

HOW MUCH CAN WE RAISE?

Naturally, churches with some big plans ask the question: HOW MUCH CAN WE RAISE?

Ordinary fundraising companies base their work and fees on raising 2X to 2.5X a church's annual offertory/Sunday income (AOI). This result is very good, but VisionWorks Fundraising knows that churches can do (and need to do) better and has demonstrated that churches can raise 3X to 7X their AOI!

For instance, if a church's AOI is \$1.5M, an ordinary company might raise \$3M to \$3.5M. In VisionWorks campaigns, we have raised \$4.5M to \$10.5M. We believe this is significant.

So, how much can a VisionWorks Fundraising campaign raise for us? There is a hierarchy of enthusiasm for different visions/cases/projects. Very generally, we have raised these kinds of sums:

- New church, school, parish hall – 3X to 4X to 7X AOI
- Land purchases – 3X – 4X AOI
- Significant new additions, major renovations – 3X – 4X AOI
- Scholarships, tuition assistance, new programs – 3X+ AOI
- Debt reduction – 3X to 4X AOI
- Endowments – 3X AOI

VisionWorks' success is based on attention to 1) vision/big picture/the Kingdom of God, 2) method, 3) stewardship preaching, and 4) major gifts work – **especially major gifts work!** Only an exceptional campaign director leading an exceptional major gifts effort can take a church to 3X to 4X AOI and beyond.

Some sample cases of VisionWorks churches exceeding 2X AOI are:

- St. Elizabeth Seton, Plano (Dallas) - \$3.2M AOI – 3.2X AOI - \$10.1M result
- St. Wenceslaus, Omaha - \$3.3M AOI - 3.6X AOI - \$12M campaign result
- Christ the King, Milwaukee - \$1.2M AOI - 4X AOI - \$4.7M campaign result
- St James, KCMO - \$1.2M AOI - 4.6X AOI - \$5.5M campaign result
- St. Elizabeth, KCMO - \$900K AOI - 6X AOI - \$5.5M campaign result
- Holy Trinity, Wisconsin - \$500K AOI - 6.6X AOI - \$3.3M campaign result

Contact us today to see what we can do for you!

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