

**BUILDING H.O.P.E MINISTRY CAMPAIGN**  
**An Outline of our Decisions so Far**  
**April 28, 2015**

9/5/2013 – An initial meeting with church leaders and fundraisers leads to the formation of a Feasibility Study Task Force to consider the requests from 3 ministries within our Presbytery to engage in fundraising activity (Malawi Mission, Camp Grier, and Church Development/Church Debt) and to develop a plan of response. The Task Force will investigate possible fundraising options, consider timing issues for a potential study and campaign, and will also review the qualifications of potential professional consultants to be contracted if the decision is made to continue. Members of the Feasibility Study Task Force are: Jay Crane of Hickory, John Frye of Gastonia, Feild Russell of Banner Elk, Melvin Mearns of Hickory, Otis Wilson of Morganton, Jim Henderson of Montreat, Don Scofield of Rutherfordton, James Aydelotte of Black Mountain, Ed Brenegar of Sylva, Lloyd Horton of Black Mountain, Jason MacDougald of Camp Grier/Asheville, Dorothy McKenzie of Gastonia/Malawi, Bill Straughan of Montreat and PWNC staff Anita Bernhardt, Bobbi White, and Lisa Pressley.

Fall 2013 – Interim Associate Presbyter, Anita Bernhardt, holds a series of individual meetings with active church members with fundraising experience throughout the PWNC to get a sense of potential leadership. She meets with a dozen or more potential leaders.

1/21/14 – The Feasibility Study Task Force meets with Mr. Sam Avery of OS Associates to consider contracting with him for a Presbytery-wide Feasibility Study and to “test” the viability of both a campaign and each of the ministries that would benefit from such a campaign.

2/2014 – The Feasibility Study Task Force outlines a process for the Administrative Board for a potential Mission Campaign. Soon hereafter, the Guatemala Partnership requests inclusion in the Campaign for its Higher Education initiative.

3/12/2014 – The Administrative Board votes to conduct a Feasibility Study and to contract with Mr. Sam Avery of OS Associates to lead/do the Study. The Feasibility Study is intended to lead us to a decision about whether to pursue a Mission Campaign and, if so, how that might best be done.

April/May 2014 – The Feasibility Study Task Force works with consultant Sam Avery to develop the interview structure for the Feasibility Study, determine a good list of potential interviewees who can honestly give a sound “read” on a potential campaign, compose introductory material about the 4 ministries being tested, and to schedule the interviews.

4/9/2014 - The Administrative Board reviews the materials which have been developed to conduct the Feasibility Study and gives comments/suggestions regarding the interview process.

4/29/2014 – The Administrative Board introduces the Feasibility Study to the gathered Presbytery at its called meeting.

5/13/2014 – Interviews begin in the Feasibility Study. Sam Avery will interview 52 individuals throughout the PWNC’s geography between now and 7/1/2014.

7/2014 – The Administrative Board receives the results from the completed Feasibility Study. Based on these results, it recommends further exploratory and planning work. The Exploratory Committee is formed and asked to engage select, representative churches in a continuing Feasibility Study. Members of the Exploratory Committee include: Mark Stanley of Trinity, Hendersonville (Chair), Bill Straughan of Montreat, Jim Rostan of Waldensian, Valdese, Ike Kennerly of Brevard, John Frye of Gastonia, Joyce Boyette of Shelby, James Aydelotte of Black Mountain, and PWNC staff/consultant Anita Bernhardt, Bobbi White, and Sam Avery.

7/31/2014 - The Exploratory Committee begins meeting and starting at its 8/4/2014 meeting, meets every other week at Rutherfordton Presbyterian (through Oct. 3, 2014). The 4 Ministries are asked to further define their ministry plans and to prioritize their goals. Detailed Ministry Development Plans are composed, edited, reviewed, redefined, and sharpened repeatedly.

