



## ABCUSA Transformed by the Spirit Progress Report

### OVERALL *Tbys* FUNDRAISING ACTIVITY AS OF OCTOBER 31, 2014

MINIMUM GOAL .....	\$800,000
<b>CHALLENGE GOAL.....</b>	<b>\$1,200,000</b>
RAISED TO DATE ( <i>DOCUMENTED</i> ) .....	\$843,196 (70%)
REQUIRED TO MEET MINIMUM GOAL – (OVER GOAL) .....	(\$43,196) (05%)
REQUIRED TO MEET CHALLENGE GOAL .....	\$356,805 (30%)
TOTAL PAID TO DATE .....	\$768,002 (91%)
BALANCE ON PLEDGE INTENTIONS .....	\$75,194 (09%)
NUMBER OF VISITS .....	203
NUMBER OF PENDING GIFT DECISIONS .....	68
NUMBER OF REFUSALS .....	05
NUMBER OF DONORS (PLEDGES AND GIFTS).....	130
AVERAGE GIFT.....	\$6,486
PERCENTAGE OF MINIMUM GOAL ACHIEVED .....	105%
NUMBER OF MONTHS IN INITIATIVE .....	54
NUMBER OF MONTHS COMPLETED (SINCE JULY 2011).....	40
NUMBER OF MONTHS REMAINING (UNTIL DECEMBER 2015).....	14
AVERAGE REQUIRED MONTHLY TO ACHIEVE CHALLENGE .....	\$25,486

On behalf of the Development Advisory Team (DAT), David Gnirk Chair, the above *Tbys* report is presented for BGM review. Our Development Office (DOD) and DAT strategy continues to focus on enhancing the culture of individual proportionate giving (equal sacrifice not equal giving) over time (pledge giving versus one-time gifts) as well as personal faith-based gifts from individuals versus churches and ABC affiliated organizations. To date, 32 donors have given at the level of \$5,000+ for a total of \$772,249 or 92% of \$843,196. Though *Tbys* major gifts will continue to be a Development Office high priority in order to achieve the challenge goal, personal cultivation with suspects and prospective donors are intended to friend-raise, build long-term relationships as well as determining prospective donor giving interests to ABCUSA. We continue to uncover new prospects, particularly those closest to ABCUSA. A list of the Top 50 major prospects has been determined with many assigned to members of the DAT. Our gratitude to our General Secretary for the many visits he has conducted.

With over a dozen key leaders (BGM, DAT and key Mission Center leaders), we will continue to increase advocacy of personal visits along with greater emphasis on annual major gift requests (\$1,000 plus) in the weeks ahead, while continuing to structure the new development office. The DOD continues to research top priority prospects within each region with a focus on \$5,000 plus prospect cultivation and solicitation going forward, such as recently with Don Ng and select members of First Chinese Baptist Church, San Francisco. Our primary objective continues: to secure gift decisions from three constituent groups (individuals, foundations and only when/where applicable top churches within receptive regions). Introductory visits, major gift cultivation events and solicitation will remain as a high priority strategy throughout 2015.

Leadership so often leads the way in extraordinary endeavors. Our thanks to members of the BGM for their financial support of ABCUSA for 2014, over-and-above their regular giving to multiple areas of personal interest:

- Total BGM Members	45
- Number of BGM Donors	27
- Participation Rate	60% ( <i>Goal 100%</i> )
- Total BGM 2014 Support	\$5,109
- Average Gift	\$189

Other work in progress includes: update of ABCUSA Online Giving Site; Annual Appeal; Giving Circles; Burma Project Foundation Research; MLK Atrium; Peace and Baptist Muslim Dialogue Funding; Women in Ministry; Unrestricted Funding; Biennial Sponsors and Vendors; and 2015 ABCUSA Development Strategic Plan.

Respectfully Submitted by Kenneth C. Marsenburg, ABCUSA Director of Development