Campaign Consultant Information

A summary for the congregation ahead of the Sunday, November 8 meeting

Where We're At

- Memorial Lutheran has a long history of generosity, most recently raising **$200,000** for needed facility upgrades. That work uncovered significant water damage that could lead to long-term structural damage if left unaddressed. Current repair estimates are around **$1 million**; leaders are gathering additional bids. **Council has recommended partnering with a campaign consultant**. The congregation will vote on that recommendation on **Sunday, November 8**.

Why Work with a Campaign Consultant?

- They will help identify a realistic goal through a feasibility assessment
- They will provide information to help us determine the size and scope of the project
- They teach us about non-cash giving options
- They lead the campaign process, tailored for Memorial Lutheran, from beginning to end

What the Process Looks Like

Phase	What happens
Feasibility Assessment (6–8 weeks)	Analyze giving patterns and capacity, interview 12–15 individuals/couples, and recommend a minimum and maximum campaign goal to church leaders.
Preparing (3–4 months)	Set an inspiring but attainable goal, enlist a Campaign Team, write the case for support, develop print materials, and teach members about gifts from assets.
Inspiring (6-8 weeks)	Invite gifts from leadership. Share the campaign message with the whole congregation in worship and through a variety of communications, ending with Commitment Sunday.
Fulfilling (2–4 weeks)	Thank every giver, celebrate together, and determine pledge tracking and reminders in place for the three-year giving period.

Consultants



Rev. Jana Swenson, CFRE · A former pastor and development director with over two decades of experience helping congregations fund their mission. Jana will lead the Feasibility Assessment and the leadership gift side of the campaign.



Rev. Jim Weckwerth · A pastor and seasoned nonprofit consultant from Stillwater who helps align a campaign's vision with the church's mission. Jim will join Jana for feasibility interviews and lead the Inspiring Phase efforts.

Questions?

Please reach out before November 8: **Pastor Karen Treat** · 763-442-4057, Jerry Engebretson- 612-799-8538, Cathy Muckala- 612-518-7089