



From Deep Roots, New Life

Frequently Asked Questions

Who is on the leadership team for the campaign?

The Rev. Jamie Hamilton and the Rev. Rob Stevens serve as our campaign co-chairs. Both have recently led successful capital campaigns. Bengé Ambrogi, the Diocese's CFO, is serving as the campaign advisor, and Shelli Gay, the Bishop's executive assistant is serving as the campaign manager. The Campaign Steering Committee is made up of both clergy and laity representing many of our churches and towns. The full list is available in the case statement.

What percentage of the endowment raised during the campaign will be used annually to support the campaign initiatives?

Each year the Trustees of the Diocese vote on the endowment draw. Over the past 5 years, that draw has been between 4.5% and 5%. This draw is based on a 5-year running average of the market value of the fund.

How will the campaign funds impact the annual operating budget?

At an estimated annual endowment draw of 5%, the \$2 million campaign, when all pledge payments have been fulfilled, will generate \$100,000 annually. Over the past 3 years, the Diocese has operated under a deficit budget. This has enabled the Diocese to fund the five initiatives outlined in the campaign. Creating an endowment to fund these priorities will allow us to return to a sustainable annual balanced budget, while at the same time allowing it to invest additional funds in our five priorities.

Will the Diocese introduce an annual fund?

We are unique in New Hampshire as the only Diocese in Province I without an annual fund. The *From Deep Roots, New Life* campaign is purely a capital campaign. We already have an annual fund and that annual fund is already taking place in your local congregations. This Diocese will not be asking for annual gifts beyond the campaign. The reason being that we want to support what is going on in local congregations. If the congregations are healthy and thriving the Diocese will thrive. That's sufficient. The Diocese does not want to compete with individual congregations' annual stewardship drive. If there is a time in the future when a special appeal needs to be asked for then we have a database to appeal to.

How will the campaign funds impact the endowment?

The The Diocese of New Hampshire currently has investments of approximately \$6.5 million that support diocesan operations. The addition of \$2 million of *From Deep Roots, New Life* funds will increase this amount by approximately 30%. This will provide a corresponding

30% more annual support, dedicated to training, placing, and supporting clergy and lay leaders.

What will happen to these funding priorities when Bishop Rob retires?

Previous campaigns have long outlasted the bishops who initiated such efforts in the past. It's hard to imagine making the needed improvements to many of our parish and diocesan buildings without the Diocesan Advance Fund, envisioned by Bishop Charles Francis Hall in 1965 and then augmented during the episcopate of Bishop Doug Thuener in 1989. Likewise, the "venture capital for mission" generated by the *From Deep Roots, New Life* effort will help ensure the boldness and vitality of our churches' ministry well after Bishop Hirschfeld's time with us.

Why are you undertaking this campaign now?

The priorities of the campaign were first presented by Bishop Rob to the Finance Committee in 2019. This vision gave rise to the School for Ministry, the Curates Fund, and the Coaching Fund. The Ministerial Development Fund was first created by a grant from the Episcopal Church Foundation. When this grant funding ended, the Diocese continued funding this initiative through the annual operating budget. The Gospel-Oriented Communities Fund began with the Episcopal Mission of Franklin in 2019.

When was the last campaign, and what was it for?

The last campaign, "Advance Fund for the 90s" wrapped up in 1989. The goal was to raise \$1.75 million. The priorities were mission outreach, mission support within the Diocese, improvements to Diocesan House, and clergy compensation.

What is the campaign goal?

The goal is \$2 million dollars.

What will you do if you don't raise the full \$2 million?

The CFO and Finance Director, in partnership with the Finance Committee will be charged with examining the Diocese annual expenditures and to work to create an annual budget that is sustainable and continues to reflect our obligation to churches and our aspirations.

How much is the Diocese spending to run the campaign?

The campaign budget is \$158,512. This is equal to 7.9% of the campaign goal, which is below the national average of 10-15%. The budget includes a campaign consultant, a percentage of staff salaries, print materials, website development, social media support, graphic design services, wealth screening, and travel.

