

## Keep the Promise – Capital Campaign

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### Background

St. Mark Lutheran Church and School was founded in 1949 and has been a church and school since our beginning. Our primary education building is fifty years old, and our middle school currently meets in five aging portable buildings that were purchased in 1998. At the time these portable buildings were placed into service, they were projected to last just five to eight years, but after eighteen years we are still using the original portables. A comprehensive Master Plan was approved by the St. Mark voters assembly in March 2015. The following will describe the work that has been done since June 2015 and what is still to come.

### What did we do?

- Identified the components of what would make up Phase 1 of our Master Plan
  - New K-8<sup>th</sup> grade school building with 21 classrooms and 2 learning common areas
  - Remodel of the current sanctuary including seating, flooring, paint, sound, & lights
  - Renovate current music room into church youth space
- Created a Case for Support to create buy in from potential donors
- Created KEEP THE PROMISE as our campaign slogan and logo
- Developed all the components needed for a successful campaign including proposal letters, a chart of standards, & thank you cards
- Partnered with Mission Advancement Professionals for a feasibility study and a campaign consultation to help us identify potential top donors
- Selected an architect for preliminary drawings and now schematic design
- Created critical groups of leadership including:
  - Advancement Committee
  - Building Committee
  - Prayer Committee
- Began soliciting targeted donors individually in late November 2015
- Raised over \$2.45 million to date with another \$735K asked for
- We hope to launch the campaign publically & break ground in the Fall of 2016



### What did I learn?

Initially I was quite worried about asking donors for money. After doing Strengths Finder through VLF, I discovered that Futuristic, Strategic and Competition were strengths that God gifted me with to help with this campaign. I've learned that when people can see and embrace a vision they will give abundantly. I've learned that development is a slow process and to properly inspire donors takes cultivation. Most of all, I've learned that St. Mark is ready to do something big and that both church and school are fully aligned and behind this project.

### What benefit will it have on my school?

The new school building will enable us to reach 500 students, expand our Early Childhood program, and bring our facilities into the 21<sup>st</sup> century. Changing our entrance to Pech Road will make us more visible to the Spring Branch community. The new youth space will enable them to go to bible study in the same area as adults and bring multiple generations together. The updated sanctuary will revitalize our worship space and help it match the growing and changing area around us. Ultimately, we will be able to more effectively impact and grow His kingdom.