

BEYOND

CAPITAL CAMPAIGN



FALL 2019

GOOD SHEPHERD LUTHERAN CHURCH
MADISON AND VERONA WISCONSIN



Dear Friends at Good Shepherd,

From the moment God called a faithful few to start Good Shepherd in the Peterson Family home basement over sixty years ago, our community has faithfully worked to respond to God's call and spread God's word **beyond** the walls of the church building. Through the years, Good Shepherd members have shared God's service in this community, and around the globe, and expanded our congregation into Verona, to pass the faith across generations.

The ability to dream about how we can further live God's word **beyond** our church is one of the things I love most about our life together at Good Shepherd. Unfortunately, our ability to dream has become distracted by our congregational debt. Certainly, the debt we have incurred has allowed us to grow **beyond** our building on Raymond Road and into two campuses over the past twenty years, helping to bring God's Word to more people. However, our debt has limited Good Shepherd's faithful action by forcing us to address issues of sustainability. It is difficult to listen for God's voice and act boldly when our present finds us focused on sustainable fiscal responsibility.

I believe God has great challenges and opportunities for Good Shepherd. God is calling us to look **beyond** our current moment. As the world changes, our congregation needs to be dreaming God-sized dreams. We need to reach **beyond** ourselves and invite new people into the sustaining relationship with God that we all desperately need. We also need to enable our current members to continue to develop the vital faith that sustains us through all that life puts in front of us.

I invite you to dream with me about what God will do through Good Shepherd if we look **beyond** the \$275,000/year we spend servicing our debt and focus our mission and ministry into the world **beyond**. Dream about the way our ministry will grow in Madison, in Verona and **beyond**. Dream about what will happen when we move **beyond** thinking people don't want to come to church anymore. Dream about what will happen when we go **beyond** our fears and take risks to share Christ's love with new people in different ways. Dream about what will happen when we serve God **beyond** our borders with communities around the world... when we take our discipleship to a new level. Dream about what possibilities await **beyond** today.

I urge you to take some time to prayerfully read this prospectus which outlines the hopes and dreams to come from this **Beyond...** Capital Campaign. You'll learn more about how our leadership at Good Shepherd has been dreaming about the possibilities that await us when we move **beyond** our debt. I invite you to prayerfully consider how you might make these plans a reality through a generous gift or commitment.

Thank you for your continued partnership in the Gospel work we are called to at Good Shepherd Lutheran Church. I look forward to moving **beyond** our current limitations while walking with you, listening, dreaming and responding to God's call wherever that might take us!

In Christ,

A handwritten signature in blue ink that reads "Chris Enstad". The signature is written in a cursive, flowing style.

Pastor Chris Enstad

→ OUR MISSION

At Good Shepherd,
In response to God's love and grace we...
Welcome as we have been welcomed
Forgive as we have been forgiven
Serve as we have been served

OUR VISION

By the grace of God and the love of Jesus Christ,
We will meet each person where they are,
and invite them into transformative relationships with God, each other,
and the communities in which we live and serve.
We will cultivate and empower lay leaders
to support this life-changing work
at Good Shepherd and beyond.

STEERING COMMITTEE

Bob and Ronda Beggs, *Campaign Chairs*
Phyllis Wiederhoeft, *Commitment Chair*
Ann Barrett/Julie Enslin, *Inspiration Chair*
Tim Hughes, *Information Chair*
Jessica McCarty, *Special Events Chair*
Andrew Seaborg, *Lead Gifts Chair*
Amy Haskins, *Every Member Response*
Pastor Chris Enstad, *Lead Pastor*

BOARD

Stephanie Barth	2021
Bob Beggs	2022
Ellen Franzone	2020
Tom Golden, <i>Vice-President</i>	2020
Wade Huseth, <i>Treasurer</i>	2022
Kimberly King	2021
Sara McCormack, <i>Secretary</i>	2022
Andrew Seaborg, <i>President</i>	2021
Pastor Chris Enstad, <i>ex Officio</i>	

"I love the supportive, caring community at Good Shepherd.... I want to contribute to the new campaign so that other people will have the chance to continue to receive God's amazing grace and blessings."

SARAH SCHAETTLE



"I would say my favorite thing about Good Shepherd is the relationships that I forged since the beginning. I think paying off our debt makes sense. It allows us to move quickly in the direction that we would like as a congregation. Unencumbered by that, if we want to undertake a project related to our buildings, some ministry push in the church or out of the community, we can do so more rapidly."

SCOTT AND STEPHANIE CHRISTENSEN



"What we have loved most about Good Shepherd is the community we are apart of. As a family, we have been apart of many of the youth and family activities together growing in God's word together with other brothers and sisters in Christ. We have spent time together both in service to our church but also service to our community. If we are able to eliminate our mortgage, it will allow us to invest more into ministry and outreach within our church and community."

