

THE EPWORTH FOREST PROJECT

CAPITAL FUND REPORT

In July of 2008, the Outdoor Ministry Capital Fund Project for Epworth Forest began. The Project is a three year – two phase campaign. Phase one is to fund the building of 6 new cabins, new beach and boat house, and the related infrastructure, as well as the administrative costs, at a cost of ten million dollars. Phase two is the building of the conference center, which will include an auditorium and a dining center, as well as classroom space and a chapel. Within phase two is also a maintenance endowment and administrative costs. The cost of phase two is twelve million dollars.

The campaign has three goals: A base goal of	\$10 million dollars
Challenge goal of	\$15 million dollars
Break-through goal of	\$22million dollars

The fundraising model used for this campaign is similar to one that would be used by a major hospital, university or other large institution. In this type of campaign, 60% to 70% of the funds are raised from major donors in what is called the “silent phase of the campaign.” The silent phase is the time when major donors are contacted to make individual gifts in advance of the public phase of the campaign. In a hospital or university setting, those donors would already be listed and ready for contact. As a conference, there are no such lists of donors, thus part of the initial time in the campaigns, about the first 24 months, are being spent identifying potential major donors and then seeking their support. At the time of the preparation of this report, from about 15 donors, \$1.6 million in pledges have been secured. In the current economy, this is considered to be very successful.

This fundraising model has many advantages, among which is the opportunity to develop a long term and permanent fundraising pool of donors. These donors have the potential of gifting ministry on many levels such as endowment, end of life gifts, as well as major gifts for specific projects. The development of a donor base is vital to the ongoing funding and economic health of ministry in the twenty-first century.

The silent phase of the campaign is being done on a regional level. The old NIC has been divided into five regions, with the old SIC as one larger region that will be divided after the camping ministries are united.

Each region will be addressed on about a six month basis. Within these six months, the district superintendent is asked to name ten churches within the district that have the potential to provide major financial leadership for the project. In each congregation, the pastor is contacted and asked for three things: to consider a personal pledge/gift to the project, to provide names of those within the congregation or community who might have capacity or leadership to make a difference in the project and lastly, to set a meeting with the leadership of the church so that a corporate gift in the form of pledges or cash from the church might be ascertained.

The public phase of the campaign is slated to begin in the fall of 2010.

Information about the campaign, the DVD, and the opportunities for online giving are on the website at www.rightfuture.org .

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