



Hope 2023

A Legacy of Hope. From the first folk to name the town to its present residents, HOPE has been at the core of people throughout the region. In fact, Noble and Lovice Landon founded Hope, Ohio in 1837. Because of the influx of residents relocating from Albany, New York, Hope became New Albany in 1856. The legacy of our faith community began in 1846 when a group of residents donated a parcel of land to house its first religious community. Volunteers hand crafted the original chapel of New Albany Methodist Episcopal Church. Since its construction, its members continued to grow HOPE one life and one construction project at a time. The church was relocated across the street in 1892 with renovations in 1937.

Church leaders have painted pictures of a hopeful future leading to the expansion of the church's footprint with educational wings, the Centrum, as well the construction of our newest sanctuary. New Albany United Methodist Church continues to cultivate hope among its people with the future in mind.



Hope Continues.

Today we are teeming with hope as we have witnessed the growth of our congregation numerically, spiritually, and generously. We have witnessed hope grow both in our people but also throughout our community. We have partnered together with community agencies and organizations to be the solution to real life problems through ministries like Off Market, an after-school program for middle school students. New Albany United Methodist Church is positioned to meet people where they are and to make good neighbors. Our commitment to making good neighbors is both a personal and spiritual reality. We make good neighbors in the places and spaces that we live, but also in a missional strategy, we are making disciples of Jesus Christ for the transformation of the world, and who love God and neighbor as themselves. In order to fulfill God's mission, we must overcome the challenges that we face.

Current Capital Related Challenges.

The Cost of Debt on Ministry Funding...

- **\$2,735,495 in debt** is keeping us from moving further faster.
- **Limitations to Debt Only Capital Campaigns:**

Capital campaigns for debt only tend to raise between 1x to 1.25x the previous year's undesignated giving. For New Albany UMC, that would be a range of \$800,000 to \$1,000,000.

- **Opportunity to Add Projects in Addition to Debt:**

The primary reason "debt only" campaigns typically raise less than those that include other projects is donors outside the committed giving core of the church are not typically motivated to give sacrificially toward debt reductions over and above their annual giving. However, in campaigns that include both debt and other projects and the debt reduction goal is addressed by lead gifts from the committed giving core, households outside the core givers tend to engage and provide funding for the other projects.

- **Campaign Commitments for mainline churches with NAUMC's giving/demographics:**

would generally be in the \$1,250,000 to \$1,600,000 for a debt campaign with added projects to be funded once the debt goal has been achieved. This compares with \$800,000 to \$1,000,000 for a debt only campaign that does not fully eliminate the existing debt.



Projects Under Consideration For Hope Capital Campaign

\$ 1,000,000	Debt Reduction
\$ 200,000	Renovate Centrum
\$ 200,000	Renovate Children's Classrooms and Restrooms
\$ 70,000	Rebranding and Digital Discipleship Engagement Strategy

\$ 1,470,000

Digital Engagement Strategies

We Must Go Where the People Are Gathered to Share the Good News! For the Majority of Americans, that space is online.

We are grateful we are no longer limited by the amount physical space available for ministry, but the new front door to our physical space is online. Most people visit the website and participate in worship online many times before visiting in person. Our online presence must be enhanced if we are to fully reach our potential in helping people meet Jesus where they are.

To be relevant to digital natives (Millennials are now 42), we must find ways to engage them in ways they find attractive and convenient. In doing so, we will be following an ancient tradition that Jesus modeled for us.

With 23% of Christian worship now occurring online, the future of the Church lies in removing the separation between bricks and mortar and digital engagement into a single strategy that creates an immersive experience in worship, small groups, serving and giving, no matter the method the persons choose to engage with our church.

Creating a Consistent High Quality In-Person Experience

We are blessed with a beautiful new sanctuary and ample space for ministry. Our challenge is the stark difference between the quality of the new space and the older spaces in the church. Our strategy to attract families with children is hampered by the need to provide a **secure space for our children and a need to update centrum, children's area, classrooms and bathrooms to be as inviting and attractive** as is our new space.



Debt Reduction

Note 1: \$2,340,000 with an interest only payment at a rate of 5.5%. It will be converted to a 20-year amortizing loan on September 1, 2025. These dollars were invested in the construction of the sanctuary, and a few technological upgrades for worship in the centrum.

Note 2: \$395,495 with an interest only payment at a rate of 3.95%. This funded cementing the courtyard and higher-than-expected construction costs. The balance will be combined with note one into a single 20-year amortizing note on September 1, 2025.

Total Debt \$2,735,495

Debt Reduction Goal: \$1,000,000

We would love to be debt free, but without a lead gift of \$1,500,000 or greater, a more reasonable expectation for a church with our demographics is to reduce our indebtedness by \$1,000,000 through the Hope 3-year Capital Campaign this fall.

The impact of eliminating \$1,000,000 in debt over the next three years is a reduction in monthly interest payments from \$12,043 to \$7954 at our current 5.5% rate.

Our goal is to fund monthly interest payments from our annual ministry budget, allowing all debt related giving from the capital campaign to directly reduce principle, which in turn directly reduces the monthly interest payment funded by our ministry budget.

In September of 2025 the interest rate on our loan will adjust to the market rate at that time. If it were to adjust today, the rate would be in the 7.00-7.50% range. At 7%, a dollar given for debt reduction today would save \$1.86 in future loan payments.

Renovate Centrum: \$200,000

One of the promises we made in during our Imagine capital campaign was a facelift to the Centrum. This did not happen.

Eliminating the stark difference between the new sanctuary and the Centrum is necessary to meet the expectations of the community we are located in.

Needs: Paint, new flooring, platform reconstruction and lobby improvements.

