

Our Dream for the Future

Questions and Answers

Where can we ask questions about the Launch Out! fundraising campaign?

Although discussion time at this year's Annual Conference is limited by the agenda, Launch Out! team members will be available at the Communications table after plenary on Saturday morning and before/during Bible Study on Sunday. Additionally, the following team members will be happy to respond to your questions: Tina Itson, Peace Kim, Allie Scott, Steve Scott, Amanda Stein, Michele Virnig, Tamara Wims. They will be happy to receive questions by email as well.

Is a fundraising campaign really feasible when we cannot fully fund our ongoing apportionments?

Yes, in fact, it is the best time. New and emerging ministries cannot be limited by resources already designated for other purposes. New projects demand drawing from alternative funding sources. The mission and ministry funded by Launch Out! is critical to the future of the Wisconsin Annual Conference. To paraphrase stewardship expert Clif Christopher, we don't live in the era of our parents' offering plate. We cannot rely on a single stream of resources for ministry. At the Conference level, that means expanding beyond apportionment support for vital new ministries. As United Methodists, we will continue to stress the importance of apportionment funding to support our current work, but Launch Out! is needed to turn our future dreams into realities.

If our future Conference budgets come up short, can we use Launch Out! funds to pay for existing programs?

Launch Out! funds are designated for very specific ministries and projects. These funds will not be used for any other purposes. New faith for new people in new places, revitalized existing churches doing innovative ministry, mercy and justice ministries throughout the state of Wisconsin – these are the broad criteria we will use to determine the allocation of Launch Out! funds.

Why now?

Wisconsin Conference is faced with many critical ministry opportunities, and there is no time like the present to expand our reach and impact. As social and governmental sources of funding and support decrease, the need for the Church to step up its commitment to mercy and justice ministries is vital. A growing population of non-churched generations offers us an exceptional opportunity to spread the good news and build God's kingdom/kin-dom. Established churches in areas of great potential for new ministry need resourcing and support. There has never been a better time to lay a financial foundation for the future of our Conference. And it has been 20 years since we last embarked on a capital campaign.

Before I make a financial commitment, what guarantee is there that The United Methodist Church will continue as one denomination?

There is no guarantee – but there never has been. Regardless of what the denomination decides about the proposals from the Commission on a Way Forward and the Council of Bishops, the mission of making disciples of Jesus Christ for the transformation of the world, and being a faithful witness to the power of God's grace and love in the world, is as important as ever. The need to reach new people for Christ, to create healthy, sustainable communities of faith, to feed the hungry, house the homeless, heal the sick, visit the imprisoned, welcome the stranger, and protect the most vulnerable among us does not change simply because our Church decides to restructure. The Wisconsin Conference is committed to doing the work and will of God in this generation, and for generations to come.

If we vote to approve this at Annual Conference, what are the logistical next steps for the campaign?

The Launch Out! team investigated professional fundraising groups to identify the best guidance and support for the Wisconsin Conference. Upon adoption of our \$6.8 million campaign, we will partner with Community Counseling Services (CCS) fundraising to develop and implement the actual campaign. Unlike most nonprofits, which raise between 25% & 60% of their monetary goal before publicly announcing the campaign, UMC polity recommends Annual Conference approval before beginning the campaign. To date, work on the Launch Out! campaign has come from committed clergy and lay persons, who have varying degrees of expertise in fundraising. Upon Annual Conference approval, Launch Out! will kick into high gear with the assistance of CCS.

What percentage of campaign funds is expected to be raised from individual donors vs. congregational participation?

CCS will help us answer this question as the campaign unfolds. For most nonprofits, 85% comes from individuals, while 15% come from constituent organizations. In most United Methodist Conferences, the average is 65% from individuals, 35% from congregations. Wisconsin will probably rest within this range.

The money raised will be allocated among: 1) mercy and justice ministries, 2) new ministries and 3) ministries needing revitalization, with leadership development as a key component within each category. How fixed are the proposed allocations? Can they be changed in the future?

