



**CAMPAIGN HANDBOOK
STEERING TEAM**

2021-2024



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LEADERSHIP GIFTS COMMITTEE MEETING I AGENDA

Welcome / Introductions

Devotional

Purpose of the Meeting

View Campaign Video

Review Campaign Prospectus

Campaign Progress Update

Leadership Gifts Campaign Plan

Establish Cultivation Event Plans

Review of Prospects and Add New Prospects/Committee Members

Set Next Meetings and Cultivation Events

Closing Prayer



LEADERSHIP GIFTS MEETING II

AGENDA

(Those missing meeting one meet approximately one hour early and receive orientation to Campaign and projects)

Welcome / Introductions

Devotional

Purpose of the Meeting

Review Leadership Gifts Campaign Process

Campaign Progress Update

Review Cultivation Event Plans

Review and Evaluate All Prospects

Selection of Prospects

Set First Report Meeting

Review of Committee Members' Gift Solicitation Process

Closing Prayer



LEADERSHIP GIFTS MEETING III AGENDA

Welcome

Devotional

Purpose of the Meeting

Committee Gifts Update

How to Conduct Solicitation Visits

Confirm First Report Meeting

Closing Prayer



JOB DESCRIPTION CAMPAIGN CHAIRS & HONORARY CHAIR

1. To provide overall leadership and direction to the Campaign.
2. To inspire and encourage others to participate in the Campaign by your own gift, enthusiasm, and example.
3. To assist the Executive Director, and staff in the identification and recruitment of leaders for the Campaign (Chairs for Area Major Gifts, Chair for Board Gifts, Chair for Congregation Gifts).
4. To lend your name to various Campaign letters as the chief representative of the Campaign.
5. To participate in a Campaign video sharing your enthusiasm for Lutherlyn and the proposed project.
6. To contribute your own generous financial support to the Campaign.
7. As needed, to help identify and qualify potential volunteers and givers to the Campaign.
8. To be willing to lend your name to the good of the Campaign and to have personal endorsements and photos appear in the Campaign literature.

Campaign Chairs only

9. Preside over an estimated three (3) Steering Team meetings.
10. Participate as available during Campaign events to encourage the generous and enthusiastic support of the Campaign.



**JOB DESCRIPTION
CHAIR FOR BOARD/FMR BOARD GIFTS**

1. To direct the effort to obtain gifts for the Campaign from all Board members and former Board members.
2. To identify and recruit, with the help of the Executive Director, staff, four to six committee members to serve in this task.
3. To supervise, help and encourage the committee members in their efforts.
4. To serve as a member of the Campaign Steering Committee and to help shape the strategy and planning for the Campaign and monitor its progress.
5. To assist in the identification and rating of prospects in this division.
6. To be responsible for the assigning of prospect calls to members of the Committee and to stay in touch with them to ensure the satisfactory completion of their calls.
7. To participate in the solicitation of all committee members, perhaps with the assistance of the Executive Director.
8. To make your own generous gift to the Campaign.
9. To attend such other Campaign meetings and events as requested.



JOB DESCRIPTION
COMMITTEE MEMBER FOR BOARD/FMR BOARD GIFTS

1. To participate in the effort to obtain gifts for the Campaign from all Board members and identified former Board members.
2. To serve as a member of the Board/fmr Board Gifts Committee and to help shape the strategy and planning for this division of the Campaign.
3. To participate in the rating and selection of prospects in this division.
4. To participate in the solicitations of five prospects of your selection, perhaps with the assistance of the Executive Director and/or the Chair for Board Member Gifts.
5. To make your own generous gift to the Campaign.
6. To attend such other Campaign meetings and events as requested.



**JOB DESCRIPTION
AREA MAJOR GIFT CHAIRS
(MAJOR GIFTS- \$5,000 OR MORE)**

1. To be committed to work for a successful Major Gifts effort to support the Campaign.
2. To recruit 3-10 committee members from your area.
3. To attend one constituency-wide Major Gift meeting.
4. To serve as a member of the Campaign Steering Committee and to help shape the strategy and planning for the Campaign and monitor its progress.
5. To attend and chair at least three meetings of your area committee.
6. To become familiar with the goals of the Campaign and the materials and resources available for conducting the Campaign.
7. To make your own generous financial contribution in generous support of the Campaign.
8. To lead the selection process for evaluation, rating, and assigning of major gift prospects in your area.
9. To complete solicitation process with all your area committee members, including cultivation efforts, actual solicitation and follow-up calls as necessary.
10. Assist in selected other major gifts solicitations as needed.