Will the campaign result in a decrease in Fair Share?

Fair Share for our churches has remained stable at 15% for the past three years. Prior to that it

was as high as 17%. The goal of the Diocese is to remain at 15% for the foreseeable future in order to lessen the financial burden on our churches as the cost-of-living increases.

How were the five campaign priorities chosen?

They were priorities identified by Bishop Rob in 2019. The benefits of investing in these areas over the past few years has made clear that they are impacting our churches in positive ways by allowing us to recruit clergy from outside the Diocese, to develop and support our current clergy, and to train new priests through our School for Ministry.

How are funds decided and distributed?

The Bishop and his staff work directly with members of the clergy to identify areas of need and to provide resources that support the health of our churches and the leadership development of our clergy.

What is the timeline for the campaign?

We are currently in the silent phase of the campaign. Our 1-on-1 team solicitations began in January. Our goal is to have 80% of the campaign goal of \$2 million pledged by April 1, 2024, and to launch the public phase of the campaign in mid-April. We are exploring having our campaign celebration be part of our Annual Diocesan Convention in October.

What will the impact of this campaign be on my church?

The assumption many make is that capital campaigns, in general, negatively impact annual giving. Data does not support this. Campaigns raise awareness of the needs of an organization and 1-on-1 meetings increase engagement and as a result giving increases and is sustained.

I already support my congregation- why is it important for me to support this campaign?

All of the Episcopal churches in New Hampshire, large and small, have faced one of the obstacles that the campaign's five priorities aim to solve. Of the five priests who have graduated from the School for Ministry, all of them are serving in one of our churches – large and small. This is one example of how the School for Ministry benefits all of our churches. In addition, several of our churches began to flourish soon after receiving Ministerial Development grants.

How may I give?

Check. Credit Card. Marketable Securities. For a full list, please see the gift acceptance policy.

What were the results of the Campaign Feasibility Study?

Twenty-three interviews were conducted. In total, 1,603 households in the diocese were invited to participate in an on-line survey, and of those, 512 people responded. The results indicated that the bishop and his staff are highly respected and admired, that our clergy are

equally appreciated and committed, and that focusing on leadership development versus bricks and mortar will have the biggest impact on our faith communities. In total, 93% of those who participated in the feasibility study said they were in favor of the campaign and 56% said they would make a gift. The feasibility study tested a goal of \$4 million. The results indicated a more conservative goal of \$2 million.

What is the pledge period?

The pledge period is three years, but we will happily work with a donor who needs a five-year pledge period in order to make their maximum gift and meet their personal goal of supporting the campaign effort.

Will the diocese accept matching gifts?

Yes, we will accept and encourage donors to reach out to their employer to see if they have a matching gift program.

Can I make a gift anonymously?

Yes, there are various reasons a donor might prefer to make their gifts anonymously and the Diocese will respect that. A gift receipt will still be sent to the donor, and their gift will be listed in the Annual Report as “anonymous.”

What are the campaign’s naming opportunities?

The Diocese has not identified naming opportunities within this campaign, but leadership is willing to discuss naming opportunities with any donor for whom that level of recognition might be appropriate.

Does the campaign include a planned giving component?

Yes, donors will be invited to make a pledge to the campaign and to consider adding their church and the Episcopal Church of New Hampshire to their estate plans.

Does the Diocese of New Hampshire have a gift acceptance policy?

Yes, The Protestant Episcopal Church of New Hampshire (PECNH) accepts gifts for purposes that will help it further and fulfill its mission. Decisions on the restrictive nature of a gift, and its acceptance or refusal, shall be made by the Trustees of the PECNH, in consultation with the Bishop. A copy of the policy is on the campaign website. All questions should be directed to Lauren Tennett, director of finance and benefits at the Diocese of New Hampshire. Ltennett@nhepiscopal.org, 603.224.1914 ext. 121