

# VISIONWORKS FUNDRAISING

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## OUTPERFORMS ALL OTHER COMPANIES

# VISIONWORKS OUTPERFORMS



Mark Filips, President

### Dear Friend:

VisionWorks Fundraising can help your church or school achieve its dreams through our expertise in strategic planning, feasibility studies, and capital campaigns. Our experience working in the church and directing over 600 capital campaigns and advising on another thousand campaigns gives us unmatched experience and success.

What makes our capital campaigns more successful than other companies? We focus on **Inspiration** (God's call and the big picture), **Christian Stewardship** (giving back to God sacrificially), **Method** (a thorough, comprehensive, go-big approach), and **Attention to Detail** (the significant small things and large things that make for success).

At whatever place you find yourself on your journey, call on us to help turn your dreams into reality!

**Mark Filips and the VisionWorks Team**

## OUR SERVICES



**Capital Campaigns**



**Feasibility / Planning  
Studies**



**Strategic Planning  
Services**

FUNDRAISING  
SUCCESS  
STARTS HERE

# VisionWorks

OMAHA AND LOS ANGELES

VisionWorksCo.com • 402.999.2970 • markf@VisionWorksCo.com

MAKING  
YOUR VISION  
A REALITY

# OUR SERVICES



## Strategic Planning Services

**Working with your community to define your mission,** create a vision for the future, and develop a realistic, actionable, long-term plan.



## Feasibility/Planning Studies

**After you have created your plan or vision,** you must test your vision with your financial leaders in a feasibility/planning study (study). In a study, we interview your financial leaders to assess support and gather useful information. All this information helps us to make plans for a successful capital campaign.



## Capital Campaigns

**A VisionWorks capital campaign is an inspiring, unifying, comprehensive fundraising program** that shares your vision, makes your case, invites serious reflection, and calls for a generous financial response.





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

VisionWorks consultants are involved in every aspect of the campaign by providing guidance, training manuals, electronic resources, and project management. We will be meeting with you through on-site meetings, Zoom conferences, phone conferences, and emails.

## 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.

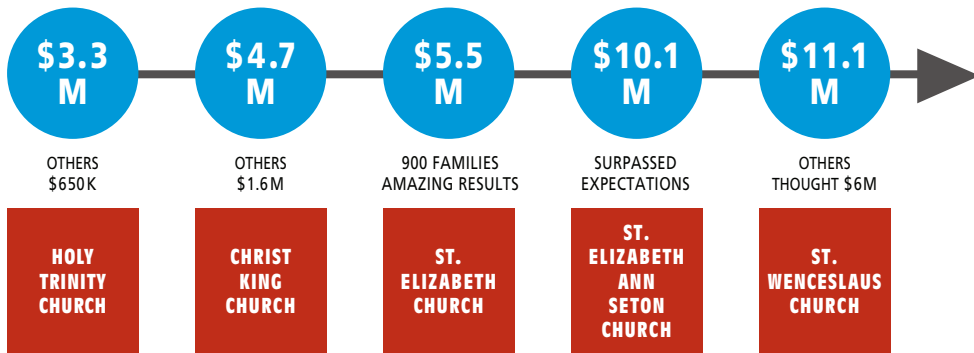
## How long will it take to run our capital campaign?

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.

# SEE THE VISIONWORKS DIFFERENCE!



**VisionWorks outperforms all other companies by aiming higher, going bigger, and focusing on:**



## Inspiration

People want to feel inspired and see the big picture, urgent needs, proposed solutions, and a call to action.



## Stewardship

An all-encompassing stewardship message that asks people hear God's call and respond sacrificially.



## Method

A comprehensive program that focuses on big teams, lots of involvement, over-the-top lead (major) gift efforts, substantial time in prayer and reflection, plenty of pledging opportunities, and a detailed pledge collection plan.



## Attention to Detail

After directing hundreds of capital campaigns, VisionWorks consultants know how to focus on the drivers of campaign success.

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

**Holy Trinity Church – Central Wisconsin:** A Wisconsin church of 850 households and a \$500K annual Sunday income wanted to build a new Parish Center. Holy Cross's two previous campaigns yielded no more than \$650K each. Their VisionWorks campaign yielded \$3.2M, over six times its annual income. And a beautiful Parish Center is standing today.

**Christ King Church – Wauwatosa - West Milwaukee:** This beautiful, 1,200-household parish wanted to renovate its 80-year-old church and campus. Two previous campaigns yielded \$1.6M each. Their VisionWorks campaign yielded over \$4.7M.

**St. Elizabeth Church – KCMO:** A 100-year-old church of 900 households in Kansas City, Missouri, wanted to renovate their church, build an Early Childhood Center, and update their parish offices. This smaller church of 900 families raised \$5.5M in pledges, and their projects are now complete!

**St. Elizabeth Ann Seton Church – Plano (Dallas), TX:** This Dallas community of 3,500 households decided to build a new, 1,100-seat church to replace its 1980s-style church. VisionWorks conducted their campaign that raised over \$10.1M.

**St. Wenceslaus Church – Omaha, NE:** This growing, 3,250-household church in Omaha needed to build a church, 1,400-seat church for \$32.5M. St. Wenceslaus's previous fundraising company raised \$7M in pledges. For their second campaign, another company told them they could hope to raise \$5.5M to \$6M. Their Finance Committee hoped they might raise \$8M. Their VisionWorks campaign yielded \$11.1M, 2X what another company predicted. And they did this during COVID-19! The church is now complete.



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