Job Description

Major Gifts Committee Member (\$5,000 or more)

1. Be committed to work for a successful Campaign to fund the projects of the Campaign.
2. Become familiar with all the goals of the Campaign and with the resources and materials available.
3. Attend all meetings of the Major Gifts committee in your area and other Campaign events and activities as time permits.
4. Participate in the identification, evaluation, selection, and solicitation procedures of the Major Gifts Committee.
5. Inspire and encourage others to participate in the Campaign through your own generous major gift to the Campaign, your enthusiasm and example.
6. Conduct five personal solicitation calls on major gifts prospects that you have identified and cultivated.
7. The Area Major Gifts Chair and Campaign staff will be available to assist in your solicitation calls as requested.



JOB DESCRIPTION STAFF ALUMNI GIFT CHAIR(S)

1. To be committed to work for a successful response in support of the Campaign among Lutherlyn's Staff Alumni.
2. To recruit 5-8 committee members.
3. To serve as a member of the Campaign Steering Committee and to help shape the strategy and planning for the Campaign and monitor its progress.
4. To attend and chair at least three meetings of your committee.
5. To become familiar with the goals of the Campaign and the materials and resources available for conducting the Campaign.
6. To make your own generous financial contribution in generous support of the Campaign.
7. To lead the selection process for evaluation, rating, and assigning of major gift prospects in your area.
8. To complete solicitation process with all your area committee members, including cultivation efforts, actual solicitation and follow-up calls as necessary.



Job Description Staff Alumni Committee Member

1. Be committed to work for a successful Campaign to fund the projects of the Campaign.
2. Become familiar with all the goals of the Campaign and with the resources and materials available.
3. Attend all meetings of the Staff Alumni campaign committee (estimated at 3 meetings).
4. Participate in the identification, evaluation, selection, and solicitation procedures of the Staff Alumni Gifts Committee.
5. Inspire and encourage others to participate in the Campaign through your own generous major gift to the Campaign, your enthusiasm and example.
6. Conduct five personal solicitation calls on Staff Alumni gift prospects that you have identified and cultivated.



JOB DESCRIPTION CHAIR FOR CONGREGATION GIFTS

1. Serve as Chair for Congregation Gifts and as a member of the Campaign Steering Committee and to lead the effort among congregations of Northwestern and Southwestern Pennsylvania Synods to raise funds to support the Campaign goals.
2. Identify and recruit, with the help of the Executive Director, Council Visitors for the Top N (# TBD) potential congregations (1 Visitor for no more than 5 Councils).
3. Attend and assist in leading all meetings with the Council Visitors, supervise their efforts, and encourage them in their task.
4. Attend and assist in training sessions of Congregation Champions (champions will select 1 of 2 sessions offered, timing: early Year 2 of campaign effort)
5. Work with Lutherlyn campaign staff to track the work of Council Visitors and Champions, and coordinate follow-up with congregations as necessary.
6. Inspire and encourage others to participate in the Campaign by your own generous gift to the Campaign, enthusiasm, and example.



STANDARD OF GIFTS

In order to fully subscribe the \$2,000,000 Campaign goal and \$2,500,000 Challenge goal, the following gifts and in the quantities listed, will need to be received from individuals, families, foundations and or as the result of congregation Campaign efforts.

