



ABCUSA Transformed by the Spirit Progress Report

OVERALL FUNDRAISING ACTIVITY AS OF FEBRUARY 27, 2015

MINIMUM GOAL	\$800,000
CHALLENGE GOAL.....	\$1,200,000
GIFTS TO DATE (DOCUMENTED)	\$868,866 (72%)
REQUIRED TO MEET MINIMUM GOAL – (OVER GOAL)	\$68,866 (09%)
REQUIRED TO MEET CHALLENGE GOAL	\$331,134 (28%)
TOTAL PAID TO DATE	\$784,485 (98%)
BALANCE ON PLEDGE INTENTIONS	\$84,381 (02%)
NUMBER OF VISITS	232
NUMBER OF PENDING GIFT DECISIONS	93
NUMBER OF REFUSALS	05
NUMBER OF PLEDGES AND GIFTS.....	134
AVERAGE GIFT	\$6,484
PERCENTAGE OF MINIMUM GOAL ACHIEVED	109%
NUMBER OF MONTHS IN INITIATIVE.....	54
NUMBER OF MONTHS COMPLETED (SINCE JULY 2011).....	44
NUMBER OF MONTHS REMAINING (UNTIL DECEMBER 2015).....	11
AVERAGE REQUIRED MONTHLY TO ACHIEVE CHALLENGE	\$30,103

As of the end of February 2015, a total of 134 documented gifts have been provided to **TbyS**. Given the present results, to complete the fundraising emphasis within the next 11 months, we would require five pledge gifts per month at the above average of \$6,484 or \$97 per month after an initial 10% payment. Certainly God's provisioning has brought us this far with leadership and support from a cross-section of generous leaders and loyal donors. The Development Advisory Team (DAT) continues to review strategy and top prospects to be visited prior to the retirement of our General Secretary. Four visits in 2015 will include the General Secretary's request of six-figure gifts from affluent ABC loyalists. These requests will include TbyS, but in addition, the case for Peace Initiatives, Women in Ministry, unrestricted ABCUSA Endowment, as well as, other case elements of interest to the prospective donor. Our 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).

Though TbyS will continue to be a Development Office priority in order to raise as much as possible (AMAP) towards the challenge goal, personal cultivation with suspects and prospective donors are intended to friend-raise, build long-term relationships as well as determine prospective donor giving interests.

Currently, Fundraising endeavors within the Department of Development include:

- Biennial Sponsorships, Exhibit Booths, Ads and Individual Boosters;
- 2015 Friends of ABCUSA Breakfast;
- Burma (Myanmar) Grants;
- ABCUSA Endowed Funds & Planned Giving;
- Baptist Muslim Dialogue;
- Women in Ministry; and
- Other Initiatives (Taizé Scholarship Fund, Friends of ABCUSA, etc.)

Supplemental reports can be provided upon BGM request.

Respectfully Submitted by Kenneth C. Marsenburg, Director of Development