STEPHANIE AND SCOTT BARTH



→ A CALL TO DREAM

CAMPAIGN INVESTMENT SUMMARY

\$2.9 Million	Debt Reduction (principal not in operating budget)
\$100,000	Remodeling and Maintenance for Verona
\$50,000	Rehearsal room in the basement of the Verona Campus
\$65,000	Sign for the Verona Campus
\$125,000	Air Handler for Madison Campus
\$90,000	Contingency, Design, and Campaign Costs
\$3.33 million	

Unrestricted gifts to the Beyond Campaign will be applied 85% to mortgage principal and 15% to our other projects. Should a person or family be interested in fully funding one of the other initiatives, that project will be launched once half the commitment has been paid. The Church Board will be authorized to allocate funds within this framework as they come in.

→ PROJECTS OF THE APPEAL



MORTGAGE ELIMINATION | \$2.9 MILLION

The current payment on our mortgage is \$275,000 per year with \$3.2 million still outstanding in principal. Our interest rate is 4.25%. We have been able to manage our mortgage payment, but it is quite evident that this payment is impacting our ability to dream a vibrant future and is restricting our ministry. During the 3-year period of the campaign, all interest on the mortgage and at least \$300,000 in principal will still be covered by the operating budget. This leaves \$2.9 million as the campaign goal allocated for mortgage principal.

VERONA REMODEL | \$100,000

It is time to freshen a space that sees thousands of visitors per week—preschool families, community organizations and members, participants in worship, education, fellowship and more. Our Verona campus is 17 years old and needs to be cared for to sustain it as a sacred space for years to come.

VERONA MUSIC ROOM | \$50,000

Originally slated to be completed in the first expansion this space was left unfinished due to lack of funds. A dedicated space for our worship bands will give worship leaders a space they can practice without fear of disturbing other activities in the building.

DIGITAL OUTREACH SIGN | \$65,000

Our Verona location is phenomenal and the best outreach we can do is right on County Road PD where 1 million people drive by every year! A new digital sign will provide a reminder of our presence and an update of our activities and impact.

AIR HANDLER | \$125,000

We have been able to maintain our current facilities, but we need to prepare for the day when large mechanical items need to be replaced. One of the main air handlers at our Madison Campus is nearing the end of its life.

CONTINGENCY, DESIGN, AND CAMPAIGN COSTS

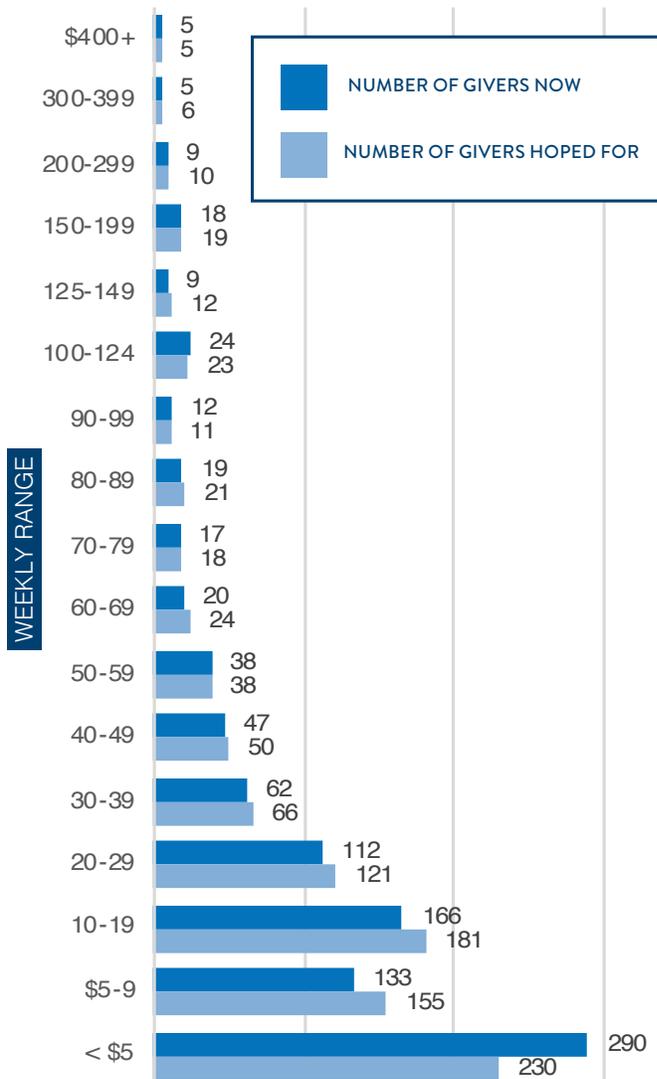
At less than 3% of the total project, we have budgeted this amount to launch the campaign and give a bit of room for space design and cost overruns on the construction projects of the appeal. Any unused funds from this line item will be applied to mortgage principal.

Once implemented, these projects change our story.

They position us to be the vital witness to God's love for a world that knows that love less and less every year. These projects will allow us to be truly innovative as we seek to deepen faith among our own members, invite new people to the story of God's love, and seek to reach out to demonstrate God's love to the world through new and expanded service ministry. This is not just a financial transaction. This is an investment into God's activity into our lives and the lives of those living around us.