Size of Gift	Base Goal		Challenge Goal	
	Number Needed	Total Toward Goal	Number Needed	Total Toward Goal
\$ 200,000.00	1	\$ 200,000.00	1	\$ 200,000.00
\$ 120,000.00	1	\$ 320,000.00	1	\$ 320,000.00
\$ 90,000.00	2	\$ 500,000.00	2	\$ 500,000.00
\$ 75,000.00	2	\$ 650,000.00	3	\$ 725,000.00
\$ 60,000.00	4	\$ 890,000.00	5	\$ 1,025,000.00
\$ 45,000.00	6	\$ 1,160,000.00	7	\$ 1,340,000.00
\$ 30,000.00	7	\$ 1,370,000.00	9	\$ 1,610,000.00
\$ 21,000.00	9	\$ 1,559,000.00	12	\$ 1,862,000.00
\$ 15,000.00	11	\$ 1,724,000.00	15	\$ 2,087,000.00
\$ 9,000.00	14	\$ 1,850,000.00	20	\$ 2,267,000.00
\$ 6,000.00	15	\$ 1,940,000.00	24	\$ 2,411,000.00
\$ 3,000.00	20	\$ 2,000,000.00	30	\$ 2,501,000.00
	92	\$ 2,000,000.00	129	\$ 2,501,000.00

Naming and Memorial Gift Opportunities

Naming and/or memorial gifting opportunities may be available to individuals and families contributing to the Campaign effort. Please contact the Lutherlyn Office for more information regarding these opportunities.



TYPICAL MAJOR GIFTS SCHEDULE

FIRST MEETING—Orientation, Training, List Review

SECOND MEETING—Rating and assignment of prospects

THIRD MEETING—Training in how to make a solicitation visit and distribution of materials and assignments

**NOTE: ALL calls must be made, completed, and reported by
December 31, 2022**



**Major Gifts (three- to four-month process)
Tasks, Procedures, Timetable
(Target for completion of all areas – December, 31, 2022)**

1. General Chair selected
2. Recruit area committee chairs
3. Meeting of all Area Chairs (may be at Steering Committee meeting)
4. Recruit committee members
5. First Committee Meetings
 - Review of Campaign plan and projects
 - Review Major Gifts approach and schedule
 - Recruit additional members to be part of the committee (if needed)
 - Identify additional prospects

Materials needed:

- a) List of prospects on rating sheets
 - b) Copies of Campaign prospectus
 - c) Campaign Video (if available)
-
5. Second Meeting (Committee members not in attendance at the first meeting will convene one hour in advance.)
 - Add additional prospects
 - Determine asking amounts for prospects to be solicited personally
 - Assign prospects to committee members
 - Plan cultivation steps needed for prospects (tours to the site, lunches, etc.)

Materials needed:

- a. Prospect list
- b. Donor histories (as available)
- c. Agenda
- d. Naming/Memorial opportunities
- e. Campaign Video



6. Awareness event(s) conducted
7. Committee members called on by Chair to receive the committee members' gift commitments. Committee members must make own gift commitment before asking others to contribute.
8. Third Meeting
 - Report on the committee's gift/pledge total
 - Logistics, timeline and procedures for the visits
 - Receive personalized proposals for assigned prospects
 - Set time for report meeting

Materials needed:

 - Prepared proposals for each prospect
 - Campaign Video access for each committee member (web link, flashdrive, etc.)
9. Advance letters mailed to all prospects assigned.
10. Prospects contacted as follows:
 - Committee member phones prospect within two days of prospect's receipt of advance letter. Purpose of phone call is to make appointment for a face-to-face visit.
 - Committee member hand carries personalized proposal and statement of intent to the prospect, asks for gift commitment, receives response.
11. Visitor reports back as follows:
 - Dollar amount of the intent
 - Contact later (specific date)
 - Refusal
 - Did not contact
 - Could not contact (with number and dates of attempts)
12. Follow up on prospects not selected for personal visits (Letter Campaign, phone-a-thon, etc.)



**Board Member Gifts
Tasks, Procedures, Timetable
Three-month process—TBD by team
(Target for completion:
Current Board – February 2022 [board meeting]
Former Board – March 2022)**

1. General Chair selected.
2. Recruit Chair for Board Member Gifts
3. Recruit committee members
4. First Meeting
 - Review tasks and timetable for Board Gifts effort
 - Determine asking amounts for prospects to be solicited personally
 - Assign prospects to committee members

Materials needed:

 - a. Prospect list on rating Sheets
5. Kick-off event
All members and their spouses invited to attend.
6. Committee members called on by Chair to receive the committee members' gift commitments. Committee members must make own gift before asking others to give.
7. Second Meeting
 - Report on the committee's gift/pledge total
 - Logistics, timeline and procedures for the visits
 - Receive personalized proposals for assigned prospects
 - Set time for report meeting

Materials needed:

 - Prepared proposals for each prospect
 - Campaign Video access for each committee member (web link, flashdrive, VIDEO, etc.)
8. Advance letters mailed to all prospects.