10/8/2014 – The Exploratory Committee, having studied the Feasibility Study results and engaged with 17 churches through leadership groups or sessions about a possible Ministry Campaign and the level of support for the 4 identified ministries, recommends to the Administrative Board that a Ministry Campaign be conducted in 2015-16 to raise \$2 to \$2.25 million in support of the 4 ministries (Malawi Health and Education, Camp Grier, Vital Churches Initiative, and Guatemala Higher Education).

10/25/2014 - The recommendation of the Administrative Board is passed on to the wider Presbytery and is approved by a vote at the 10/25/14 meeting of the PWNC. Mark Stanley, Chair of the Exploratory Committee supplements the written report with an oral presentation about the upcoming campaign.

11/3/2014 – A proposed structure for a Ministry Campaign Cabinet or Planning Committee begins to take shape and we begin to “call” leaders to serve, at least through the quiet phase of the campaign. It is anticipated that the quiet phase will conclude by September 2015.

11/12/2014 – The PWNC contracts with Sam Avery of OS Associates to lead a quiet phase of a Ministry Campaign to benefit 4 important ministries: Malawi Health & Education, Camp Grier, Guatemala Higher Education, and Vital Churches Initiative.

12/2014 – A Marketing and Communications sub-committee of the Ministry Campaign Planning Committee is formed and has its first meeting on 12/23/14. The Marketing & Communications Committee is composed of : Fred Bayley of Rutherfordton (Co-chair) , Otis Wilson of Morganton (Co-chair), James Aydelotte of Black Mountain, Ed Phillips of Morganton. Mark Rostan of Morganton, and ex-officios, Bill Kantonen of Asheville, Bill Straughan of Montreat, Field Russell of Banner Elk, Bobbi White, Anita Bernhardt, and Sam Avery.

1/2015 - The Marketing and Communications Committee develops a RFP (Request for Proposal), sends it to 6 marketing firms, and based on the proposals, chooses VanNoppen Marketing as the firm for our campaign.

1/22/2015 – The Ministry Campaign Steering Committee begins to meet bi-weekly and, soon thereafter, the Prospecting & Solicitation Committee meets at Black Mountain in the alternating weeks.

1-2/2015 – The 4 Ministry Development Plans continue to be refined, developed, and edited into final form. Simultaneously, a Case for Support is developed and the team starts to shape the rest of the quiet phase. Prospective individuals and churches to be contacted during the quiet phase are identified.

1/31/15 – Feild Russell, Co-chair for the Ministry Campaign, reports orally on progress and outlines the quiet phase of the campaign at the PWNC meeting in Gastonia. Written documents are included in the Presbytery packet.

3/2015 – The composition of the Ministry Campaign Planning Committee leadership team is set: Feild Russell of Banner Elk (Co-Chair), Linda Rostan of Waldensian, Valdese (Co-Chair), Fred Bayley of Rutherfordton (Marketing & Communications Co-Chair), Otis Wilson of Morganton (Marketing & Communications Co-Chair), Bill Kantonen of Asheville (Prospecting & Solicitation Co-Chair), Melvin Mearns of Hickory (Prospecting & Solicitation Co-Chair), Mark Stanley of Trinity, Hendersonville (Church Relations Chair), James Aydelotte of Black Mountain (Data Chair), and staff/consultant, Anita Bernhardt, Bobbi White, and Sam Avery. Additional sub-committees continue to develop. For example: Feild Russell and Mark Stanley, chairs, add Kevin Frederick of Waldensian, Valdese, Whit Malone of FPC, Hickory, and Wallace Johnson of Hickory to the Church Relations Committee.

3/11/15 – While working on materials for the quiet phase, the Ministry Campaign Steering Committee seeks approval of additional parameters for the campaign from the current General Council.

April 2015 – An introductory handbook of 8 pages is developed for use during the quiet phase of the campaign. In addition, David LaMotte agrees to be the voice for an introductory video of 3-4 minutes.

4/28/15 – Co-chairs, Rev. Feild Russell, Banner Elk Presbyterian, and Linda Rostan, Waldensian Presbyterian, Valdese share progress on the campaign with the gathered Presbytery at its meeting in Montreat.