OUR ANNUAL GENEROSITY FUND

The Annual Ministry of Good Shepherd is what brings us together as a community. It is through this ministry that we grow in faith, gather in community, and reach out to our neighbors around us. Each year, we have to grow our annual ministry revenue just to sustain our current ministry — salary increases, costs of insurance, and facility care. Also, as members move and pass away, there is a need to increase giving to make up for these losses. To cover our increased need in 2020 we seek an additional \$1,000 per week (\$52,000 per year) in annual ministry support.



A CALL BEYOND

BEYOND LIFETIME GIFTS

As we complete our mortgage obligation and free up money in our annual fund through this campaign, we look to what lies beyond just this appeal. Many churches our size have an endowment 5x what our Foundation currently holds. To that end, it is our intention to seek more planned estate gifts. This will help grow the Foundation from \$2.5 million to over \$10 million. During this appeal, our goal is at least 10 families pledging they will provide a gift to the Foundation through their estate plans (will, trust, life insurance, IRA beneficiary, or other means).





➔ YOUR COMMITMENT TO “TWO COMMITMENTS, ONE CHURCH”

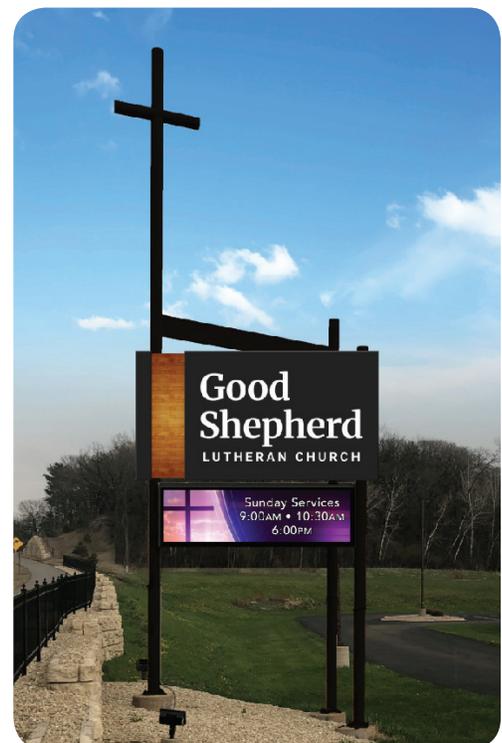
First, we ask you to consider a modest increase to your annual ministry support. The chart on page 4 demonstrates the type of modest increases that are needed in order for us to continue to fully fund our day to day ministry.

Then, you are being asked to prayerfully consider your participation in the Beyond Campaign. Giving beyond the goal will allow for additional ministry.

Gifts of appreciated stocks, real estate, and other assets may enable you to capture tax savings. If you are age 70.5 or older, you may benefit tremendously from giving a gift directly from your IRA thanks to recent tax law changes.

➔ VALUE OF GIFTS OVER TIME

AMOUNT PER WEEK	AMOUNT PER MONTH	AMOUNT PER YEAR	3-YEAR AMOUNT
\$481	\$2,084	\$25,000	\$75,000
\$415	\$1,800	\$21,600	\$64,800
\$370	\$1,600	\$19,200	\$57,600
\$277	\$1,200	\$14,400	\$43,200
\$256	\$1,111	\$13,332	\$39,996
\$192	\$833	\$10,000	\$30,000
\$160	\$694	\$8,333	\$25,000
\$128	\$555	\$6,666	\$20,000
\$96	\$416	\$5,000	\$15,000
\$64	\$277	\$3,333	\$10,000
\$32	\$138	\$1,667	\$5,000
\$23	\$100	\$1,200	\$3,600
\$12	\$50	\$600	\$1,800
\$6.50	\$28	\$336	\$1,000
\$3.85	\$17	\$200	\$600





BEYOND CAMPAIGN GIFTS NEEDED

# OF GIFTS	VALUE OF GIFT	RUNNING TOTAL
1	\$300,000	\$300,000
1	\$150,000	\$450,000
2	\$100,000	\$650,000
4	\$75,000	\$950,000
8	\$50,000	\$1,350,000
10	\$30,000	\$1,650,000
12	\$20,000	\$1,890,000
15	\$15,000	\$2,115,000
20	\$10,000	\$2,315,000
54	\$6,000	\$2,639,000
100	\$3600	\$2,999,000
252	\$1,095	\$3,274,940
121	\$500	\$3,330,000



*the annual fund chart is on page 4

“For I know the plans I have for you,” declares the Lord, “plans to prosper you and not to harm you, plans to give you hope and a future.”

JEREMIAH 29:11



Good Shepherd
LUTHERAN CHURCH

MADISON CAMPUS
5701 Raymond Road
Madison, Wisconsin 53711
608-271-6633

VERONA CAMPUS
7291 County Road PD
Verona, WI 53593
608-271-6633