9. Prospects contacted as follows:
 - Committee member phones prospect within two days of prospect's receipt of advance letter. Purpose of phone call is to make appointment for a face-to-face visit.
 - Committee member hand carries personalized proposal and statement of intent to the prospect, asks for gift commitment, receives response.

10. Visitor reports back as follows:
 - Dollar amount of the intent
 - Contact later (specific date)
 - Refusal
 - Did not contact
 - Could not contact (with number and dates of attempts)



**Staff Alumni Gifts
Tasks, Procedures, Timetable
(Tentative—TBD by team)
(Target for completion - March 2023)**

1. Recruit Chair for Staff Alumni Gifts
2. Recruit committee members
3. First Meeting
 - Review tasks and timetable for Staff Alumni Gifts effort
 - Determine asking amounts for prospects to be solicited personally
 - Assign prospects to committee members

Materials needed:

 - a. Prospect list on rating Sheets
4. Committee members called on by Chair to receive the committee members' gift commitments. Committee members must make own gift before asking others to give.
5. Second Meeting
 - Report on the committee's gift/pledge total
 - Logistics, timeline, and procedures for the visits
 - Receive personalized proposals for assigned prospects
 - Set time for report meeting

Materials needed:

 - Prepared proposals for each prospect
 - Campaign Video access for each committee member (web link, flashdrive, etc.)
6. Advance letters mailed to all prospects.
7. Prospects contacted as follows:
 - Committee member phones prospect within two days of prospect's receipt of advance letter. Purpose of phone call is to make appointment for a face-to-face visit.



- Committee member hand carries personalized proposal and statement of intent to the prospect, asks for gift commitment, receives response.
8. Visitor reports back as follows:
- Dollar amount of the intent
 - Contact later (specific date)
 - Refusal
 - Did not contact
 - Could not contact (with number and dates of attempts)



CONGREGATION WORK PLAN Tasks, Procedures, Timetable

1. Chair for Congregation Gifts recruited
2. Council Visitors Recruited (August 2022)
3. Council Visitors Trained (August/September 2022)
4. Council Visits Conducted (September – November 2022)
 - 1) Seeking 3 things:
 - i. Participation in the campaign
 - ii. Establish a goal for the congregation
 - iii. Appoint a Congregation Leader from the congregation to lead the local effort
 1. Congregation Leaders will be trained for their role in early 2023
5. Congregation Leaders Training
 - Materials needed:**
 - A) Agenda
 - B) Congregation manuals
 - C) Congregation Campaign materials
 - D) Sample packet for each leader
 - E) Access to campaign Video
 - F) Prospectus
6. Congregation Appeals (January 2023 – May 2024)



BOARD, STAFF ALUMNI, AND MAJOR GIFTS

1) Leadership gifts will provide for as much as 75% of the \$2 million Campaign goal (\$1.5 million). This Campaign will provide funds to position Lutherlyn to respond to the needs of our world where we will create an environment and space to encounter God in a way that is impossible anywhere else.

The task of a leader in the leadership gifts effort must be performed well and in a timely fashion. There is much satisfaction and pleasure to be gained in this effort, the most important of which will be the knowledge that our congregations and members of congregations will become more fully equipped leaders and disciples.

2) The first task of the leadership gifts committees and leaders is to become fully informed of the Campaign and its various projects. The Campaign prospectus and Campaign video are both fine resources available to each worker and committee member. Supplementary materials are available from the Campaign office.

3) The general time frame for leadership gifts is throughout 2022. It is important to remember that most leadership gift solicitation visits must be completed, and prospects asked to consider a gift during this time frame.

The Campaign needs to have sizable sums pledged by December of 2022 in order to gain momentum for the congregational Campaign that will follow.