The Launch Out! team, with input from our Connectional Table and the Cabinet, determined the funding needed to respond effectively to these three priorities. Within each priority, there is some flexibility for the allocation of funds, but funds raised for the Launch Out! campaign will be faithful to the overall priorities as outlined.

How did the goal for the Campaign get developed? How did the amounts within each category get decided?

All of the boards and agencies of the Wisconsin Conference were asked to submit their proposals for programs within the three main priorities. Those that qualified are included on the Launch Out! spreadsheet.

How will the funds be allocated and dispersed?

ALLOCATION – The funds received will be allocated according to the percentage outlined (43% for new ministries; 36% for mercy and justice ministries; and, 17% for revitalization). Of course, there will be some overlap – new and/or existing ministries developed around mercy and justice; existing congregations birthing new ministries; mercy and justice ministries establishing new worshipping communities – and in each category, there is a priority on leadership cultivation and development. Launch Out! will have a campaign manager to work directly with CCS and oversee a campaign team. This group will shepherd the Launch Out! campaign from adoption to completion, working with Conference leadership to raise and receive campaign funds.

DISPERSAL – Funds raised by the Launch Out! campaign will be distributed through Conference boards, agencies, teams and task-forces, in consultation with the Cabinet. Launch Out! will have a project manager that will work with a distribution team responsible for accountability to the priorities of the campaign. They will ensure that funds go to the appropriate governing body, and that they are used for the designated purposes.

ACCOUNTABILITY – In good faith to the generosity and commitment of our members and congregations, the distribution team will create quarterly reports to update the scope and impact of Launch Out! ministries. Additionally, a yearly report will be submitted to Annual Conference.

So will the funds be distributed like grants?

No, because the priorities of the campaign have already been established, money will be distributed to appropriate boards, agencies and teams to accomplish the goals they developed and proposed.

When will funds be dispersed?

Funding will be dispersed as soon as it is received. This will be the responsibility of the distribution team. All of the proposed projects, ministries, and initiatives are immediate and ongoing. Dispersal will continue over the life of the campaign and beyond, in service to the three priorities.

What happens beyond this campaign?

Launch Out! is a critical starting point. As we assess and evaluate the impact and effectiveness of our ministry, we are confident that new opportunities will emerge. It is common for nonprofit organizations to hold capital campaigns every five-to-seven years. Wisconsin has not held a campaign for 20 years, so we have a lot of catching up to do! We are hopeful that a successful Launch Out! campaign will lay a solid foundation for future mission and ministry.

What's in it for me? (Or my church? Or my ministry area?)

All of us desire to do effective, transformative, lasting ministry. We hope individuals and congregations will be excited by what Launch Out! can achieve, and that everyone will invest in those ministries nearest and dearest to their heart, home and community. We envision that leadership development in every setting will help us do ministries we've only dreamed about until now. Every person will be challenged to dig deep and make a faith commitment to the future of our Conference ministries. We ask not only, "What is good for the Conference?" but, "How can we be most faithful to God?" We hope every person will prayerfully ask, "What will I do – for myself, for my community, for my family, for the future, and for God?" Each congregation will be invited to participate in the campaign at a level that makes sense in its context. But the campaign is for the good of Christ's Church in Wisconsin. The hoped-for perspective: How can my congregation and Conference become a community of excited disciples working together for the transformation of the world?

