PRIORITIES AND CAMPAIGN FRAMEWORK

July 2011
A New Era of Mission

The Campaign for the Diocese of Georgia is about serving Jesus and seeking to be more fully engaged as the Body of Christ in Georgia. The campaign is a vehicle for Diocesan growth and transformation through congregational development. Through the campaign, the Diocese of Georgia will strengthen productive ministries and implement new ministries that will enliven its people and parishes and foster a new era of mission. The work of the campaign will:

- Promote congregations that are rich in worship and deep in spiritual life
- Increase the membership of congregations throughout the Diocese by 5% in five years
- Find new and creative ways to enhance clergy and lay leadership for our congregations
- Promote outreach so that each congregation has at least one local, signature ministry
- Develop the resources needed for the Diocese and its congregations to thrive.

These vital outcomes will require unprecedented investments of our time, talent and treasure. The key to the success of the Campaign for the Diocese of Georgia is the engagement, mobilization and commitment of both clergy and lay leaders across the Diocese. This campaign dedicated to congregational development and supported by a complementary fundraising effort will establish priorities, mobilize action, secure resources, and foster accountability.

Nothing Less than a Reformation

The Campaign for the Diocese of Georgia seeks to reform the Diocese by reversing the declining membership and impact the Episcopal Church has experienced in the past forty years. It is not about doing more or trying harder with the same approaches that have come up short before. It is about bringing the ministry and message of Jesus to a modern world where few of the old maps provide adequate guidance.

The Campaign for Congregational Development for the Diocese of Georgia is not about raising money or building buildings or creating programs. All of these are important vehicles that support the real agenda: Growing the Body of Christ by building up thriving, healthy congregations.

The proposed campaign will succeed IF it becomes a vehicle for the concerted, sustained action of clergy, lay leaders and congregations throughout the Diocese. The Campaign for the Diocese of Georgia requires bold thinking, extraordinary giving and sustained commitment. Lasting growth will not be accomplished in a series of incremental steps but through a thoughtful, sustained, prayerful embrace of new directions and new behaviors.

Figure 1 - Scope of the Campaign for Congregational Development
New Directions in Congregational Development

Success with the reformation of the Diocese of Georgia will be built through mobilizing, motivating, and sustaining healthy congregations throughout the Diocese. Healthy congregations focus *inward* to nurture the spiritual life of their members. They also focus *outward* to engage and minister to the communities of which they are a part. Healthy congregations are continually about the redeeming power and grace of Jesus Christ. In order to grow and sustain healthy congregations, the Campaign for the Diocese of Georgia will:

1. **Take Advantage of Special Opportunities for Growth:** The Diocese will identify five congregations with exceptional opportunities for growth and give those congregations the resources needed to succeed. These growth congregations will provide encouragement and models of success for other congregations.
2. **Promote Outreach Ministries by Every Congregation:** To attract new members, the modern Episcopal Church must engage and minister to the communities they serve. The Campaign for the Diocese of Georgia will develop models and training programs to help every congregation develop at least one signature ministry in its community.
3. **Plant New Churches:** The Congregational Development Campaign Team will identify three communities in the Diocese of Georgia that are favorable for planting new churches. These churches will receive full funding, including an ordained church planter and a youth minister, to found new congregations.

New Directions in Clergy and Lay Leadership Development, Training and Support

Through the Campaign, the Diocese will provide opportunities for training, spiritual growth and professional development for clergy and laity serving the 21st Century church. The Clergy and Lay Leadership Development Program will strengthen skills and enhance competencies needed for long-term congregational growth and organizational leadership by:

1. **Enhancing the Church Development Institute (CDI):** CDI brings the strength of sound congregational development practices to the growth of healthy congregations. By 2017, half of the clergy and lay leadership in the Diocese of Georgia will have completed or be enrolled in CDI. By 2015, certified Diocese of Georgia trainers will lead CDI.
2. **Training and deploying six convocational clergy & lay leader coaches:** Coaches will work with clergy & lay leaders to develop their capabilities by assisting them with personal goals, setting clear objectives, and staying mission-focused through regular support and accountability. Coaches will help develop strong leaders so congregations will become vital mission centers.
3. **Identifying Six Teaching Parishes:** These parishes will help train and shape the future clergy leaders of our Diocese by serving as residencies for newly ordained persons, much as new doctors serve residencies in hospitals. Diocesan residencies will provide three-year opportunities to learn and assimilate the best practices of mature, creative, and vital clergy leadership serving healthy, vibrant congregations.

New Directions in Youth and Young Adult Leadership Formation

Mobilizing youth and young adult leadership is crucial to the present and future of the Diocese of Georgia. Through the Campaign, the Diocese will initiate three action steps to increase participation of youth and mobilize young adult leadership. Through the campaign, the Diocese will:
1. **Set Up Three Intentional Communities**: Three intentional communities of four young adults each will be set up three different metropolitan centers where they will share a house and a common rule of life. The young adults will be trained and then deployed to where other young adults gather in these metro areas. Their focus will be “relational evangelism” among those young adults seeking to bring them into the Episcopal Church.

2. **Deploy a Cadre of Trained Youth Missionaries**: Twelve trained youth missionaries will be deployed to serve for five years in 12 different communities in the Diocese. Each will work with the Convocational Dean and parish clergy to draw youth into congregations.

3. **Endow Permanently the Position of Canon for Youth and Young Adult Ministries**: Sustained, skilled, consistent, effective leadership is essential for success with outreach to youth and young adults. This endowment will insulate the Diocese’s capacity to attract and retain the best professional to guide its programs of youth and young adults.