4) Leadership gifts will include gifts from members of the Board, Former Board, Staff Alumni, and major donors (\$5,000 or more).

5) The task of the Leadership Gift leaders and committee members is to provide leadership in identifying, evaluating, cultivating, and soliciting sizeable gifts. "Providing leadership" implies that the task be undertaken with enthusiasm and with a positive attitude. There will be many who will say "this can't be done" and who might approach this task with a negative attitude. Those who are "leaders" will keep the sights high, approach the effort with enthusiasm and will ultimately ensure the success of the Campaign!



- 6) There are five steps in gaining a gift of any level and especially major gifts:
- A) Identification
Prospects have been identified. Committee members should be able to add others to expand our donor base.
 - B) Evaluation
Prospects will be evaluated and "rated" by your committee. Committee members and leaders will complete this process and select prospects for solicitation. Every prospect will be asked to consider a specific amount or range of gift as a result of this process.
 - C) Cultivation
The Lutherlyn staff is working to create public awareness for the Campaign. Some prospects will not be familiar with this project - others will be. Special "cultivation events" may be conducted early in the Campaign. Prospects will be invited and strongly encouraged to attend one of these events.
 - D) Solicitation
This, the most important step, must be done well and completed in a timely fashion. Most prospects who do not make a gift fail to do so because they have not been asked! Every prospect must be given a specific invitation, extended through a person-to-person visit, to participate in the Campaign with a gift.
 - E) Recognition
Once prospects have been asked and have responded with a gift, the Lutherlyn office will handle official recognition through thank you letters/notes, special invitations, honor roll listings, etc. Committee members and leaders are encouraged to send appropriate thank you letters or notes as well. Special Naming Gifts will be tastefully recognized.



The Steps in Making a Visit

- 1) Make the appointment by phone. Remember your objective is to get an appointment. Don't get involved in discussing the project, Campaign, or the solicitation. Make the call brief. Suggest two or three times which you have available, asking which would be the most convenient for the prospect.
- 2) Prepare for the visit through prayer and by carefully reviewing your own commitment to this effort.
- 3) When you make the person-to-person visit, begin with a few minutes of light conversation.
- 4) Briefly explain the Campaign using the prospectus. If the prospect has not viewed the Video, invite the prospect to view it, if possible, at the time of your visit. Even if they have viewed it previously, it is worth seeing again!
- 5) State your own interest and mention that you have made your commitment to the effort. Use examples of other gifts that have been given and progress that has been made in this effort.
- 6) Sit beside the prospect, hand them the prospectus and lead them through the printed proposal.
- 7) After you have completed reviewing the proposal, finish with the "ask." Remain silent until the prospect responds. This is a most important step in the process. If, after a minute or two, the prospect hasn't spoken ask them if they have questions.

Challenge any objections. (See the possible responses and challenges at the end of this document.)

Attempt to close and gain a commitment worthy of the effort. If amount is a problem drop to a lower level, perhaps one-half of the "ask."

If the prospect needs more time to decide, arrange for a specific time when you will come back and receive the commitment. Leave the folder, the proposal and the intent form with them.



Very Important!!

Arrange a specific time when you will return to pick up the response.
Do Not, Do Not, Do Not ask them nor allow them to mail their response. It is your responsibility to physically secure their response in person.

8) Report on all visits promptly. You may want to phone the Campaign office with results, progress reports or questions. Your task is not complete until you report results on each of your prospects.

Each prospect solicitation visit will have one of the following results:

- A) Signed Commitment - with amount, payment schedule or if verbal, a copy of a letter from you to the prospect confirming the specifics of the commitment.
- B) Refused - If no commitment is received write, "Refused" across the intent form, placing the prospect's name on it and return to the Campaign office.
- C) See Later - A specific date - firm or approximate - should be stated on the top of the intent form and returned to the Campaign office.
- D) Did Not Contact - We hope there are very few of these; however, we need to know if a contact was not made so that the prospect can be reassigned.



CHALLENGES TO RESPONSES

RESPONSE: "I'd like to help you but now is not a good time. I'm all pledged up, business is bad, cash is short, etc."