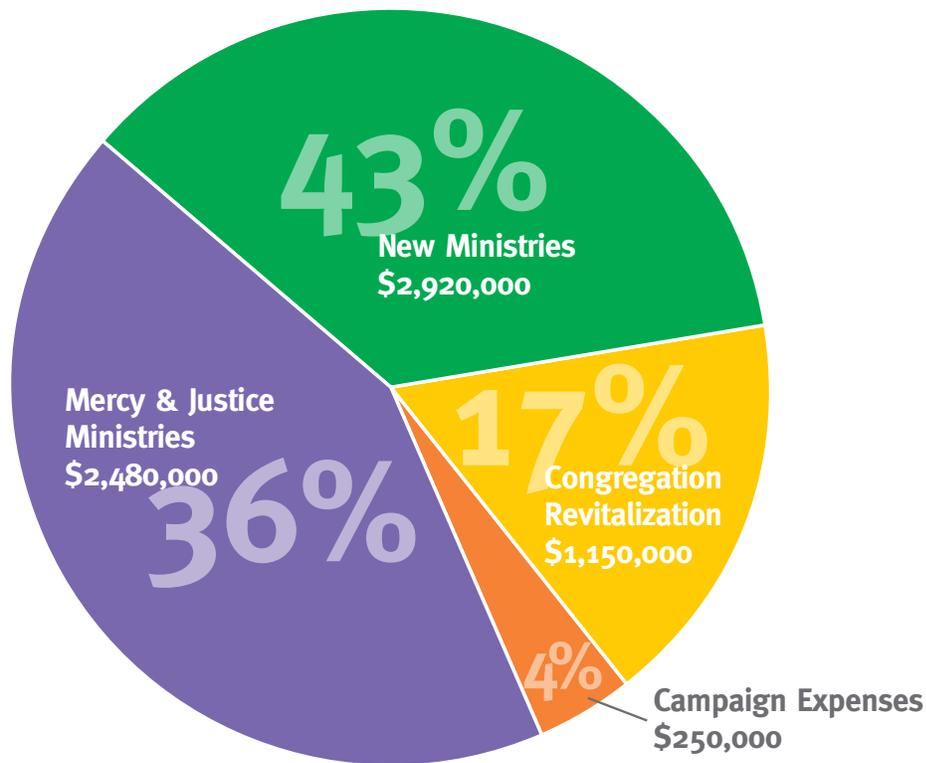
Additionally, CCS will be available to work with congregations as it guides the Conference through the campaign. Churches will be able to take what they receive and learn from the campaign to help with their own fundraising efforts.

The Launch Out! team

Tina Itson, Peace Kim, Allie Scott, Steve Scott,
Amanda Stein, Michele Virnig, Bill White, Tamara Wims

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Campaign Breakdown



Individual Program Descriptions

Funding from the Launch Campaign will be designated to 13 programs/initiatives, all of which fulfill strategies in one or more of these campaign areas. Most of these programs/initiatives are undergirded by leadership development as a key component.

Capital Funding for Mercy & Justice Agencies \$1,000,000
Capital support for Harbor House, Northcott Neighborhood House, and United Methodist Children's Services for needed improvements to buildings and facilities will be provided by these funds. They are beyond the scope of our agencies' annual budgets, and would normally be raised directly from our local congregations and other sources. This support will directly impact the lives of the individuals and families that each of these agencies serve.

Community Developers Program \$500,000
Funding will be used to establish a United Methodist Community Developers program through the General Board of Global Ministries that would place 10 community developers in urban congregations and agencies to assist in community development. The goal of this program is to seek justice through educational, social, political, environmental, and economic development in racial ethnic communities. This program would help the United Methodist Church in Wisconsin make a significant impact in communities that are struggling and in need of resources.

Bridges Out of Poverty Initiative \$50,000
Funding will provide resources to implement strategies for addressing poverty from the Bridges Out of Poverty model in local congregations across the state. This model helps congregational and community leaders address issues of poverty from a mindset perspective, and provides training and resources for communities to help individuals and families to move out of poverty. Many congregations are seeing the effects of poverty in their local communities; and this initiative will resource congregations on creating change in these communities.

Justice for Our Neighbors \$150,000
Funding will be used to establish a "Justice for Our Neighbors" program, a United Methodist initiative that provides legal services to low-income immigrants, refugees, and asylum seekers. We are called to welcome the stranger; and this program would allow us to have a greater witness to those in need in many of our communities.

Prison Ministries \$150,000
Funding will be used to establish programs and resources for prison ministries across our state. This could include ongoing support for families affected by incarceration, initiatives in the 53206 zip-code (the most incarcerates zip-code of African American males in the country), and other prison support work. This is a much-needed area of missional work within our own state that affects many of our communities. As United Methodists, we have the opportunity to make a greater impact on the lives of many families who are affected by incarceration.