**New Directions for Honey Creek**

Honey Creek must be a strategic asset for the Diocese’s growth and development. To take its position as a productive, long-term asset for the Diocese, Honey Creek will:

- Develop dynamic ministries of spiritual growth and development for all ages.
- Provide programs that serve the 21st Century Episcopal Church.
- Develop facilities that will attract and retain contemporary customers. These facilities include new program and meeting spaces with state of the art technical capabilities as well as refurbished motel rooms.

**The Capital Campaign to Support the Campaign for Congregational Development**

Bold aspirations require a bold approach to transformational giving to support the Campaign for the Diocese of Georgia. The Capital Campaign for the Diocese of Georgia seeks to raise $24.25 million to mobilize and sustain the reformation of the Diocese of Georgia.

<table>
<thead>
<tr>
<th>Capital Campaign Goals</th>
<th>Estimated Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Supporting the Campaign for Congregational Development</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Campaign Component</strong></td>
<td><strong>Estimated Cost</strong></td>
</tr>
<tr>
<td>Congregational Development</td>
<td></td>
</tr>
<tr>
<td>▪ Special Opportunities for Growth</td>
<td>$3M over 5 years</td>
</tr>
<tr>
<td>▪ New Church Planting</td>
<td>$3M over 4 years</td>
</tr>
<tr>
<td>▪ Outreach Models and Training</td>
<td>$500,000</td>
</tr>
<tr>
<td>Clergy Development, Training and Support</td>
<td></td>
</tr>
<tr>
<td>▪ Enhance CDI</td>
<td>$250,000</td>
</tr>
<tr>
<td>▪ Coach training and deployment</td>
<td>$1M over 5 years</td>
</tr>
<tr>
<td>▪ Diocesan Residencies</td>
<td>$1M over 5 years</td>
</tr>
<tr>
<td>Youth and Young Adult Leadership</td>
<td></td>
</tr>
<tr>
<td>▪ Intentional Communities</td>
<td>$1M over 4 years</td>
</tr>
<tr>
<td>▪ Youth Missionaries</td>
<td>$4.5 M over 5 years</td>
</tr>
<tr>
<td>▪ Endow the Canon for Youth and Young Adult Ministries Position</td>
<td>$2 M</td>
</tr>
<tr>
<td>Honey Creek</td>
<td></td>
</tr>
<tr>
<td>▪ Management and Direction (self sustaining after Year 3)</td>
<td>$750,000</td>
</tr>
<tr>
<td>▪ Facilities</td>
<td>$7.25 M over 5 years</td>
</tr>
</tbody>
</table>
Establishing the financial underpinnings for The Campaign for Congregational Development will require a fundraising campaign that is fully integrated with and supportive of congregational development priorities. This campaign will focus on three primary streams of income:

- Major gifts from approximately 75 donors with the capacity to fund programs and facilities
- Increased annual giving to congregations through congregational stewardship campaigns
- An enhanced legacy giving program to develop long-term sources of capital funding and endowment development.

**No Time To Lose**

Throughout the feasibility study participants said: “My wish for the Diocese of Georgia is that it grow in depth of faith, membership and financial capacity.” Study participants overwhelmingly want to be part of a new era of spiritual growth and renewal for themselves, their congregations, and the Diocese. They understand that creating a reformation will require exceptional personal action and extraordinary financial investment.

Time is of the essence! In order to provide the maximum focus on congregational development and outreach, the Diocese should enlist a **Diocese-wide Campaign for Congregational Development Steering Committee** to oversee the design, implementation, and effectiveness of the congregational development campaign.

The Campaign Steering Committee will use the campaign plan to guide the implementation of the Campaign for Congregational Development in our Convocations. We will enlist Convocational Campaign Committees to guide the campaign’s efforts within their respective convocations and promote campaign action within each parish.

**Figure 2 - Leadership Structure for the Campaign for Congregational Development**

The Campaign for Congregational Development will also require extraordinary financial investment to provide the resources needed for success. In order to identify and engage major gift level donors, the Diocese should enlist a **Diocese-wide Capital Campaign Fundraising Committee** to:

- Work with the Campaign for Congregational Development Steering Committee to establish priorities for fundraising and set campaign fundraising goals
- Guide the implementation of a major gifts program designed to secure the extraordinary support needed for program development and the redevelopment of Honey Creek
- Expand and strengthen the efforts of the Legacy Campaign to promote long-term investment in the Diocese and its congregations through planned giving
- Use the momentum of the campaign to strengthen annual stewardship giving.

**Re-formation as the Body of Christ**

The Campaign for the Diocese is a five-year campaign for congregational development that will revitalize the Diocese. As the Campaign for Congregational Development strengthens and mobilizes congregations, the Diocese will experience a new era – a re-formation of its life as the Body of Christ.
Success with the Campaign for Congregational Development will provide the confidence, competence, and capacity for congregations and the Diocese to witness joyfully and serve with compassion. Healthy, thriving congregations will create a new era of mission. As congregations grow spiritually and increase in numbers, they will increasingly live into their mission.

The Capital Campaign will provide the fiscal and physical resources that will enhance the congregations’ capacity for ministry. The campaign will also secure a level of financial sustainability that fosters an ongoing opportunity for congregations to look farther and do more. Properly nourished and maintained, the cycle of growth and development will continue to empower the Diocese to respond to Christ’s call to ministry and mission throughout Georgia – and beyond.

A healthy, vibrant Diocese will spread the Good News and Love of Christ; it will encourage participants to be part of the Body of Christ in new, compelling and unexpected ways. In so doing, the congregations of the Diocese of Georgia will find new ways to live into our Catechism’s definition of the Mission of the Church: “to restore all people to unity with God and each other in Christ.”