CHALLENGE: Stress the five-year pledge option or suggest a payment schedule that makes sense to the donor, e.g., pay little or nothing first year or two with larger payments later or even delay start of the payments. Also indicate that gifts of appreciated securities or property are possible and may have added tax advantages. The IRA rollovers option may be of interest to those who are seventy and a half years of age and do not need to have the income they are required to withdraw from their IRAs.

Stress that statements of intent are needed at this time to inspire others as they are invited to participate in the coming months that there is strong support for this campaign. If nothing seems to work, inquire, "When would be a good time for me to get back to you regarding possible participation in the Campaign?"

RESPONSE: "I need to talk to spouse, partner, accountant, etc., or I make all my gifts in _____, etc."

CHALLENGE: "I want them to hear the story, too. When can we set up an appointment for me to see them with you, visit about these projects and this effort with them, etc." If refused, then inquire when they will talk to their advisors and when you should get back to the donor. If later date is suggested, then ask what they need from you to make a decision, when you should get back to them, etc. Suggest dates and let them choose the most convenient.

RESPONSE: "You have me pegged too high. I couldn't do that!"

CHALLENGE: First stress that the intent (pledge) can be over as long as a five-year period and indicate the annual amount. Mention that the intent can be a composite with gifts from the prospect, business, foundation, other family members, etc. If still "too high" then try, "Would you consider doing half of what I asked?" If still same response, ask prospect, "What would you feel comfortable doing for this effort?"

RESPONSE: "My interest is in the arts, education, elderly, etc."



CHALLENGE: "I hope that you will find room for this project among your charitable causes. This project is timely for Lutherlyn; improved lodging is a need that has been overlooked for too long and directly impacts the future of camp and conferences at Lutherlyn.

RESPONSE: "I don't handle this. You will have to see _____ or apply through _____."

CHALLENGE: First get all the details of approach and repeat to be sure that you have them correct. Then ask, "May we have your endorsement of our request?"

RESPONSE: "No, No, No, I'm just not going to do it and don't want to visit, find out more, etc."

CHALLENGE: If nothing has worked and "No" is still the response: "Okay. As we work to achieve this goal for Lutherlyn, would you tell me how we might improve our approach in going to others?" Then, "One last favor, would you suggest one or two other people who might be interested and might help?" or "Would you drop them a note or call them and ask that they see me? Can we mention your name when we reach out to them?"

RESPONSE: "I need time to think about this."

CHALLENGE: Stress the urgency of need and necessity to complete the major gifts effort in order to move on to the congregational Campaign. Ask "What could I provide that would help you make up your mind - more information, visit, lunch with the staff, etc.?" Set an early date for call- back to discuss further or to get final decision.

BE SURE TO THANK THOSE UPON WHOM WE CALL FOR THEIR TIME AND INTEREST IN OUR WORK . . . AND OUR THANKS TO YOU!!



SAMPLE ADVANCE LETTER FOR MAJOR GIFTS

Date

Name
Address
City State Zip

Dear _____,

These days, as polarized relationships and fractured communities become all too commonplace, one thing seems increasingly clear—our world is in desperate need of God and people are in desperate need a place to retreat, relax, and focus on their faith.

I'm pleased to share with you an exciting and much-anticipated effort to further develop Lutherlyn as a respite space for people of all ages and backgrounds; where they may encounter God in a manner that is nearly impossible anywhere else. I believe Lutherlyn is uniquely positioned to elevate the relevance of church in our society. Our culture is hurting; as recipients of God's grace, our call is to respond.

Enclosed you will find a plan for all of us to respond to this mission, helping Lutherlyn improve facilities to better accommodate those who come to camp. Also outlined is the challenging Campaign to fund this project. With improved facilities, Lutherlyn will be better positioned to serve the variety of needs of our campers and guests.

Because of your leadership and past support of Lutherlyn, you have been chosen to participate in the leadership phase of this Campaign.

In a few days, [name], leadership gift contributor and Campaign supporter, will reach out to talk with you about this exciting effort. I look forward to your joining me in this project.