New Mercy & Justice Ministries \$300,000
As we know that the needs for mercy & justice ministries are great and often developing, funding will be earmarked for potential new programs that may develop in the future in the area of Mercy & Justice. This would allow us to have funds available for new needs that emerge across Wisconsin.

Congregational Revitalization \$600,000
This funding will allow 100 congregations to participate in the Missional Church Consultation Initiative (MCCI) for the purpose of church revitalization. This initiative is a valuable resource for congregations; and we have seen evidence of its effectiveness in helping congregations become vital and growing.

Individual Program Descriptions (continued)

Next Generation Leadership Development \$500,000

Funding will be used to address the need for developing new lay and clergy leadership in a variety of ministry roles. As our congregational and Conference leadership gets older, we know that we need to be developing the next generation of ministry leaders in Wisconsin and investing in their effectiveness. This will be done through hiring a full-time staff person for a minimum of six years whose focus will be on developing resources to assist in cultivating new leadership, with a focus on youth, young adults, young clergy, and lay leaders, and church/ministry planters. The goal is to encourage ministry as a vocation, and to develop the resources necessary to assist congregations in identifying, cultivating, and empowering our next generation of leaders.

Clergy Recruitment \$305,000

This funding will help the Wisconsin Conference recruit clergy to this Conference through a number of strategies, including internships, the camping program, seminary debt reduction, and seminary visits. As we look to the future and potential shortages in effective clergy, this initiative will help develop new clergy leadership, as well as encourage new clergy to consider the Wisconsin Conference as a place to do ministry.

Clergy Continuing Education \$280,000

Many of our deacons serving primary appointments outside of the local church, as well as elders serving in extension ministries do not have access to funds for continuing education events. This funding will help support these clergy leaders, who are often involved in ministries of mercy and justice, to continue to develop their clergy leadership skills and impact in the ministries they serve.

Clergy Assessment Support \$375,000

The 2016 General Conference has mandated each Annual Conference to conduct an assessment for each clergy person every eight years. Funds from the Launch Out! Campaign will allow each clergy person to access tools recommended in their assessments, including renewal leaves, clergy coaching, or severance. While the cost of the assessments will be covered elsewhere, access to these tools will allow our clergy to address any needs or concerns that are highlighted in the assessments, and develop greater skills for effective leadership.

Cross Cultural Leadership Training \$90,000

Funding will be used to train administrators to lead classes for clergy and laity on cultural competence. As our communities, state, country and world continue to become more diverse, it is important for our clergy and laity to have a strong sense of cultural competence, and the ability to lead across cultures. This will help our leaders be more effective in a multitude of ministry settings.

New Ministry Starts \$2,250,000

Funding from the Launch Out! Campaign will allow the Wisconsin Conference to accomplish the goal of starting 100 new ministries over the next 10 years, thus reaching 10,000 new disciples in Wisconsin for the transformation of the world.

Campaign Expenses \$250,000

A portion of the funding raised for the Launch Out! Campaign will be used to partner with a professional fundraising consultant, which will help ensure the success of the campaign. This number is an estimation of the cost of this consultant, and may increase or decrease depending upon the full scope of the work required.

OVERALL CAMPAIGN BUDGET

PROGRAM	MERCY & JUSTICE	REVITALIZATION	NEW MINISTRIES	CAMPAIGN
Capital Funding for Mercy & Justice Agencies	\$1,000,000			
Community Developers Program	\$500,000			
Bridges Out of Poverty Program	\$50,000			
Justice for Our Neighbors	\$150,000			
Prison Ministry	\$150,000			
New Mercy & Justice Ministries	\$300,000			
Church Revitalization		\$600,000		
Next Generation Leadership Development			\$500,000	
Clergy Recruitment	\$100,000	\$105,000	\$100,000	
Clergy Continuing Education	\$200,000	\$40,000	\$40,000	
Clergy Assessment Support		\$375,000		
Cross Cultural Leadership Training	\$30,000	\$30,000	\$30,000	
New Ministry Starts			\$2,250,000	
Campaign Expenses				\$250,000
Subtotal	\$2,480,000	\$1,150,000	\$2,920,000	\$250,000
TOTAL BUDGET \$6,800,000				

