

Mission Facility Steering Committee
Communications/Fundraising Subcommittee Meeting
October 26, 2023

Present: Jon Hiatt, Eric Yunag, Andrea McCartney, Ashley Flynn, Mandy Budig, Bob Kiner, Jodi Janssen, Rachael Weiland, Ian Rinken, Debbie Meyer

The meeting was opened in prayer.

Eric shared that as we have been working on this process for several months, what are some things that have resonated with you. Eric commented that he was impressed with how God puts the right people together at the right time. Jon noted that while we focus on the building we are reminded of the purpose and a change in leadership will have a big part to play into this process, but we've been through the process before and God has always provided. Bob noted that he has thought a lot about the process. It is not a fundraiser, but a spiritual experience of growing deeper with God and helping others grow deeper. We need to keep our focus on the right thing and part of the Communication team's responsibility is to help reiterate the message of growing deeper with God. Jodi shared that in her short time with us, she has been impressed with the transparency of the Steering Committee, it appears to have humility and vulnerability about it.

Eric reminded us of our guiding principles and that we need to keep the main thing the main thing..."Central Church exists to help you share the love of Jesus with your relational world." Our team mission is to **inspire** others to invest in expanding Central's impact in God's eternal work.

We briefly reviewed our Areas of Focus:

1. Messaging (Vision) Colossians 4:6
2. Fundraising (Generosity) Matt. 6:21
3. Finances (Stewardship) 1 Peter 4:10

Jon shared that he had met with our Finance Department to hopefully start getting some data. When he met with them, the Finance Department had just started an audit process and therefore were not available to provide data. One of our Trustee folks is attempting to help in this process. Jon is keeping Mick Tune & Bill McMillan (fundraising consultants) in the loop. He emphasized that currently the mission is the agenda right now..not a building. Eventually we will get to answer the question of what is the top amount we think we can raise, how much can we allocate from reserves, etc.

We discussed what the campaign name should be, what should we call this effort? We wrote names on the whiteboard and came up with some of the following:

Growing Deeper with God
Forward in Faith, Building the Legacy, Faith for tomorrow, Building on faith

Journey (Based on Proverbs 3)
Building to Invite/Reach
Everlasting (based on 1 Chronicles)
Beyond
Invited
Expanding our Mission
Open hands posture (based on Hebrews 11)
Anniversary Theme 140 more
*Reach (reaching relationally, forward in faith)
*Abide
*John 15:16 (invite/chosen/pursue)

After some discussion we crossed off “legacy” as it could bring a feeling of human results oriented. Jon noted that it would be good for us to have a scripture reference to build on and it was the consensus that we look closely at John 15:16. “You didn’t choose me. I chose you. I appointed you to go and produce lasting fruit, so that the Father will give you whatever you ask for, using my name.” It might be good to have a conversation with Pastor Jeff to receive his input. Eric will reach out to him and see if he has any preference for the naming of the campaign.

*These are the words that resonated highly with the group. Would be great to have something in place and imagery by the time we meet in December with the congregation.

We were reminded of our Sunday, October 29 congregational meeting. Tom will introduce Eric and Eric will talk about our mission and introduce Chase and Michelle with TSP. The goal of this meeting will be similar to the User Group meetings in that we are allowing the congregation to give feedback through questions that will be presented through Slido. There will also be an opportunity to type in specific questions. We may have time to answer 2-3 questions and direct folks to also look at the FAQ on the website. It was suggested that we also have physical copies of the questions for those folks who don’t have a smartphone to participate. We will also be live streaming the meeting and those individuals can also participate via their smartphone. It is possible that if we have only minimal attendance and not a wide range of demographics, we could possibly send out the survey at a later date - one suggestion was to the folks in LifeGroups. It was suggested that we play the rotator with QR code to visit the website for mission expansion information.

A few next steps/dates

- Dec 2-3 Celebration of 140 years of Central
- Dec 10 Congregational Gathering at 5:00pm
- Jan/Feb - Vote of Affirmation - this will be a church wide vote - including non-members to see what the consensus is for a building expansion.
- TBD - date of official vote of members

As we move forward, we need to continue to pray for every aspect of this exploration.

Rachael shared that we will need to develop a 6-9 month communication plan - what do we need to communicate? How and when to communicate? There will be a need for videos and physical pieces (which might not be needed until we start an actual campaign - possibly a year from now). We should prayerfully consider what to call this campaign. Need to show people the progress along the way and develop a way to be interactive to help people stay engaged.

Bob again reminded us that we need to keep the message clear and concise and Jon reiterated that our only agenda now is the mission statement. We are in the building consensus phase right now.