



BECAUSE THEY SERVE

An Initiative for our faithful pastors

Local Church Campaign Cost Sharing

PAS recognizes and appreciates that individual church participation and partnering to support the **Because They Serve** campaign is completely voluntary, and further that the costs and logistics associated with a multi-year capital campaign is often prohibitively burdensome. Therefore, PAS has adopted special policies and formulas for determining cost sharing agreements with participating churches. For those churches who volunteer to participate in and support the **Because They Serve** campaign, and who agree to utilize PAS communications materials as well as PAS counsel in the planning and management of campaign activities, PAS is offering the following cost share formulas:

Option #	PAS will cover X% of Cost	When your church chooses to support PAS missions with X% of funds committed
1	100%	75% - 100%
2	75%	50% - 74%
3	50%	25% - 49%
4	0%	10% - 24%

In other words...

Option #1: PAS will cover ALL campaign costs when 75% - 100% of the total gifts received are allocated to PAS's housing initiative – Because They Serve.

Option #2: PAS will cover 75% of the campaign costs when 50% - 74% of the total gifts received are allocated to PAS's housing initiative – Because They Serve.

Option #3: PAS will cover 50% of the campaign costs when 25% - 49% of the total gifts received are allocated to PAS's housing initiative – Because They Serve.

Option #4: PAS will offer an additional option for churches seeking minimal assistance planning a campaign, and are willing to include PAS as a mission tithe. In this case, we ask that they church consider giving 10% - 25% of the total gifts received to benefit PAS's housing initiative – Because They Serve.

Preachers' Aid Society of New England

P.O. Box 3386 ▪ Plymouth, MA 02361

Tel: 508-830-9500 ▪ Fax: 508-830-9582 ▪ Email: pas18@preachersaid.org

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Expected Campaign Cost

On average, a capital campaign with PAS will cost at least \$150 per church household. Knowing this, a church can expect to pay...

Option #1: \$0/household

Option #2: \$37.50/household

Option #3: \$75/household

Option #4: Cost to the church will vary in an internal campaign and are considered the sole responsibility of that church

PAS does allow for some flexibility based on a given situation, and the scale of the campaign.

Campaign Partnership Advantages

In options 1, 2 and 3, PAS will...

- Cover all campaign costs up-front, allowing for the partner church to pay for their share of costs as pledges are fulfilled.
- Manage pledge fulfillment and gift processing administrative duties for all partner churches. Duties include: bookkeeping, reminders, and end of year tax documentation.
- Work with each partner church to plan and launch the campaign. Planning services include: developing church specific goals, drafting campaign communication materials, identifying and rating campaign prospects, training and guiding the work of volunteer leadership, creating and managing a campaign calendar including events/special collections, and advancing solicitation and gift procurement activities.

In option 4, PAS will...

- Offer partner churches case statement development assistance, sample communication material, and 90 minutes of training services for campaign volunteers.

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Option #2: For a church with 167 households choosing to Allocate 50% of funds locally and 50% to PAS

Costs include: Campaign counsel, PAS staff support during campaign, PAS back office support, postage, and printing expenses. Further details will be discussed on a case to case basis.

EXAMPLE:

Goal:	\$250,000
Number of Households:	167
Estimated Cost:	167 * \$150 = \$25,050 – <i>Split 25/75</i>
▪ Cost to Church:	\$ 6,262
▪ Cost to PAS:	\$18,788
Total Church Income at 50%:	\$125,000 - \$6,262 = \$118,738
Total PAS Income at 50%:	\$125,000 (100% gifts received will go toward mission and the \$18,788 in expenses will be paid from PAS's operating budget)

Option #3: For a church with 167 households choosing to Allocate 75% of funds locally and 25% to PAS

Costs include: Campaign counsel, PAS staff support during campaign, PAS back office support, postage, and printing expenses. Further details will be discussed on a case to case basis.

EXAMPLE:

Goal:	\$250,000
Number of Households:	167
Estimated Cost:	167 * \$150 = \$25,050 – <i>Split 50/50</i>
▪ Cost to Church:	\$12,525
▪ Cost to PAS:	\$12,525
Total Church Income at 75%:	\$187,500 - \$12,525 = \$174,975
Total PAS Income at 25%:	\$ 62,500 (100% gifts received will go toward mission and the \$12,525 in expenses will be paid from PAS's operating budget)

Option #4: For a locally run campaign choosing to Allocate 90% of funds locally and 10% to PAS

Costs are covered in full by the church and PAS will provide some consultation and planning services to help design, train for, and launch your campaign at no additional expense.

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