



Grow the Circle Wide: Capital Campaign FREQUENTLY ASKED QUESTIONS

Why are we having a Capital Campaign?

A successful *Grow the Circle Wide: Capital Campaign* will enable Rockville United Church (RUC) to dream into reality much of our honed vision. We will be able to expand our welcome by including elements of accessibility, play, worship, mission and fellowship in a playground and outdoor worship space as well as in a renovated kitchen. We will be able to repay the loan that enabled our new sustainable Sanctuary roof, all-facility thermal windows, new Chancel lighting in the Sanctuary and mold remediation. We will ensure our financial future by increasing our reserve funds. We will expand our mission outreach by donating 10% of the funds collected to LGBTQ+ organizations and projects.

Why are we doing this campaign now?

Churches are living organizations, always changing, and adapting to the life of the congregation, the community and the world around us. Throughout the life of RUC, our congregation has recognized the importance of coming together to renew our mission and vision for our future. We have celebrated 55 years of vibrant ministry and are well positioned to continue our ministry into the future. We undertook a visioning and strategic planning process which identified areas of commitment and growth. Some of our priorities require capital to achieve their full potential.

While the past three years of the pandemic have required us to modify the ways we do ministry, our commitment to one another, our local community and our wider world has remained steadfast. Our membership, pledging, and participation continues, both in person and online. We continue to welcome visitors and take in new members.

What is our campaign goal?

The *Grow the Circle Wide: Capital Campaign* fundraising goal is \$1.2 million. We received donations and pledges totaling more than \$160,000 by the end of 2022, before we launched the campaign!



How can I support the campaign?

You can support the Campaign by prayerfully and thoughtfully considering the amount that you want to pledge and then complete the Letter of Intent that will be made available to you. The Letter of Intent sets out how much you will pledge and how you want to make that pledge over the next three years. We will be providing *Ways to Give* information that outlines the various ways you can fulfill your pledge. Online pledging will also be available on RUC's Campaign website pages at www.rockvilleunitedchurch.org.

When is the Campaign beginning?

The official start of the Campaign was on March 19, 2023 at a special Commissioning Service.

When will I need to make my pledge?

Some extravagantly generous among the congregation have already written their Letters of Intent. Our goal is to receive Letters of Intent (commitments to donate funds) from all supporters prior to the *Grow the Circle Wide: Campaign Celebration Service* on Sunday, June 4, 2023. We will continue to welcome pledges after Celebration Sunday.

How much time do I have to fulfill my commitment?

Payments on pledges made to the Capital Campaign are to be paid over a period of three years from June 2023 through June 2026. Payments can be made annually, quarterly, or monthly, beginning with an initial gift on Celebration Sunday, June 4, 2023.

Is a Capital Campaign contribution separate from our regular, annual pledge?

Yes, it is a separate campaign and does not affect your annual pledge. Our annual stewardship pledge campaign enables our vibrant regular church activities and missions. Capital Campaign funds are aspirational, and they allow us to expand our welcome. As with all donations to RUC, your contribution to the Capital Campaign offers tax advantages.

What if my situation changes and I am unable to completely fulfill my commitment?

Should your situation change at any time, first know you are loved, and you belong. All you need to do is contact our financial secretary, Tom Horrigan to adjust your commitment as needed.

How do I make a pledge?

Information will be available through the *Grow the Circle Wide: Capital Campaign* packet or on the Campaign page of our website, www.rockvilleunitedchurch.org. You may return your Letter of Intent before Celebration Sunday, June 4, 2023 to indicate your Campaign commitment.



Who has access to the campaign giving records?

The Finance Committee Chair and Financial Secretary are the only people with access to the campaign giving records.

Can investments already designated as bequests to RUC upon a member's death be contributed to the Campaign?

While we would appreciate outright gifts to the Campaign, we will happily accept bequests. The *Ways to Give* information also includes details on charitable annuities as well as other forms of deferred giving.

Why do we need the UCC fundraising consultant and what is the cost?

The consultant, Jill White, from Capital Campaign Services, UCC Church Building and Loan Fund, is helping to ensure that we achieve the optimal result from our campaign. She is guiding us in following best practices based on their extensive experience of success in working with other churches. In addition, the service's vast array of resources and sample materials are available to us. The fee is 10 percent of our church's annual giving and 30 percent of this fee will be donated to two non-profits designated by our church with 15 percent to a mission of our choosing and 15 percent to UCC mission of our choosing. The RUC Council, based on the recommendation from the Church in Society Committee, chose to allocate the funds to Community Reach of Montgomery County and UCC Global Mission for Children and Seniors.

Can funds given to the Campaign be used for anything else?

No. The Council and the congregation has approved to fund plans only associated with the Campaign. All funds donated to the Campaign are being held in a specially designated fund.

Have cost estimates changed for the projects? Why is the cost of the playground so high?

Inflation has been high the past couple of years, and the initial estimates for the projects have no doubt changed. Playgrounds constructed with sturdy, safe equipment are expensive to build. They undergo exposure to many kinds of weather, and, of course, we hope that our playground will be used by many active children. We want to provide a safe place for play that will hold up for many years.



Will the Campaign funds be held in interest bearing accounts?

Any money donated will be held in interest bearing accounts that have been selected and will be monitored by the Financial Advisory Subcommittee, which is a subcommittee of the Finance Committee and overseen by the Finance Committee Chair.

Will there be an opportunity to make a gift in honor or memory of someone?

Yes, you may designate a gift to be in honor or in memory of someone.

How will priorities for funding the projects be decided if we do not meet our pledge goals?

In much the same way as the church establishes the annual budget at the completion of the yearly stewardship campaign, there will be a process for setting funding priorities at the close of the Campaign. No matter how much money is pledged, the Campaign Executive Team will make recommendations for prioritizing the projects to the Council. The Council and the congregation will make the final decision upon the projects to be funded, the timing of the funding, and the amount to be spent. The same process will be followed if we joyously exceed our goals!

Additional questions? Reach out to the Campaign Administrator, Susan Kirby.