) Promoting the LCMWVU website or the new Lutheran Mountaineer eNewsletter
 - (9) Including the campaign on your website and in other electronic communications
 - (10) Temple talks by members of the congregation
 - (11) Campaign specific mailing
 - (12) Conduct a planned giving seminar with the help of our planned giving officer

The methods just mentioned represent a “shotgun” approach: you point in the general direction, pull the trigger, and hope for the best. To be more Biblical, they represent the sower, scattering wildly, letting things take root and grow as they will.

A different Biblical model is one of call. When the Lord raised up a king, Samuel didn’t ask for volunteers; he went directly to David and anointed him. A typical capital campaign (for a non-congregational church-related agency) receives roughly 25% of its goal from one source (be that an individual donor, a family, or a single congregation). Another 25 % is received from roughly five sources collectively. The next 25% is received from roughly twenty sources. Helping to identify and encourage these major contributors can make or break a campaign. Can your congregation

- (13) Identify potential major contributors (in the \$3,125+, \$12,500+, 62,500+ categories)
- (14) Advocate for the campaign with those identified
- (15) Arrange a meeting between those identified and LCM@WVU personnel
- (16) Advocate for a planned gift (will, bequest, gift of property or stock)

Remember, though the dollar figure may seem high at first, a gift given over multiple years is often viewed as more reasonable. Also, gifts of property (e.g., charitable trust annuities) can provide significant tax advantages and often amount to much more than even the donor expects. Finally, wills and bequests provide an excellent way for an individual to leave a legacy.

4. Auxiliary Participation

Church Auxiliaries have done and continue to do great things in the life of the church. Auxiliaries, synod-wide or in the local congregation, can get involved in the “Building on Strength” campaign. Which auxiliaries want to get involved? In what ways? Here are some ideas.

- a. LYO could visit campus and report back to the congregation what they discovered
- b. WELCA could underwrite something on the renovation list (e.g., AC, kitchen, chairs)
- c. LMM could also underwrite something (e.g., AC, parking lot)
- d. Sunday Church School could underwrite desks, chairs, and bookshelves
- e. Create a new auxiliary to support campus ministry (just like the missionary societies of old)

One of the great things about auxiliaries is getting people together with a shared passion. Never underestimate what they can accomplish in the Lord.

5. Individual Participation

Individuals do not need the permission of their congregation to get involved. An individual can support the “Building on Strength” campaign in many ways.

- a. Direct financial support
 - i. A one-time gift

- ii. A multi-year gift (a pledge)
- iii. Making a planned gift (wills, bequests, charitable trust annuities, etc)
- iv. Making a gift of property, stock, etc.

b. Advocacy

- i. Spread the word about the “Building on Strength” campaign among friends
 - (1) Add a blurb & link to your e-mail signature file
 - (2) Mention the LCM@WVU in your Christmas letters
 - (3) Don’t be shy about what you believe is important
- ii. Help identify potential major contributors
- iii. Advocate with your congregation or auxiliary to get involved
- iv. Start an auxiliary to support campus ministry
- v. Help us find our alumni/ae
- vi. Bring folks with you to visit campus
- vii. Host a party, dinner, cookout, etc.

6. Campus Ministry Participation

The LCM@WVU needs to support your efforts. Here are some of the things we currently offer (or will develop over the course of the campaign). If you have suggestions, please contact us.

a. Publications

- i. Print publications
 - (1) bulletin inserts for different occasions
 - (2) brochures
 - (3) other explanatory documents
- ii. Electronic resources
 - (1) our website
 - (2) e-mail based newsletter
 - (3) on-line giving
- iii. Forms
 - (1) gift forms
 - (2) pledge forms
 - (3) “Seeking our Lost Alumni/ae”

b. Visitation from the LCM@WVU

- i. Chaplain or other authorized preacher can preach at worship
- ii. Chaplain, students, board members, or other advocates can speak (temple talk, presentations, etc.)
- iii. Conversations with those identified as potential major contributors

c. Visitation to LCM@WVU

- i. Join us for worship or a special event
- ii. Arrange a group trip (we’ll show you around, feed you, etc.)
- iii. Make an on-site inspection

7. Other Partners

Don’t forget that there are others out there willing and eager to help. Matching grant programs, technical assistance, and more is available.

a. Thrivent

Thrivent Financial for Lutherans provides several mechanisms to add value to a contribution to the LCM@WVU. Figuring all the details of the Thrivent options can be tricky. If you have a Thrivent savvy person in your congregation, seek his/her advice on how to maximize Thrivent’s help. If you don’t have such a person, contact us.

- i. Chapter Care Programs (Care in Congregations, et al.)
- ii. Giving Plus – matches a Thrivent member’s direct gift up to \$600 at 50%
- iii. Simply Giving – provides an auto-debit feature for individual donors

b. NLCM, Inc. – a 1:1 match up to \$100,000 for aggregate gifts received in the campaign (pending)

c. Tri-synod Regional Lutheran Planned Giving Office

We are blessed to have the at our disposal a Lutheran Planned Giving Officer. Barbara Carl, J.D., can assist congregations and individuals with the powerful instrument for benevolence known as the planned gift. Planned gifts can take many forms (e.g., wills, bequests, property, stock, annuities, life insurance, and more). Carl can provide

- i. Planned giving seminars to congregations and groups
- ii. One-on-one consultation

Carl’s work as the Lutheran Planned Giving Office means that she can help people with gifts to a wide variety of Lutheran institutions involved in the Lutheran Planner Giving Partnership. Take advantage of this resource beyond the goals of this campaign.

In conclusion, we want to remind you that you should contact us with any questions or suggestions. This document is in no way a blueprint. It’s meant to get thinking about the possibilities. We can flesh out anything you find interesting (or perplexing) in this skeleton. Phone, email, or visit. We look forward to the conversation.