

## VISIONWORKS FUNDRAISING OUTPERFORMS ALL OTHER COMPANIES!

VisionWorks has a demonstrated history of outperforming other companies and their capital campaigns. VisionWorks outperforms all other companies by aiming high, going big, and doing a thorough job with:

- **Inspiration** – People want to feel inspired and see the big picture, urgent needs, proposed solutions, and call to action
- **Stewardship** – An all-encompassing stewardship message that asks people to support an organization through the use of their time, talents, and financial treasures
- **Method** – A comprehensive method that focuses on big teams, lots of involvement, an over-the-top lead (major) gift effort, substantial time in focused communications and reflections, plenty of pledging opportunities, and a detailed pledge collection plan
- **Attention to Detail** – After directing hundreds and hundreds of capital campaigns, VisionWorks consultants know that it is the large factors and small details that make for capital campaign success

Some examples of VisionWorks's ability to outperform other fundraising companies are:

**Holy Trinity Church** – A Wisconsin church of 850 households and a \$500K annual Sunday income wanted to build a new parish center consisting of pastor's offices, kitchen, café, and gym. Holy Trinity's two previous campaigns yielded a maximum of \$650K each. Their VisionWorks campaign produced \$3.3M (over six times its annual Sunday income), and the parish center was dedicated in September of 2016.

**Christ King Church** – A beautiful, 1,200-household parish in Wauwatosa-West Milwaukee wanted to renovate their 80-year-old church and campus. Previous campaigns – conducted by other companies – yielded a maximum of \$1.65M. VisionWorks's campaign conducted in 2018 yielded \$4.7M.

**St. Andrew Church** – A Wisconsin church of 275 households and a \$130K annual Sunday income wanted to build a new parish hall. St. Andrew's 2016-17 campaign yielded \$800K+ (over seven times its annual income) in pledges, and their hall was dedicated in the winter of 2017.

**St. James Church** – A Kansas City, Missouri church of 2,000 households wants to build a new 1,200-seat church. St. James's first campaign – ran by another company – yielded \$3M in financial pledges. St. James's second campaign in the fall of 2015 – directed by VisionWorks – yielded \$5.6M in pledges. VisionWorks led another \$2M matching gift campaign in the fall of 2016 for a grand total of \$7.6M in gifts! St. James will dedicate their new church in the late summer of 2019.

**St. Alphonsus Church** – A 3,700 household church in Milwaukee built a new \$5.5M social hall in the year 2000. After four previous campaigns with the top campaign yielding \$1.65M, the hall was still not paid off! VisionWorks's 2016 campaign generated \$3.3M with the hall being paid off, a new parish house and meeting room complex built, and improvements made to its grade school.



*Planning • Increased Giving • Capital Campaigns*  
*Making Your Vision A Reality*

2607 South 105th Street • Omaha, NE 68124  
VisionWorksCo.com • 402.999.2970



*Planning • Increased Giving • Capital Campaigns*  
*Making Your Vision A Reality*

### Dear Friend:

You have a vision of growing your community and increasing your impact, but like other visionary leaders, you may face serious challenges.

VisionWorks, with its expertise and experience in strategic planning, increased giving, and capital campaigns can partner with you to make your vision a reality.

Whether it is by dreaming and prioritizing through a strategic planning process, increasing your Sunday giving or annual giving, implementing a large-scale, successful capital campaign, or inaugurating a comprehensive and effective development program, VisionWorks is here to help you.

At whatever place you find yourself along the journey, call on us to provide the professional services you need.

### Mark Filips and the VisionWorks Team



Mark Filips, President

## Our Services

- Capital Campaigns
- Feasibility Studies
- Strategic Planning Services
- Advancement Program Building/Audits
- Increased Giving Programs



2607 South 105th Street • Omaha, NE 68124  
VisionWorksCo.com • 402.999.2970

## Our Services

**Strategic Planning Services** – Working with you to define your mission, create a vision, and develop short, medium, and long-term plans.

**Planning Studies** – You have created a vision; now it is time to measure support for your capital projects and to determine attainable financial goals for your capital campaign. In the planning study conducted by VisionWorks, we will interview major gift prospects, potential donors, and general membership.

**Capital Campaigns** – After your vision has been created and tested, and after your community decides to move forward, it is time to run a capital campaign. A VisionWorks capital campaign is an inspiring, comprehensive, persuasive fundraising program that shares your vision, makes your case, invites serious reflection, and calls for a generous financial investment.

**Increased Giving Programs** – Working with your community to establish or strengthen your yearly giving through a process of reflection on your mission and the good you do, communication, and increased response.

**Development Consulting** – Working with your community or institution to build a comprehensive development program that includes a development council and publicity, annual fund, recruitment, alumni, and estate planning committee.



## Q & A for Capital Campaigns

### How much can we raise through a capital campaign?

A planning study will help you determine this. Generally, a successful campaign needs two things: large gifts and many gifts. The larger dimension gifts will provide 50-65% of the campaign results. If there are large gifts and a good participation rate, then typically two to seven times a church's or school's annual income can be raised, or more!

### What can VisionWorks do for us?

VisionWorks provides you:

- A track record of successful campaigns
- Experienced professionals
- A capital campaign based on the principles of stewardship
- Current best practices
- A compelling campaign vision
- Identification and development of strong campaign leaders
- Expert identification of major donors
- Professional marketing materials
- Inspiring talking points
- Maximum pledge responses
- A comprehensive pledge fulfillment plan

### What is the pastor's role in a capital campaign?

VisionWorks consultants work with the pastor and campaign leadership team every step of the way. The pastor is the spiritual leader of the campaign; the chairs and team leaders are the functional leaders of the campaign. The pastor's role is to:

- Name the campaign chairpersons
- Lead the community in prayer and worship
- Cast the vision through homilies and sermons (samples provided)
- Communicate through key letters (samples provided)
- Make visits to select donors (training provided)
- Be supportive of chairs and team leaders

### How is our VisionWorks consultant/strategist available to our leadership team and community?

VisionWorks consultants are involved in every aspect of the campaign providing expertise, guidance, resources, and training. We are with you through regularly scheduled, on-site meetings and phone conferences, video conferences, and email communications.

### What is the role of Christian stewardship in a capital campaign?

Christian stewardship is the basis of all VisionWorks services and capital campaigns. All people, through all communications, are called to acknowledge God's goodness and blessings, to live in gratitude, to seek His will for them in prayer, and to give back to Him and His work joyfully and generously.

### How long will it take to run our capital campaign?

This depends on your church's or school's circumstances. A planning study typically takes six to eight weeks to conduct. A normal-size capital campaign usually takes six to eight months to run; a large-scale campaign can take 12 to 18 months.

### What does a capital campaign cost?

VisionWorks is committed to providing churches and schools with unsurpassed value while upholding the highest standards of integrity. VisionWorks follows the ethical guidelines on fees set forth by the Giving Institute. We do not charge a fee based on dollars pledged. Fees are determined based on the size of the church or school, number of registered households, financial goals desired, intensity of services provided, and travel.