\$200,000 is an estimate that will need to be refined if this project is added to the Hope campaign goals.





Renovate Children's Classrooms and Restrooms: \$200,000

The area that serves our children is in need to safety upgrades to control access and accessibility. There are also no Americans with Disability Act (ADA) complaint or family friendly bathrooms on this side of the building.

Safety (access control) and accessibility upgrades in the children's area.

Upgrade bathrooms to be ADA compliant and family friendly.

The \$200,000 is an estimate that will need to be refined if this project is added to Hope Campaign Goals.

Digital Engagement Strategy and Rebranding: \$70,000

We are no longer the only faith community in New Albany and our reach is now well beyond the 43054 Zip Code.

\$70,000 would enable us to partner with experts such as Pro Media Fire to guide us through a church rebranding process and digital engagement strategy to align our online and in-person worship, discipleship, serving and giving experiences.

The digital media consultants would develop all the graphics, videos, and a social media strategy needed for the first 24 months to effectively engage our neighbors near and far with a message of hope.



Hope for the Future.

Hope is baked into every experience at New Albany United Methodist Church. We've already at a family offer to pay the interest payments from April through the end of the year 2023, approximately \$108,000. And additional church family who as offered to match the first \$50,000 collected for debt reduction of our premium payment and the first \$5,000 given to the NAUMC endowment to give our debt reduction effort a running start.

We believe we are position for such a time as this to grow people and therefore grow the influence of our church and communities beyond what we could ever ask or imagine.


New Albany
 UNITED METHODIST

We make good neighbors.



Frequently Asked Questions

How will Funding Priorities Be Made?

In short, it is a combination of feedback from leaders then the entire church that sets the recommended funding priorities. They are then approved by the church council and validated through early lead gifts before launching the public campaign.

NAUMC has engaged Horizons Stewardship to guide a process that involves getting feedback from financial and ministry leaders (72 % of 2022 Undesignated Giving) through First Impressions Gatherings and a Feasibility-Readiness Study Questionnaires.

Horizons uses this information along with their experience in raising over \$9,000,000,000 in church capital campaign funding to make recommendations on project priorities.

NAUMC Church Council will review Horizons recommendations prior approving a Vision Case Statement that will be shared with the entire church in the Public Education Phase.

All who call NAUMC home will have an opportunity to share their feedback just like financial and ministry leaders through a feasibility-readiness questionnaire.

Horizons then presents its recommendations and expected campaign commitments and this information is used for a final refinement of the Vision Case Statement.

The NAUMC Church Council will review and approve the revised Vision Case Statement and funding priorities for the capital campaign.

The capital campaign begins with a quiet phase where Financial and Ministry leaders are invited to make their 3-year commitment to the Hope Campaign in advance of the launch of the public campaign. This gives church leaders the opportunity to ensure that sufficient lead gifts have secured before launching public campaign. If not, Horizons will recommend revisiting the campaign funding priorities to avoid establishing goals not adequately supported by financial and ministry leaders.

How was construction and borrowing for the new construction approved?

Church Conference One: February 27, 2018
Charge Conference: March 2, 2021 (additional borrowing and spending)

What is the process to get feedback on safety and renovation needs from the Pre-School?

The pre-school leadership and board will have the opportunity to participate in developing specific renovation needs prior to the first draft of the Vision Case Statement.

In the event the pre-school has needs that are not ultimately included in the campaign project list, their board can authorize funding from pre-school resources to pay for these items.

What is the process to allow students & their parents to provide input into projects included in the campaign?

Certainly many parents will be invited to participate in the pre-campaign and feasibility-study process.

We could also meet with our students and give them the opportunity to participate in a survey through something like survey monkey.

Has Pro-Media Fire been selected to guide our Digital Strategies if funding is provided by the Hope Campaign?

This phase of digital strategy is focused on the creation of a new website, regular graphics for worship, marketing and social media, and social media posting.

We currently work with Big Fish Local and have explored shifting to Pro-Media Fire because they are able to provide more support for less money. The Church Council has approved shifting companies for the development of our website and it's maintenance through our Church Ministry Support. With exploration we realized the project could be a digital facelift.

How will the Hope campaign impact NAUMC annual giving?

The same foundational biblical, spiritual and generosity development best practices are used by Horizons in annual, capital and planned giving development, so that each piece builds toward overall increased generosity.

One of these foundational practices is to frequently request that no current ministry giving be shifted to capital funding.

The combination of these two practices has guided thousands of churches in ensuring capital giving is over and above existing undesignated ministry giving.

How does NAUMC giving compare with other churches?

We are exploring the data with the West Ohio Conference.

How do we know if now is the right time for the Hope Campaign?

Our loan agreement with the Wesleyan Impact Partners required a debt reduction campaign to immediately follow the conclusion of the Imagine Capital Campaign which collected \$3,229,470 to the present (1 million from the New Albany Company). We were given an extension until the fall of 2023 to plan for and execute a successful capital campaign.

Wesleyan Impact Partners has agreed that the church can use proceeds above \$1,000,000 for other projects that enhance its' ministries.

The Horizons guided pre-campaign development and feasibility-study will provide church leadership with the anticipated campaign giving range and recommended project and priorities based upon an all-church survey.

The impact of economic conditions is reflected in the gift indications shared by each NAUMC household in the confidential Horizons conducted feasibility-study.

What is the NAUMC growth plan if these projects are funded in the Hope campaign?

We will increase the number of young families with children we are able to reach.

Grow our impact with students, single and working adults.

Focus on empowering retired adults to have a space to give back to the community.

Add worship services that become the launching pad for our commitment to make good neighbors.