Sincerely,

Honorary Chair, Campaign Chairs, or Exec Director



**Board/LEADER/MAJOR GIFTS PROPOSAL (SAMPLE)
(MODIFY AND PERSONALIZE)**

**Name
Address
City State Zip**

Lutherlyn's Board of Directors believes that there is a great future and great ministry opportunities before us. Today, more than ever, our world needs what Lutherlyn offers: respite from the disparaging messages and demands of our world, space to listen for the Holy Spirit, and time apart in God's beautiful creation. This campaign will seek financial support from the people who have helped this ministry to grow in the past and who believe in a strong future for Lutherlyn.

The successful completion of this Campaign will renew Lutherlyn as a leading and influential camp and conference center, touching the lives of thousands of children, youth, and adults every year with the Good News that they are loved, cared for, and claimed as unique children of God. As campers, retreat guests, and many others step out of normal routines and demands, engaging in the ministry of Lutherlyn, they will encounter God, Christian Community, and the Holy Spirit in unique ways.

We are poised to take Lutherlyn into the future in a way that will honor our past and our mission in new and relevant ways. We are also standing on the shoulders of those faithful servants of the Church who have, for generations, proclaimed the Gospel to thousands of campers at Lutherlyn.

Because of your demonstrated commitment to Christian ministry and outreach, you have been selected to participate in a leadership role in this special Campaign.

(Name<s>), we invite you to join us in renewing Lutherlyn for future generations. Please consider partnering with us in the Campaign through a leadership gift of \$ (amount) to be contributed over a three-year pledge period and on a schedule convenient to you. Gifts of appreciated securities or other assets readily converted to cash are most welcome as, of course, are cash contributions.

Your prayerful consideration of this opportunity is appreciated, and your positive response eagerly anticipated.



Major Gift Prospect Nomination Form

Building for the Future Campaign

Lutherlyn



Accepted. Challenged. Sent.

PO Box 355, Prospect, PA 16052

(724) 865-2161

www.lutherlyn.com

Because I believe in the vision for and mission of Lutherlyn and am convinced of the need to strengthen the ministry to respond to the world's changing needs, I am pleased to provide the following nomination of someone to be approached to learn of this renewing opportunity:

Name of Nominee(s): _____

Address: _____

City, State, Zip Code _____

Telephone: (home) _____ (work) _____

Estimated Age: _____ Occupation: _____

Name of Firm or Company _____

Title _____

Gift Potential: Estimate Over Three to Five Years

- \$100,000 - \$250,000
- \$50,000 - \$99,999
- \$25,000 - \$49,000
- \$10,000 - \$24,999
- \$5,000 - \$4,999

Additional Information or Comments: _____

Submitted by: _____

Address: _____

City, State, Zip _____ Telephone: _____

The source of this nomination will not be disclosed. Nominees will be asked for contributions only after they have consented to personal visits and presentations.

Please return to: Lutherlyn Campaign, P.O. Box 355, Prospect, PA 16052.



A MINISTRY OF THE WESTERN PENNSYLVANIA SYNODS OF
THE EVANGELICAL LUTHERAN CHURCH IN AMERICA





Statement of Intent

Building for the Future Campaign



Accepted. Challenged. Sent.

PO Box 355, Prospect, PA 16052

(724) 865-2161

www.lutherlyn.com

I/We intend to contribute – personal, business, and economic conditions permitting – to Lutherlyn’s Building for the Future campaign the following:

\$ _____ to the campaign.

Gift will be made in the following manner:

Herewith \$ _____

In equal installments of \$ _____ per year for **1 2 3 4 5** years.
(circle one)

on a: monthly quarterly semi-annual annual schedule
with the first payment on (date): _____

Other timetable: _____

(Optional) This gift given:

In honor of: _____

In memory of: _____

Name(s): _____

Address: _____

City, State, Zip: _____

Telephone: _____ Email: _____

Congregation (if applicable): _____

Signature(s): _____

**Please make checks payable to Lutherlyn and mail to:
Lutherlyn Campaign, P.O. Box 355, Prospect, PA 16052.**

* Lutherlyn has the ability to process monthly or quarterly gifts via debit or credit cards automatically. Please contact Andi in the Development Office for a Recurring Donation Authorization Form.



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